

## 2018 Doors Open Baltimore Sponsorship Opportunities



October 6 – 7, 2018

Entering its 5<sup>th</sup> year, Doors Open Baltimore has become a highly anticipated city event, winning a Best of Baltimore from *Baltimore Magazine* in 2017 and drawing thousands of visitors to explore Baltimore's wealth of neighborhoods and architecture. By sponsoring Doors Open Baltimore you will be exposing your company to thousands of visitors and helping us keep this program free, sharing an appreciation for Baltimore's architecture and rich cultural heritage.

### Survey Says...

**53%** of attendees said Doors Open Baltimore changed their opinion of Baltimore for the better

**88%** Learned something new about Baltimore's architecture

**45%** Explored a Baltimore neighborhood they were previously unfamiliar with

**68%** said they are likely to return to a location they first visited during Doors Open Baltimore

*\*Results from 2017 DOB survey*

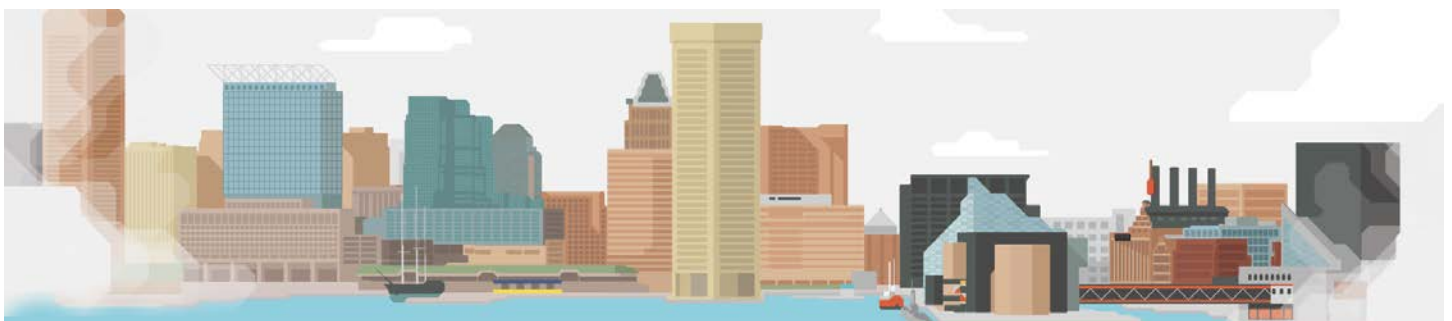
### Sponsorship Exposure

**5000** Attendees over the course of a full weekend of activities

**84.72 Million** Media Reach with over 40 placements in 2017

**\$10,000+** Worth of media exposure for sponsors

**50** Buildings to explore on Saturday with opportunities for exposure and volunteering



<b>Sponsorship Levels 2018</b>	<b>Presenting \$5000 (Limit 3)</b>	<b>Gold (\$2500)</b>	<b>Silver (\$1000)</b>	<b>Bronze (\$500)</b>	<b>Contributor (\$250)</b>
<b>Event Recognition</b>					
Table at a DOB Hub Location	Yes	--	--	--	--
Kick-off lecture recognition (300 attendees)	Logo, distribution of company promo material	Logo	Name	Name	Name
Company on event t-shirts (distributed to 200 volunteers, visible at all sites)	Logo	Logo	Name	Name	--
Recognition in event guides (2500 printed)	Logo	Logo	Name	Name	Name
Tickets to after party	4 tickets	3 tickets	2 tickets	1 ticket	1 ticket
<b>Marketing</b>					
Press release recognition	Yes	Yes	--	--	--
Newsletter and promotional email recognition (5000 recipients)	Logo	Logo	Name	--	--
Charles Street LED billboard (Displayed each Friday 5 weeks leading to event)	Logo	Logo	Name	Name	--
Postcards and Posters (5000 printed)	Logo	Logo	Name	Name	--
DOB Website	Logo	Logo	Name	Name	Name

## Ready to Sponsor?

Commit to your sponsorship by visiting [www.doorsopenbaltimore.org/sponsors.Comments/Questions?](http://www.doorsopenbaltimore.org/sponsors.Comments/Questions?)

Contact Nathan Dennies at [ndennies@aiabalt.com](mailto:ndennies@aiabalt.com) or 410.625.2585 x102

