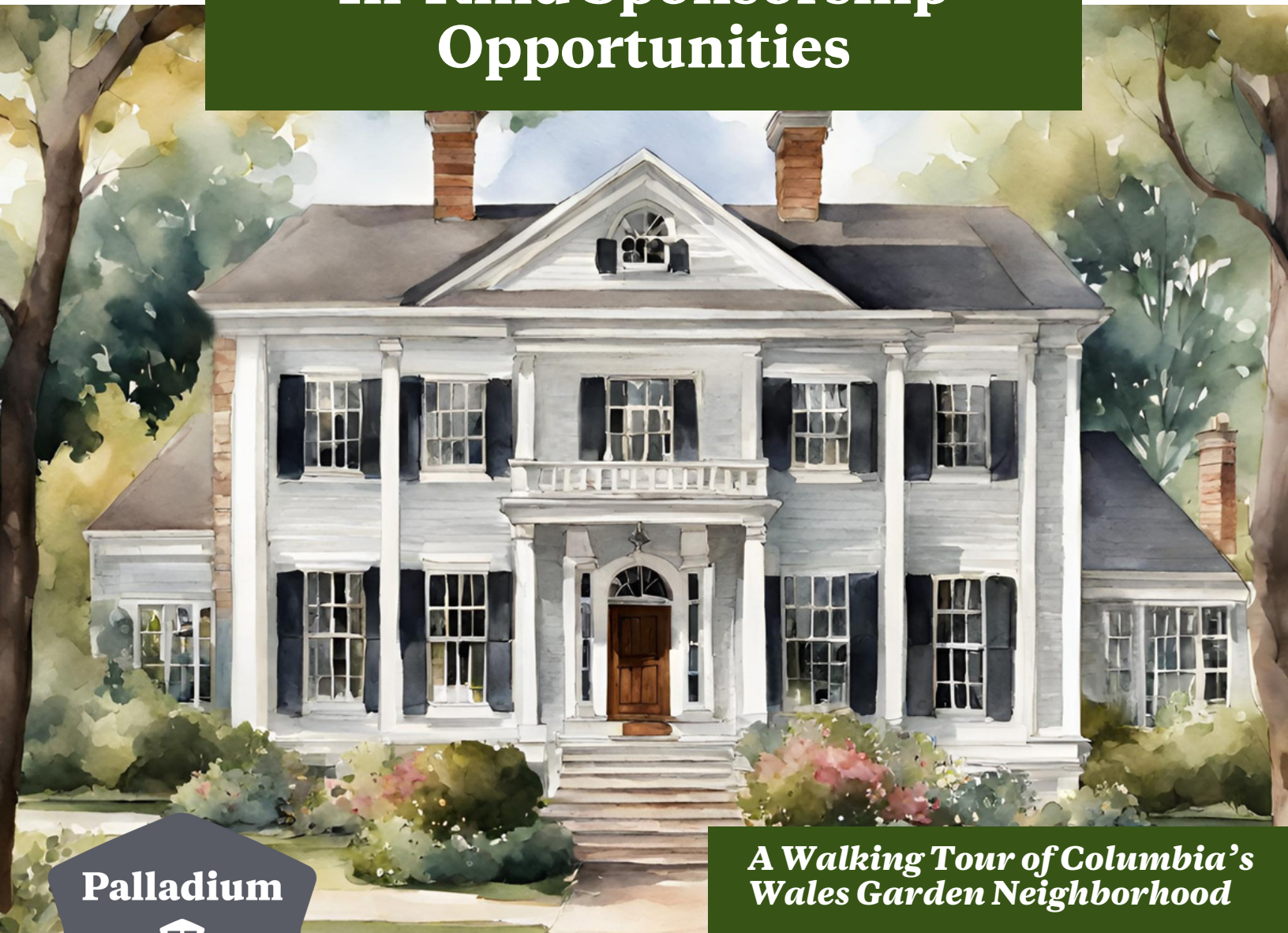


Palladium Tour LANDMARKS AND LANDSCAPES

**In-Kind Sponsorship
Opportunities**



*A Walking Tour of Columbia's
Wales Garden Neighborhood*

**Sunday, April 7, 2024
1:00 - 4:00 p.m.**

Palladium



HISTORIC COLUMBIA



What is Palladium?

Palladium is a dynamic organization of professionals who support the mission of Historic Columbia through educational, social, and fundraising initiatives. Since its inception in 1996, this group of leaders has become a strong fundraising force for Historic Columbia, **raising over \$90,000 last year**. Palladium's two largest events, combined with social and membership cultivation events, attract more than 1,250 professional attendees each year.

Palladium Tour Details

Sunday, April 7, 2024 | 1:00 - 4:00 p.m. tour | 4:00 - 6:00 p.m. after party

The 5th Annual Palladium Tour will showcase several residences in Wales Garden, a historic neighborhood known for its charm, tree-lined streets, and diverse architectural styles. Join us on April 7, 2024, to see how the landscape of Wales Garden was redesigned to create a landmark neighborhood unlike any other in the city.

This is a self-guided, self-paced walking tour that will happen in conjunction with Art in the Garden, a neighborhood arts festival focused on showcasing artists who live in Wales Garden and surrounding neighborhoods. The tour will conclude with a block party where tour participants will enjoy food, drinks, live music, and the southern hospitality that defines much of our community. The anticipated attendance at this event is 300-350 people.

Community Exposure through In-Kind Support

Historic Columbia hopes to leverage the event with in-kind support to significantly reduce costs and increase revenue to support HC's ongoing research and preservation efforts. Your support will have a direct impact on the tour's success and will help us draw more people to this unique tour experience. Historic Columbia will recognize your generosity in its rigorous marketing campaign.

Types of in-kind donations include, but are not limited to:

Food, Beverages (Alcoholic + Non-alcoholic), Portable Restrooms, Festival Tents, Tables & Chairs, Golf Carts, and Event Photography.

For more information, contact

Rebecca Jacobson | Director of Development | Historic Columbia
(803) 252-7742 ext. 12 | rjacobson@historiccolumbia.org



PRESENTING SPONSOR **In-Kind value = \$5,000 +**

- Highest-level logo placement on print and digital collateral (examples include postcard, posters, sponsor boards, etc.)
- Two social media posts with highest-level logo and accounts tagged on Historic Columbia's Facebook (22,200+ followers), Instagram (17,200+ followers), & Twitter (13,500+ followers)
- Recognition of sponsorship in email event announcement (11,000+ recipients)
- Recognition of sponsorship in one "This Month at HC" e-newsletter (11,000+ recipients), plus pre- and post-event emails to attendees
- Recognition of sponsorship on event page at historiccolumbia.org (average 35,800 views/month)
- Eight complimentary tickets to the Palladium Tour (\$400 value)

GOLD SPONSOR **In-Kind value = \$2,500 +**

- Primary business logo on print and digital collateral (examples include postcard, posters, sponsor boards, etc.)
- One social media post with logo and accounts tagged on HC's Facebook, Instagram, & Twitter
- Recognition of sponsorship in email event announcement, plus pre- and post-event emails to attendees
- Recognition of sponsorship on event page at historiccolumbia.org
- Six complimentary tickets to the Palladium Tour (\$300 value)

SILVER SPONSOR **In-Kind value = \$1,000 +**

- Secondary business logo on print and digital collateral (examples include postcard, posters, sponsor boards, etc.)
- One Tour social media post with logo on HC's Facebook, Instagram, & Twitter
- Recognition of sponsorship in pre- and post-event emails to attendees
- Recognition of sponsorship on event page on historiccolumbia.org
- Four complimentary tickets to the Palladium Tour (\$200 value)

BRONZE SPONSOR **In-Kind value = \$500 +**

- Business name on print and digital collateral (examples include sponsor boards, etc.)
- One Tour social media post with name displayed on HC's Facebook, Instagram, & Twitter
- Recognition of sponsorship in pre- and post-event emails to attendees
- Recognition of sponsorship in name on event page at historiccolumbia.org
- Two complimentary tickets to the Palladium Tour (\$100 value)



In-Kind Sponsorship Opportunities

Name _____
(As you would like it to appear in programs and publications)

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ Email _____

- SPONSOR LEVEL:
- Presenting In-Kind Sponsor
 - Gold In-Kind Sponsor
 - Silver In-Kind Sponsor
 - Bronze In-Kind Sponsor

*Please note: HC must receive a high resolution logo prior to **February 1, 2024**, for complete marketing recognition in promotional material. Please email logos, web address, and social media handles to cbeltran@historiccolumbia.org. Sponsorships received after February 1 may not receive full benefits due to marketing and advertising lead times.

By checking this box, I agree to submit a quote to Historic Columbia within ten business days clearly stating the fair-market value of the in-kind donation.

Description of Donation:

Signature _____

Please return this form to

Rebecca Jacobson | Director of Development | Historic Columbia
(803) 252-7742 ext. 12 | rjacobson@historiccolumbia.org