

# Palladium Tour LANDMARKS AND LANDSCAPES

Sponsorship Opportunities



Palladium



HISTORIC COLUMBIA

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

**Sunday, April 7, 2024**

1:00 – 4:00 p.m.



## 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.

## 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

Palladium works hard to ensure your generosity is recognized! 2023 exposure: over 1,800 postcards were mailed and 100 posters went up around the city to promote the Palladium Tour and our sponsors; digital billboards were featured around the city; social media campaigns had over 245,000 impressions; Historic Columbia featured the Palladium Tour in emails sent to nearly 24,000 inboxes, plus additional pre- and post-event emails to ticket holders. In addition to marketing benefits, sponsors enjoyed the tour and after party, and the benefit of networking with other sponsors and event participants.

## For more information, contact

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

## **\$5,000 PRESENTING SPONSOR – 1 AVAILABLE**

- 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)

## **\$2,500 GOLD SPONSOR**

- 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)

## **\$1,000 SILVER SPONSOR**

- 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)

## **\$500 BRONZE SPONSOR**

- Business name on print and digital collateral (examples include sponsor boards)
- 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](http://historiccolumbia.org)
- Two complimentary tickets to the Palladium Tour (\$100 value)



## Sponsorship Opportunities

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

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### SPONSOR LEVEL:

- \$ 5,000** 2024 Palladium Tour Presenting Sponsor
- \$ 2,500** 2024 Palladium Tour Gold Sponsor
- \$ 1,000** 2024 Palladium Tour Silver Sponsor
- \$ 500** 2024 Palladium Tour Bronze 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).

### PAYMENT:

- Invoice in February 2024
- Check made payable to Historic Columbia is enclosed
- Credit Card Payment:  Visa  MC  AmEx  Discover

Name on Card \_\_\_\_\_

Account \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC # \_\_\_\_\_

Signature \_\_\_\_\_

### Please return this form to

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