“Downtown Doorsteps,” Preservation Austin’s 28th Annual Homes Tour, celebrates downtown Austin’s historic living spaces in all their forms!

The Homes Tour is our nonprofit’s marquee event and most important fundraiser. All proceeds, including ticket sales and sponsorships, support our advocacy efforts and educational programming year-round.

By showcasing stunning historic homes updated for 21st century living, we engage an audience that thinks local and buys local while celebrating diverse neighborhoods and histories citywide.

SPONSORS RECEIVE RECOGNITION THROUGH:

- Tour Program + Signage (1000+ tour attendees)
- Postcard Invitation (800+ distribution)
- Social Media (6,500+ followers on Facebook, Twitter, and Instagram)
- Pre-Event E-Blasts (5,700+ email list)
- Post-Event Newsletter (500+ household readership)

INCLUSION IN PRINT MATERIALS AND SOCIAL MEDIA IS SUBJECT TO PROOF DEADLINES (MARCH 15, 2020) AND COMPLETED SPONSORSHIP AGREEMENT.
# 2020 Homes Tour Sponsorship Packages

## Title Sponsor Package - $10,000
- Title Sponsor recognition on KUT radio spots
- Logo recognition on Preservation Austin landing page for one year
- Full-color back cover ad in Homes Tour program
- Logo on Homes Tour map (premium placement)
- Logo on postcard invitation (premium placement)
- Logo on Preservation Austin event page and eblasts
- Quarter-page b/w ad in Preservation Austin newsletter for one year
- Title sponsor recognition on Homes Tour program page for one year
- Business Ambassador membership ($500 value)
- Waterloo Circle household membership for one household, includes two cocktail parties in exclusive locations ($1,000 value)
- 20 tickets to the 2020 Homes Tour and after party ($1,000 value)

## House Sponsor - $3,000
- Logo recognition at all featured homes
- Opportunity to have business cards/postcards at all featured homes
- Logo on Homes Tour map
- Full-page color ad in event program
- Logo on postcard invitation
- Logo on Preservation Austin event page and eblasts
- Quarter-page b/w ad in post-tour Preservation Austin newsletter
- Logo on Homes Tour program page for one year
- Business Ambassador Membership or Advocate Membership ($500 value)
- 8 tickets to the 2020 Homes Tour and after party

## Gold Sponsor - $1,500
- Half-page color ad in Homes Tour program
- Listing on postcard invitation
- Listing on Preservation Austin event page and eblasts
- Logo in post-tour Preservation Austin newsletter
- Listing on Homes Tour program page for one year
- Business Leader Membership or Friend Membership ($250 value)
- 4 tickets to the 2020 Homes Tour and after party

## Bronze Sponsor - $500
- Opportunity to purchase $75 quarter-page color ad in Homes Tour program
- Listing in Homes Tour program
- Listing on postcard invitation
- Listing on Preservation Austin website and e-blasts
- Listing in post-tour Preservation Austin newsletter
- 2 tickets to the 2020 Homes Tour + after party
SPONSORSHIP COMMITMENT
YES, I WANT TO BE A 2020 HOMES TOUR SPONSOR!

[Checkboxes for sponsorship levels]

FULL-PAGE AD
$10,000 Title or $3000 House Sponsor
4.85" width x 7.85" height

HALF-PAGE AD
$1500 Gold Sponsor
4.85" width x 3.85" height

QUARTER-PAGE AD
$500 Bronze Sponsor with $75 ad
2.375" width x 3.85" height

I will provide my ad.  Please design my ad.

Email your PDF to programs@preservationaustin.org
There is a $25 fee for ad production

Name ____________________________________________
Company ____________________________________________
Address ____________________________________________
City, State, ZIP ______________________________________
Phone __________________________ ____________________________
Email ____________________________________________

PLEASE PRINT BELOW HOW YOU OR YOUR COMPANY SHOULD BE LISTED IN EVENT MATERIALS:

My check made payable to Preservation Austin is enclosed.

Please charge my: (check one) VISA  Mastercard  American Express

Card Number: ____________________________  CSC# ____________

Name on Card: ____________________________  Expiration Date: ________

Signature: ____________________________

Please return this document to:
Lesley Walker, Development & Communications Coordinator, Preservation Austin
P.O. Box 2113, Austin, TX  78768
512.474.5198 ext. 7724 | lesley@preservationaustin.org