



On June 10, 2007, the residents of Victorian Flatbush are opening their doors for the annual Victorian Flatbush House Tour. This is more than a sneak peek at extraordinary homes - this is a celebration of our great neighborhood.

We have created something new for 2007: an opportunity for businesses to be involved by becoming a Corporate Sponsor.

Through this program, companies will be able to gain significant exposure in House Tour advertising and public relations - in the weeks leading up to the tour and even more so with signage and promotion on the day of the tour. Plus, the funds raised support the Flatbush Development Corporation and its programs that serve the exceptionally diverse needs of our community.

Attached are details about the available levels of participation. We are looking forward to a great tour. And with your help, we'll be able to do even more throughout the course of the year.

Sidney Wormsby  
Chair, Victorian Flatbush House Tour Committee  
Board Member, Flatbush Development Corporation

PS: The deadline to sign up as a sponsor and be included on all the promotional materials is Friday, April 27, 2007.

# PRESENTING SPONSOR

## 2007 VICTORIAN FLATBUSH HOUSE TOUR - \$10,000

Presenting level sponsorship is an exclusive opportunity to position your company as a major contributor and sponsor of the 2007 Victorian Flatbush House Tour -highlighting your organization's commitment to the community.

- Limited to one sponsor
- Prominent placement of your company's logo on the following promotional items:
  - House Tour Postcards: circ: 10,000
  - House Tour Posters: circ: 300
  - House Tour Guide Book (cover): circ: 750
  - House Tour advance tickets
  - House Tour web page
    - Logo linked to your website
    - 12 month exposure
  - Signage displayed at key locations during the day's event
    - Tour start and ticket pick up location
    - Post-Tour Party
- Mention in all press materials as Presenting Sponsor:
  - Outreach to all local newspapers, magazines, radio, TV stations, websites
  - Opportunity to include corporate information in the press kits
- Opportunity to include a promotional coupon or company literature in gift bags to be distributed to each tour attendee
- Ten House Tour tickets
  - Value \$200
- Ten invitations to the Post-Tour Party

First right of refusal to renew sponsorship same level for the 2008 Victorian Flatbush House Tour

# HOUSE SPONSOR

## 2007 VICTORIAN FLATBUSH HOUSE TOUR - \$1200

Sponsoring a house on the tour is an exciting new way to gain significant visibility and demonstrate your support for the community. Benefits include:

- Opportunity to sponsor one of the Twelve (12) stops on the tour
- Prominent display of your support including:
  - Your logo on signage in front of the home
  - Your logo on the volunteer badges at the sponsored home
  - Option to have your employees volunteer at the location (an opportunity to network)
- Your company's name on promotional materials:
  - House Tour Poster
  - House Tour Guide Book
  - House Tour Web Page with your logo and link to your website
    - 12 month exposure
  - Signage displayed during the day's event
    - Tour start and ticket pick up location
    - Post-Tour Party
- Mention in all press materials as a house sponsor
- Opportunity to include a promotional coupon or company literature in gift bags to be distributed to each tour attendee
- Four House Tour Tickets
  - Value \$80
- Four invitations to the Post-Tour party

First right of refusal to renew sponsorship same level for the 2008 Victorian Flatbush House Tour

# NEIGHBORHOOD SUPPORTER

2007 VICTORIAN FLATBUSH HOUSE TOUR - \$250

Benefits include:

- Listing in the House Tour Guide Book
- Opportunity to include a promotional coupon or company literature in gift bags to be distributed to each tour attendee
- One House Tour Ticket
  - Value \$20

# RAFFLE PRIZE CONTRIBUTION

2007 VICTORIAN FLATBUSH HOUSE TOUR

In addition to being a sponsor, you can also participate by contributing prizes for the Victorian Flatbush House Tour Raffle. This is a great way to introduce prospects to your business. Funds raised from sale of raffle tickets benefit the community programs of the Flatbush Development Corporation.

Benefits include:

- Your business name, address and prize contributed will be listed on:
  - Raffle Prize Posters
  - Raffle Prize Flyers
  - House Tour Web Page
  - Announcements on websites, blogs and listservs
  - Publicity
- Opportunity to include a promotional coupon or company literature in gift bags to be distributed to each tour attendee
- Word-of-Mouth advertising as prize-winners spread the word about their experience at your business
- Exposure to all tour attendees

# SPONSORSHIP LEVELS AND BENEFITS



BENEFITS	PRESENTING SPONSOR	HOUSE SPONSOR	NEIGHBORHOOD SUPPORTER
	\$10,000	\$1,200	\$250
Exclusivity	1	12 Available	
Prominent placement of your LOGO on 300 House Tour Posters	X		
Prominent placement of your LOGO on 15,000 House Tour Postcards	X		
Prominent placement of your LOGO on the COVER of the House Tour Guide Book	X		
Prominent placement of your LOGO on signage at key locations.	X		
Company LOGO and link on House Tour Website Page for one year	X	X	
Company NAME listed in Press Releases	X	X	
Company LOGO prominently displayed on signage at the sponsored property.		X	
Company LOGO on nametags of volunteers at sponsored property.		X	
Company name listed on the House Tour poster		X	
Company name listed in Tour Guide Book		X	X
Opportunity to include coupon or literature in House Tour Gift Bags.	X	X	X
House Tour Tickets	10	4	1
Invitations to Post-Tour Party	10	4	
First right of refusal to renew same sponsorship level for House Tour 2008	X	X	



## SPONSORSHIP COMMITMENT

Yes, sign us up as a sponsor of the 2007 Victorian Flatbush House Tour, at the following level (check one):

\_\_\_\_\_ Presenting Sponsor - \$10,000

\_\_\_\_\_ House Sponsor - \$1200

\_\_\_\_\_ Neighborhood Supporter - \$250

\_\_\_\_\_ We are unable to participate as a House Tour sponsor, but would like to make a fully tax-deductible gift to the Flatbush Development Corporation. Donation amount: \$\_\_\_\_\_.

\_\_\_\_\_ Our donation of raffle prize(s): \_\_\_\_\_  
Minimum Retail Value for each prize: \$25

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address (and Cross-Street): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Enclosed is a check for the amount of \$ \_\_\_\_\_

Made payable to FLATBUSH DEVELOPMENT CORPORATION

SPONSORSHIPS ARE NOT CONFIRMED UNTIL PAYMENT IS RECEIVED