

the Art of Gardening

18TH ANNUAL WEST SEATTLE GARDEN TOUR

West Seattle Garden Tour



2012 Sponsorship Opportunities

The West Seattle Garden Tour, a 501 (c) (3) non-profit organization, celebrates its 18th year in 2012. The Tour welcomes sponsorships from a wide variety of local businesses. Sponsors enjoy many benefits such as targeted marketing to our tour attendees, tickets to the Tour, online promotion from our website and printed advertising in our ticket book and poster.

We are proud to donate net proceeds from the Tour to local educational and horticultural projects and community gardens.

This kit details our various sponsorship options and the steps to become a WSGT sponsor.

STEP 1: CHOOSE A SPONSORSHIP LEVEL (PAGES 3-6)

STEP 2: SEND SPONSORSHIP COMMITMENT FORM WITH PAYMENT TO THE WSGT BY APRIL 1ST (PAGE 2)

STEP 3: PROVIDE LOGO AND/OR GRAPHICS BY APRIL 16 (PAGE 7)

We hope you will become a 2012 Sponsor!

2012 Sponsorship Commitment

Note: You may complete this form and pay online at www.westseattlegardentour.com/sponsorship-form.html.

Business Name _____

Business Contact _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Email Address _____ Phone _____

Who should we contact about your graphics? _____

Who is your Garden Tour contact? _____

* * *

Please accept my contribution in the following amount:

\$2,500 \$1,500 \$1,000 \$750 \$500 \$250 \$100

Print my ad in color (+ 10%) + \$100 + \$75 + \$50 + \$25

Enclosed is my check payable to West Seattle Garden Tour

Please charge my credit card VISA Mastercard

Card Number _____ Expiration Date _____

I would like to contribute an In-kind donation: Value _____

In-Kind Donation Description _____

I would like to contribute a Raffle Item: Value _____

Raffle Item Description _____

* * *

I pledge to make my contribution no later than April 1, 2012.

I promise to send my logo, ad, and/or photographs by April 16, 2012

Signature _____ Date _____

Thank you for your generous support of West Seattle Arts and Horticultural endeavors benefited by the West Seattle Garden Tour. Please return forms to:

West Seattle Garden Tour, Attn: 2012 Sponsorship, P.O. Box 16712, Seattle, WA 98116

The WSGT is a non-profit organization under section 501 (c) (3) of the Internal Revenue Code ~ Federal Tax ID # 20-8161079

2012 Sponsorship Opportunities

We have created a number of sponsorship options that offer variety of benefits and visibility for our sponsors.

EVENT SPONSOR: \$2,500 Contribution

Note: there is only one Event Sponsorship available.

Recognition:

This sponsor will be prominently featured in all advertising materials of the Garden Tour. In addition, their recognition will include:

- Sponsor's name/logo used in the headline of all promotional material including poster, ticket book and every page of the Garden Tour website. Text will be similar to "West Seattle Garden Tour brought to you by [your name and/or logo here]"
- Eight radio spots (broadcasts in July)
- Full page color advertisement on the outside back cover of the ticket book.
- Additional ½ page ad inside ticket book (5" x 4") - may be used for business card or coupon
- Up to eight tickets to the tour
- Business name mentioned at the lecture
- Promotional information (provided by sponsor) distributed to visitors in all gardens
- Invitations to Holiday party, Spring Fete, After-Tour Party and Beneficiary Awards Ceremony

Taken by
Prudential Realty

2012 Sponsorship Opportunities

PLATINUM SPONSOR: \$1,500 Contribution

Note: there are only two Platinum Sponsorships available.

Recognition:

Everything at the \$1,000 level PLUS:

- Full page color advertisement inside front or back cover of ticket book (5" x 8")
- Additional 1/4 page ad inside ticket book (5" x 2")
- Four radio spots (broadcasts in July)
- Up to six tickets to the tour
- Business name mentioned at the lecture

GOLD SPONSOR: \$1,000 Contribution (\$1,100 for color ad)

Recognition:

Everything at the \$750 level PLUS:

- Full page ad inside ticket book (5" x 8")
- Logo featured on the home page of the website
- Logo on our promotional poster that is displayed all over West Seattle
- Up to four tickets to the tour
- Two radio spots (broadcasts in July)

SILVER SPONSOR: \$750 Contribution (\$825 for color ad)

Recognition:

Everything at the \$500 level PLUS:

- 3/4 page ad inside ticket book (5" x 6")
- Up to four tickets to the tour

BRONZE SPONSOR: \$500 Contribution (\$550 for color ad)

Recognition:

Everything at the \$250 level PLUS:

- 1/2 page ad inside ticket book (5" x 4")
- Business logo in ticket book
- Name/logo on sandwich board at all gardens
- Promotional information (provided by sponsor) distributed at all gardens to visitors

2012 Sponsorship Opportunities

SPONSOR: \$250 Contribution (\$275 for color ad)

Recognition:

Everything at the \$100 level PLUS:

- 1/4 page ad in ticket book (5" x 2")
- Logo with link to sponsor website on the Sponsorship page of Garden Tour website

SUPPORTER: \$100 Contribution

Recognition:

- Donor name listed in ticket book
- Name and link to sponsor's website on the Sponsorship page of Garden Tour website
- Invitation to Spring Fete
- Two tickets to the tour

FRIEND: Raffle Item Only Contribution

Recognition:

- Donor name and item description listed in ticket book
- Name, photo of item (if provided), and link to contributor website on the Raffle page of Garden Tour website

IN-KIND Donations

Recognition:

- We will customize a recognition package depending on the value of the service(s) or item(s) donated.

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2012 Sponsorship Matrix

	Raffle Item	Cash or in-kind only		Can be combination of cash and in-kind or raffle item (at least 50% cash)			Cash only	
		Friend * (see notes below)	Supporter (\$100)	Sponsor (\$250 / \$275)	Bronze (\$500 / \$550)	Silver (\$750 / \$825)	Gold (\$1,000 / \$1,100)	Platinum (\$1,500)
Item provided on raffle page of website	X							
Donor name in ticket book	X	X	X	X	X	X	X	X
Invitation to Spring Fete		X	X	X	X	X	X	X
Tickets to tour		2	2	2	4	4	6	8
Link to contributor website from Garden Tour website		X	X	X	X	X	X	X
Donor name on Garden Tour website		X	X	X	X	X	X	X
Logo on Garden Tour website			X	X	X	X	X	X
Ad in ticket book			1/4 page	1/2 page	3/4 page	full page	inside cover plus 1/4 pg in book	back cover plus 1/2 pg in book
Color Ad (additional amount)			\$25	\$50	\$75	\$100	N/C	N/C
Logo in ticket book				X	X	X	X	X
Promotional info at all gardens (provided by sponsor)				X	X	X	X	X
Name / logo on sandwich board at gardens				X	X	X	X	X
Logo on Garden Tour poster						X	X	X
Radio Spots on Fisher Broadcasting network						2	4	8
Business name mentioned in lecture							X	X
Program ad designed for sponsor							X	X
"Sponsored by" credit on all WSGT marketing materials								X

*Note: A raffle item with a value of at least \$500 will earn the additional benefits of a \$250 cash sponsor.
 Raffle items with a value of between \$200 and \$499 will earn the additional benefits of a \$100 cash sponsor.

Advertising and Technical Requirements

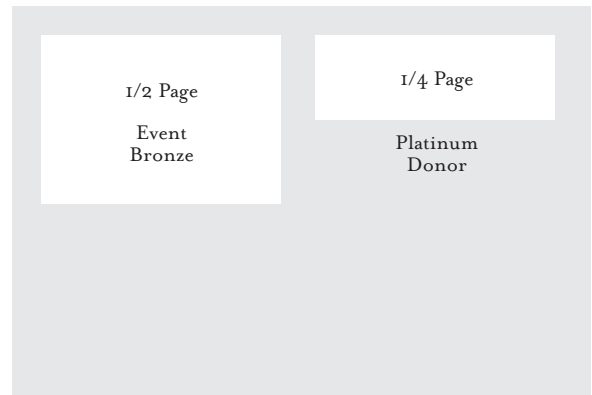
AD SIZES

	width	x	height
Full Page Ad	5"	x	8"
3/4 page Horizontal	5"	x	6"
1/2 page Horizontal	5"	x	4"
1/4 page Horizontal	5"	x	2"



The deadline for delivering logos and ads is Monday, April 16, 2012.

Please send your logo as soon as possible for placement on our website.



Technical Requirements

The following specifications should be used in the preparation of digital files.

Logo Requirements

All sponsors need to submit an electronic version of their business logo. Vector-based versions are preferred such as .EPS or .PDF files. Any JPG or TIF files need to be at least 300 dpi. *We cannot use the logo from your website.*

Digital Ad Files

Ads should be created in any Adobe product (Photoshop, Illustrator, InDesign); or you can supply a high-res PDF. All images should be converted to CMYK and at 300 dpi. All fonts should be converted to outlines or PC Fonts included with the files. If possible, please include a printed proof. Please zip all files together in one zip file.

Submittal Instructions

Ads and logo files can be emailed to ads@westseattlegardentour.com.