

**72ND ANNUAL FESTIVAL OF HOUSES AND GARDENS
MARCH 13-APRIL 18, 2019
PROMOTIONAL SPONSORSHIP KIT**

**PRINT SPECIFICATIONS AND CONTRACT
BROCHURE DEADLINE: AUGUST 30**

We invite you to join us as a valued sponsor of the Festival of Houses & Gardens, widely recognized as Charleston's premier spring event. Set amid the ambience of the city's historic district, the Festival draws strong attendance from across the country and around the world. This series of award-winning tours and special events supports Historic Charleston's Foundation vital mission and showcases the best Charleston has to offer.

- Attracts approximately 15,000 visitors to Charleston each year
- 83% of Festival attendees are from outside of the Charleston area
- 36% of 2018 attendees plan to return in 2019
- 54% of attendees have an annual income of \$125,000 or higher

**MARKETING BROCHURE:
DISTRIBUTED TO THOUSANDS
OF POTENTIAL VISITORS**

Contract & Artwork Deadline: August 30, 2018

This full-color publication helps guests plan their trips to Charleston. 90,000 brochures are distributed locally, nationally and internationally beginning November 1, 2018.

- Full Panel Display Ad: \$1800
- Half Panel Display Ad: \$1000
- Text Listing: \$450 (add listing for site at same address, i.e. cafe in hotel: +\$250)

All print ads/text listings include a complimentary website listing through September 2019

**TOUR/EVENT PROGRAM:
DISTRIBUTED TO ALL FESTIVAL
ATTENDEES**

Contract & Artwork Deadline: February 1, 2019

This full-color keepsake is distributed in the spring to the 15,000 Festival attendees in Charleston beginning March 12, 2019.

- Full Panel Display Ad: \$1500
- Half Panel Display Ad: \$900
- Text Listing: \$450 (add listing for site at same address, i.e. cafe in hotel: +\$250)

All print ads/text listings include a complimentary website listing through September 2019.

Enhance complimentary website listing with a photo: \$150

BEST DEALS! BROCHURE AND PROGRAM COMBOS:

Receive the most for your money by becoming a promotional sponsor in the fall Brochure *and* spring Program.

- Full Panel Display Ad: \$2500
- Half Panel Display Ad: \$1500

Same ad will be used in both publications.

- Text Listing: \$850 (additional site listing +\$400)

Same listing will be used in both publications.

72ND ANNUAL FESTIVAL OF HOUSES AND GARDENS, MARCH 13-APRIL 18, 2019

PROMOTIONAL SPONSORSHIP KIT (PAGE 2)

TERMS OF CONTRACT AGREEMENT:

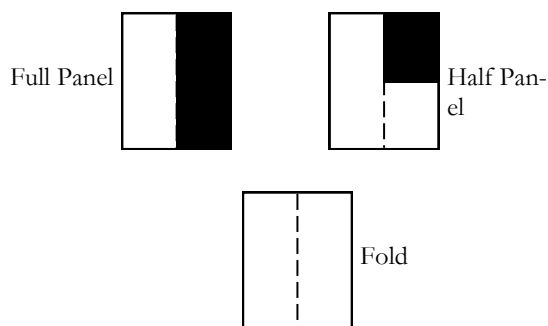
- No refunds for cancellations 15 days past contract deadlines.
 - HCF has sole discretion on placement of ads in all of its publications and on website.
 - HCF reserves the right to edit for length and consistency
 - Invoices will be sent after materials are published.
- Contract and artwork/copy deadlines:
- Fall Festival Brochure (and Combo): August 30, 2018
 - Spring Festival Program: February 1, 2019
 - Website listings (text and images) are accepted on an ongoing basis

ARTWORK SPECIFICATIONS:

- File format: Hi-Resolution PDF, print ready
- Display Ads must contain files specified as CMYK
- Images must be 300 dpi or higher
- Images increased from 72 dpi to a higher resolution or dpi will not be accepted.
- All Display Ads must include a 1/8" bleed.

Sizes are as follows:

- Full Panel: 3.625 x 8.375" (trim: 3.5 x 8.25")
- Half Panel: 3.625 x 4.125" (trim: 3.5 x 4")



TEXT LISTING SPECIFICATIONS:

- Business name, street address, phone number, website or email address, and 50 word max. description should be submitted in a Word Document.

COMPLIMENTARY WEBSITE LISTING SPECIFICATIONS:

- Business name, street address, phone number, website or email address, 50 word max. description, and hyperlink should be submitted in a Word Document.
 - Thumbnail image of logo, at least 125 x 125 pixels.
- File format: jpeg/jpg or png

ENHANCED WEBSITE LISTING SPECIFICATIONS:

- Photo included instead of logo.
- Min. 1200 pixels wide. File format: jpeg/jpg or png

RESERVE YOUR SPOT TODAY!
SUBMIT CONTRACT, MATERIALS & QUESTIONS:

Historic Charleston Foundation
Attn: Annette Chamberlain
40 East Bay Street
Charleston, SC 29401
Phone: 843.723.1623
Email: AChamberlain@HistoricCharleston.org



HISTORIC CHARLESTON FOUNDATION

72ND ANNUAL FESTIVAL OF HOUSES AND GARDENS MARCH 13-APRIL 18, 2019 PROMOTIONAL SPONSORSHIP CONTRACT

CONTRACT DEADLINES:

- Fall Brochure (and Combo): August 30, 2018
- Spring Program: February 1, 2019
- Website listings are accepted on an ongoing basis

CONTACT INFORMATION:

Business: _____

Contact: _____

Billing Address: _____

City: _____

State/Zip: _____

Phone: _____

Email: _____

FALL BROCHURE ONLY:

- ☐ Full Panel: \$1800
- ☐ Half Panel: \$1000
- ☐ Text Listing: \$450
- ☐ Additional Site Listing: \$250

SPRING PROGRAM ONLY:

- ☐ Full Panel: \$1500
- ☐ Half Panel: \$900
- ☐ Text Listing: \$450
- ☐ Additional Site Listing: \$250

GRAND TOTAL: \$ _____

BEST DEALS!

BROCHURE & PROGRAM COMBOS:

- ☐ Full Panel: \$2500
- ☐ Half Panel: \$1500
- ☐ Text Listing: \$850
- ☐ Additional Site Listing: \$400

ENHANCED WEBSITE LISTING:

- ☐ Photo Included with Online Listing: \$150

SUBMIT CONTRACT AND MATERIALS TO:

Historic Charleston Foundation
Attn: Annette Chamberlain
40 East Bay Street
Charleston, SC 29401
Phone: 843.723.1623
Email: AChamberlain@HistoricCharleston.org

SIGNATURE: _____ DATE: _____