



SPONSORSHIP LEVELS

TITLE SPONSOR (\$10,000)

- Receive exclusive “brought to you by” on all digital and printed marketing materials, including signs, brochure, tickets, posters and more.
- Talk one-on-one to Home Tour visitors at every home on the tour.
- Offer handouts (such as brochures or business cards to home tour visitors).
- Promote your organization and sponsorship with a yard sign you provide in front of every home on the tour.
- Get your logo or organization’s name on all printed materials, including tickets, maps and posters.
- Get your logo on the promotional video.
- Include your logo and a link to your site on the Architects’ Home Tour website and Facebook page at the top of the sponsor section with the largest logo.
- Receive at least two boosted social media messages on AIA’s Facebook, Twitter and Instagram accounts about your company and your sponsorship.
- Become an Allied Member of AIA Indianapolis (\$750 value), and have an opportunity to get involved in the organization and attend its member events for 12 months.
- Be included in the news release promoting the Home Tour.
- Get mentions in the AIA newsletter, which is sent to approximately 700 members, sponsors and partners.
- Receive 20 tickets to the Architects’ Home Tour (\$400).

PRESENTING SPONSOR (\$5,000)

- Talk one-on-one to Home Tour visitors at up to four homes on the tour.
- Offer handouts (such as brochures or business cards to home tour visitors).
- Promote your organization and sponsorship with a yard sign you provide in front of every home on the tour.
- Get your logo on the promotional video.
- Include your logo and a link to your site on the Architects’ Home Tour website and Facebook page.
- Receive at least two boosted social media messages on AIA’s Facebook, Twitter and Instagram accounts about your company and your sponsorship.
- Get your logo or organization’s name on all printed materials, including tickets, maps and posters.
- Be included in the news release promoting the Home Tour.
- Get mentions in the AIA newsletter, which is sent to approximately 700 members, sponsors and partners.
- Get 10 tickets to the Home Tour (\$200 value).



SPONSORSHIP LEVELS (continued):

HOSPITALITY SPONSOR (\$2,500)

- Talk one-on-one to Home Tour visitors at two homes on the tour.
- Offer handouts (such as brochures or business cards to home tour visitors).
- Promote your organization and sponsorship with a yard sign you provide in front of two homes.
- Include your logo and a link to your site on the Architects' Home Tour website and Facebook page.
- Receive at least one boosted social media message about your company and your sponsorship.
- Get your logo or organization's name on the tour tickets and map.
- Be included in the news release promoting the Home Tour.
- Get six tickets to the Home Tour (\$120 value).

HOME SPONSOR (\$1,500)

- Talk one-on-one to Home Tour visitors at one home on the tour.
- Offer handouts (such as brochures or business cards to home tour visitors).
- Include your logo and a link to your site on the Architects' Home Tour website and Facebook page.
- Get at least one mention on Facebook and Twitter.
- Get your logo or organization's name on tour tickets and maps.
- Be included in the news release promoting the Home Tour.
- Get four tickets to the Home Tour (\$80 value).

TOUR PROMOTER (\$500)

- Provide hand outs (such as brochures or business cards at one home).
- Include your logo on the Architects' Home Tour website and Facebook page.
- Get two tickets to the Home Tour (\$40 value).



The Architects' Home Tour has a long tradition in Indianapolis of showcasing some of the area's most interesting and innovative residential architecture. The biennial tour includes a variety of home styles, from small bungalows to large scale mansions. From contemporary to traditional in style, ranging from newly constructed homes to full renovations and historically significant structures, the home tour offers something for everyone. The consistent theme that carries through all of our tours is that each and every home has been designed by an Indianapolis-area architect.

TOUR DATE

September 28 and 29, 2019.

WHO ATTENDS THE ARCHITECTS' HOME TOUR

People throughout Central Indiana who are interested in homes, architecture, and interior design. People attend the tour to look for ideas and inspiration for their own home building or remodeling projects.

MARKETING AND PROMOTIONS OF THE 2019 ARCHITECTS' HOME TOUR

AIA Indianapolis will begin promoting and marketing the 2019 Home Tour this summer through a variety of promotions:

- **ONLINE:** Homes and information about the tour will be promoted on www.aiaindymhometour.org.
- **SOCIAL MEDIA:** AIA Indianapolis actively will promote the tour, including the homes, through a social media campaign, which will include both organic and paid advertising.
- **MEDIA RELATIONS:** News releases will be sent to local media outlets. Typically, the Architects' Home Tour receives coverage in the Indianapolis Star, Indianapolis Monthly and local TV and radio stations.
- **PARTNERSHIPS:** Local businesses, including restaurants that are located near the homes on the tour will become partners to help promote the tour to their customers through social media and through posters distributed to each of these locations.
- **ADVERTISING:** AIA Indianapolis will promote the Home Tour through paid advertising on social media sites, which has proven to be an effective way to reach targeted audiences who are mostly likely to be interested in architecture and home design.
- **NEWSLETTERS:** The Home Tour is promoted through the AIA Indianapolis newsletter sent to more than 700 AIA members, sponsors and partners throughout Central Indiana.
- **AIA EVENTS:** AIA Indianapolis will promote the Tour at both its member and public events.

SPONSORSHIP OPPORTUNITIES



SPONSOR INFO

COMPANY: _____

SPONSORSHIP DOLLAR AMOUNT: _____

CONTACT NAME (PRINT): _____

CONTACT NAME (SIGNATURE): _____

NOTES:

- Sponsors agree that in signing this document they are agreeing to sponsor the Home Tour for the amount stated above and will be held to that commitment.
- Sponsors should then send a digital file of their vector logo (.EPS or .AI) to the contact people at the bottom of the form for use in all marketing materials.
- Sponsors may be asked for additional information as the committee compiles and produces all marketing and tour related materials.