



Dear Neighbor,

On April 29th to May 1st, 2022, we will be celebrating the 52nd year of the Druid Hills Tour of Homes & Gardens, the longest running home Tour in Atlanta. And, in conjunction with the broader "Olmsted 200" celebration, in honor of the 200th birthday of Frederick Law Olmsted Sr., we will be opening up a dozen of the finest homes and gardens we have ever had on the Tour, and we are excited to provide you with the opportunity to sponsor this premier event!

Sponsorship of the Druid Hills Tour of Homes & Gardens offers your business the opportunity to:

- Take advantage of participating in the longest running home tour in Atlanta.
- Connect with diverse and enthusiastic tour-goers, both pre, during, and post tour.
- Engage with fans and followers through social media promotions on Facebook, Instagram, Twitter and Pinterest, including multiple mentions, posts, and imagery.
- Promote your business on website, tickets, posters, counter cards, and/or signage depending on your sponsorship level.
- Be included in media and publicity outreach, including editorials and ads in publications such as the AJC, Southern Living, Atlanta Homes & Lifestyles, InTown Atlanta, Creative Loafing, Atlanta Magazine, Decatur Living, and more!

All proceeds from this event directly impact the community initiatives of the Druid Hills Civic Association. Past Druid Hills Tour of Homes & Gardens have helped to fund important civic projects such as the Olmsted Linear Park and the Lullwater Conservation Garden and have helped our continuing efforts to protect the beauty and historic character of the only neighborhood in the South designed by Frederick Law Olmsted.

Please support the upcoming 2022 Druid Hills Tour of Homes & Gardens by becoming a sponsor! We have opportunities available for every budget!

In order to meet our printing deadlines, the Sponsor Pledge Form and your check (if applicable) are due January 31, 2022.

And we look forward to working with you on the Tour!

Kit Eisterhold, Sponsorship Chair
(404) 210-9155
kit.eisterhold@evusa.com



2022 Sponsor Opportunities

Sponsor Benefits	Presenting ¹ \$10,000	Platinum ² \$5,000	Gold \$3,000	Silver \$2,000	Benefactor \$1,000
Tour Tickets (\$30 value)	24	12	6	4	2
Tour Gala Tickets (\$125 value)	8	6	4	2	2
Listing in Druid Hills News	✓	✓	✓	✓	✓
Mentions on Tour Social Media Accounts (Facebook, Twitter, Instagram)	✓	✓	✓	✓	✓
Use of Tour Sponsorship Materials in Own Marketing	✓	✓	✓	✓	✓
Acknowledgement & Hyperlink on Tour Website	✓ with logo	✓ with logo	✓ with logo	✓ with logo	✓
Listing on Tour Tickets	✓ with logo	✓ with logo	✓ with logo	✓ with logo	✓
Preferred Site Sponsorship ⁴	✓	✓	✓	✓	
Logo in Ads in Publications ⁵	✓	✓	✓		
Logo on Promotional Posters	✓	✓			
Exclusive Ad in the Druid Hills News announcing presenting sponsorship.	✓ with logo				
Exclusive presenting sponsor of Tour	✓ with logo				
2 - 3' X 7' banners displayed at major intersections in Druid Hills	✓ with logo				

¹Limited to one sponsor. ²One sponsor per business category, with first right of refusal. ⁴On first-come basis, sponsors choose one site for Preferred Site Sponsorship (Home, Will Call and possibly more). Sponsor receives outside sign at preferred site along with brochures and business cards provided by sponsor at outside table. ⁵Ads have appeared in *Atlanta Intown*, *Atlanta Homes & Lifestyles*, and *Decatur Living*.
⁵Includes all Tour and Movie marketing materials.



2022 Sponsor Pledge Form

Yes, I will support the 2022 Druid Hills Tour of Homes & Gardens

	Cash Donation			In-Kind Donation*	
Presenting	<input type="checkbox"/>	\$10,000 Overall Tour Sponsor		N/A	
Platinum	<input type="checkbox"/>	\$5,000 Preferred Site Sponsor		N/A	
Gold	<input type="checkbox"/>	\$3,000 Preferred Site Sponsor		<input type="checkbox"/>	\$3,000 Value
Silver	<input type="checkbox"/>	\$2,000 Preferred Site Sponsor		<input type="checkbox"/>	\$2,000 Value
Benefactor	<input type="checkbox"/>	\$1,000		N/A	

Sponsor Information			
Business Name (as it should appear in print)			
Contact Name			Business Owner
Mailing Address			
Phone Number			Email Address
Business Website			

***Detailed Description of In-Kind Service or Product:**

If publicity, please provide the following when form is submitted:

- number and description of ads, social media and/or articles
- publishing deadlines and ad sizes/specs

2022 Sponsor: Please use my logo from last year OR I will e-mail my new b&w and color logo in .eps or Adobe Illustrator AI format

New Sponsor: I will e-mail my new b&w and color logo in .eps or Adobe Illustrator AI format

Email logos to sponsor@druidhills.org.

Sponsor Signature: _____ Date: _____

Please make checks payable to: "Druid Hills Civic Association". Payment and logos are due **by January 31, 2022** to ensure placement in all promotional materials. Mail checks to Druid Hills Tour, Attn: Steven Mathias, DHCA Treasurer, 1434 N. Decatur Road N.E., Atlanta, GA 30306. If you would prefer to pay online, please contact us at sponsor@druidhills.org.