

**Palladium Tour**  
**LANDMARKS**  
**AND**  
**LANDSCAPES**

**Media 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 Media Sponsorships

Historic Columbia hopes to leverage paid advertising with in-kind advertising to significantly increase marketing reach and frequency. Your support will have a direct impact on the tour's success and will help us draw more people to this unique tour experience. In return for your media sponsorship, Historic Columbia will provide benefits based on the amount of your in-kind generosity.

Types of media sponsorships include, but are not limited to:  
Print | Digital Media | Television | Radio | Billboards

## For more information, contact

Emily Brown | Director of Marketing & Communication | Historic Columbia  
(803) 252-7742 ext. 17 | [ebrown@historiccolumbia.org](mailto:ebrown@historiccolumbia.org)



## Media Sponsorship Opportunities

### **PRESENTING MEDIA 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](http://historiccolumbia.org) (average 35,800 views/month)
- Eight complimentary tickets to the Palladium Tour (\$400 value)

### **GOLD MEDIA 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](http://historiccolumbia.org)
- Six complimentary tickets to the Palladium Tour (\$300 value)

### **SILVER MEDIA 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](http://historiccolumbia.org)
- Four complimentary tickets to the Palladium Tour (\$200 value)

### **For more information, contact**

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## Media 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 Media Sponsor
- Gold Media Sponsor
- Silver Media 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](mailto: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.

Signature \_\_\_\_\_

### Please return this form to

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