



# SPONSORSHIP FORM

## 42<sup>nd</sup> Annual West Central **HOME & GARDEN TOUR and ARTSFEST** SEPTEMBER 7 & 8, 2024 11am to 5pm

Thank you for your consideration in sponsoring this year's event! For the past 42 years, the West Central Neighborhood Association has been proud to open our doors to thousands of area residents to share our passion for historic preservation and community engagement. It takes countless man-hours and resources to put on an event of this scale year-after-year, and your sponsorship makes it all possible. We hope you can make this year's event a part of your marketing or gift-giving plan.

**Here are some statistics from last year's tour:**

- 2,365** total number of tickets sold (+ an additional 210 distributed to sponsors and volunteers)
- 22,811** total reach of all of our Facebook Ads
- 36%** number of pre-tour ticket sales that came from our Facebook Ads and Posts
- 1,776** number of brochures that were given out during the tour

### LEAD SPONSOR - \$3,000

**FULL PAGE AD** in 2,000 full-color printed brochures  
**LOGO** on all banners, ads, and printed tickets, plus website and online ticket platform  
**BOOTH SPACE** at ArtsFest for both days  
**12 TICKETS** to the Home Tour  
**SHOUT-OUT** on Facebook (3.7k followers) and Instagram (2.3k followers) the week of the tour  
**RECOGNITION** at ArtsFest during the music performances

*Only 3 left!*

### ARTSFEST SPONSOR - \$1,500

**3/4 PAGE AD** in 2,000 full-color printed brochures  
**LOGO** on ArtsFest banners and signs, printed tickets, website, and online ticket platform  
**8 TICKETS** to the Home Tour  
**SHOUT-OUT** on Facebook (3.7k followers) and Instagram (2.3k followers) the week of the tour  
**RECOGNITION** at ArtsFest during the music performances

### VIP SPONSOR - \$500

**1/2 PAGE AD** in 1,500 full-color printed brochures  
**6 TICKETS** to the Home Tour  
**RECOGNITION** at ArtsFest during the music performances

### TOUR SPONSOR - \$200

**1/4 PAGE AD** in 1,500 full-color printed brochures  
**2 TICKETS** to the Home Tour  
**RECOGNITION** at ArtsFest during the music performances

### BULK TICKET PACKAGES

Get a 20% discount on group ticket sales of 20 or more. (Discount does not apply to pre-sale ticket pricing.)

**AD SIZES** (full color, 300 dpi, no bleed): Full Page - 4.75" w x 10.25" h •  
3/4 Page - 4.75" w x 7.5" h • 1/2 Page - 4.75" w x 4.85" h • 1/4 Page - 4.75" w x 2.15" h  
**Don't have an ad?** Our design team can create one for you! Please email us your logo ASAP.

#### Make checks payable to **West Central Neighborhood Association**

Mail checks to: **WCNA, c/o George Taylor, Treasurer, 1024 W Wayne St., Fort Wayne, IN 46802**  
Pay by Credit Card at [www.westcentralneighborhood.org](http://www.westcentralneighborhood.org) > Home & Garden Tour > Become a Sponsor. Please email your logo and ad to [vp@westcentralneighborhood.org](mailto:vp@westcentralneighborhood.org) by July 18.