

# Lafayette Square Holiday Parlor Tour

Sunday, December 13, 2015

Dear Neighborhood Supporter,

The Lafayette Square Holiday Parlor Tour has become one of St. Louis' most anticipated and beloved holiday traditions. As a supporter of the Lafayette Square community, we invite you to extend your support and influence beyond your community by becoming a valued sponsor of this popular event.



Why should you sponsor?

- We average over 3,000 guests of all ages per tour.
- Visitors come from all over the St. Louis region and beyond.
- We have a robust social media presence that we will use to recognize our sponsors.
- Your support will be recognized on our website, which had nearly 20,000 visitors prior to our 2014 Holiday Tour.
- Your support will enable St. Louis' first historic district to maintain its vitality and remain an example of city-living at its best.

Our annual home tours are the primary fundraisers for the maintenance and improvement of Lafayette Square. We held our first home tour in 1969 during the preservation movement taking place in the City at that time. 40+ years later our mission remains the same – to bring awareness to the wealth of architectural and historical resources in Lafayette Square; to showcase the diversity of the architectural styles and lifestyles of each historic home and its inhabitants; to encourage the purchase and revitalization of historic homes; and to benefit the programs and projects of the Lafayette Square Restoration Committee (LSRC).

In addition to sponsorships, we are soliciting items for a 'Holiday in the City' package that will be raffled off at the event. Sponsorship and donation details are on the enclosed forms. Please don't hesitate to contact me at [housetour@lafayettesquare.org](mailto:housetour@lafayettesquare.org) or 314.494.3441. We would greatly appreciate your support!

Warm regards,

Handwritten signature of Jennifer Weston

Jennifer Weston  
Tour Chairwoman

# Lafayette Square Holiday Parlor Tour

## ~ SPONSORSHIP LEVELS ~

### ***Event Sponsor – \$5,000+***

- Named in press release
- Prominent logo placement on postcard and tour book cover
- Logo (with link) on web marketing (website, social media, e-blasts, etc.)
- Banner at ticket booth (provided by sponsor)
- Information table at ticket booth with opportunity to greet guests
- Prominent logo placement on event signage at all homes
- Recognition in program
- Full-page program ad (\$360 value)
- 20 event tickets (\$500 value)

### ***Lafayette Sponsor – \$2,500 - \$4,999***

- Logo (with link) on website
- Recognition on social media
- Logo on signage at ticket booth
- Logo on signage inside all homes
- Recognition in program
- Half-page program ad (\$185 value)
- 10 event tickets (\$250 value)

### ***Trolley Sponsor – \$1,000 - \$2,499***

- Logo (with link) on website
- Recognition on social media
- Logo on signage at ticket booth
- Logo on signage inside all homes
- Recognition in program
- Quarter-page program ad (\$95 value)
- 4 event tickets (\$100 value)

### ***Carriage Sponsor – \$500 - \$999***

- Logo (with link) on website
- Recognition on social media
- Name on signage inside all homes
- Recognition in program
- 2 event tickets (\$50 value)

### ***Home Sponsor – \$250 - \$499***

- Recognition on website
- Prominent company signage at featured home
- Company marketing materials on display at featured home (provided by sponsor)
- Name/Logo on signage inside all homes
- Recognition in program

### ***Friend Sponsor – \$100 - \$249***

- Recognition on website
- Recognition in program

### ***'Holiday in the City' Raffle Prize Donor – (\$25 minimum value)***

- Recognition in program
- Recognition on raffle ticket booth signage

For federal income tax purposes, you can deduct as a charitable contribution the amount of your donation less the fair market value of goods received (event tickets and program ads). An acknowledgement letter will be mailed by December 31, 2015.

# Lafayette Square Holiday Parlor Tour

## ~ SPONSORSHIP & DONATION FORM ~

Yes, I want to sponsor the **2015 Lafayette Square Holiday Parlor Tour!**

- |  |   |
|--|---|
| <input type="checkbox"/> \$5,000+ Event Sponsor**            | <input type="checkbox"/> \$250-\$499 Home Sponsor*  |
| <input type="checkbox"/> \$2,500-\$4,999 Lafayette Sponsor** | <input type="checkbox"/> \$100-\$249 Friend Sponsor |
| <input type="checkbox"/> \$1,000-\$2,499 Trolley Sponsor**   | <input type="checkbox"/> Raffle Prize Donor         |
| <input type="checkbox"/> \$500-\$999 Carriage Sponsor*       |   |

### CONTACT INFORMATION

Please print your name exactly as you wish it to appear on promotional materials.

COMPANY/INDIVIDUAL NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_

ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

\* Please email your logo to [housetour@lafayettesquare.org](mailto:housetour@lafayettesquare.org)

\*\* We will contact you regarding your program ad. Deadline for ads: November 13

### DONATION INFORMATION

My raffle prize donation is enclosed.

Please pick up my donation.

DESCRIPTION: \_\_\_\_\_

VALUE: \_\_\_\_\_

PICK-UP INSTRUCTIONS: \_\_\_\_\_

### PAYMENT METHOD

My check is enclosed payable to **LSRC**.

Please charge my credit card.

CREDIT CARD NUMBER: \_\_\_\_\_

SECURITY CODE: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_

NAME AS IT APPEARS ON CARD: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

### PLEASE RETURN TO:

LSRC, Attn: House Tour, 2023 Lafayette Avenue, St. Louis, MO 63104

Questions? Contact Jennifer Weston at [housetour@lafayettesquare.org](mailto:housetour@lafayettesquare.org) or 314-494-3441

An acknowledgement letter will be mailed by December 31, 2015.

The Lafayette Square Restoration Committee is a 501(c)(3). Federal Tax ID: 23-7134347