



The Armstrong Bradfield Preschool Association (ABPA) is happy to announce the 18<sup>th</sup> annual “Homes for the Holidays” Home Tour, which will take place on Friday, December 2, 2016. This year we will showcase some of the Park Cities’ most spectacular homes, highlighting each one’s unique characteristics both inside and outside.

“Homes for the Holidays” tour is the only fundraiser for the Armstrong Bradfield Preschool Association which is a non-profit that supports current and future families through social, community outreach, and fundraising programs to provide educational resources for the kindergarten and first grade classes at Armstrong and Bradfield in the Highland Park Independent School District. As you may know, more than 70% of the school district's property tax dollars go to schools outside the Highland Park district. One of the biggest reasons why HPISD continues to be an exemplary district making the Park Cities such an attractive place to live is because of fundraising efforts like those of the ABPA. With statewide budget cuts and record enrollment with limited resources, our fundraising efforts are of paramount importance.

We hope you will consider sponsoring our annual Home Tour. This not only provides exposure to the 1,000 Home Tour attendees (primarily Park Cities residents as well as residents of surrounding areas like Preston Hollow and Southlake), but also to the 400+ members of the ABPA who are Park Cities residents with children who will or are attending either Armstrong or Bradfield elementary schools.

Please review the attached to look over the different sponsorship levels. There are numerous ways to brand yourself through our Home Tour program, including social media, program ads, inclusion on signage inside and outside the homes on tour day and recognition through the ABPA website and newsletters. Plus, there are opportunities to showcase your business on the tour, like inserting marketing materials in the goody bag.

<b>Sponsor Levels</b>	
Presenting	\$10,000
Platinum	\$5,000
Gold	\$2,500
Silver	\$1,500
Bronze	\$750
Copper	\$500

<b>Advertisement in the Home Tour Brochure</b>	
Full Page Ad (Back Cover)	\$1,500
Logo Placement (Front Cover)	\$500
Full Page Ad (Inside Brochure)	\$600
Full Page Ad (Inside Brochure)	\$600
Half Page Ad (Inside Brochure)	\$400
Quarter Page Ad (Inside Brochure)	\$200

We would like to visit with you further about opportunities with the ABPA. We would greatly appreciate your support!

Sincerely,

ABPA Holiday Home Tour Co-Chairs  
Vanessa Ayoub, Becca Betz, Katherine Sbaiti

# **2016 ABPA Home Tour Sponsorship Opportunities**

## **Presenting (\$10,000)**

- Sixteen (16) Home Tour tickets
- Sixteen (16) ABPA Home Tour Holiday Party tickets
- Full-page ad on back cover in 1,000 Home Tour brochures and front page logo placement
- Name/Logo on ABPA website through December with hyperlink to company's website
- Advertisement in monthly ABPA e-mail to members, one direct marketing e-mail to our members
- Presented by on all printed materials including name/logo
- Sponsorship Level Recognition on signs placed inside each home on tour day
- Name/Logo on sign displayed outside each home on tour day
- Name/logo on large signs placed at various neighborhood locations prior to the Home Tour date
- Name/logo on advertisements placed in conjunction with the Home Tour
- Opportunity to place marketing materials and/or tokens in takeaway bag given to Home Tour attendees
- Name/Logo featured on the ABPA and Home Tour's Facebook and Instagram accounts
- Six (6) unique and individual posts to ABPA and Home Tour Facebook pages with exclusive sponsor content and direct link to business page, if applicable
- Only presenting sponsor

## **Platinum (\$5,000)**

- Eight (8) Home Tour tickets
- Eight (8) ABPA Home Tour Holiday Party tickets
- Full-page ad in 1,000 Home Tour brochures
- Name/Logo on ABPA website through December with hyperlink to company's website
- Advertisement in monthly ABPA e-mail to members, one direct marketing e-mail to our members
- Sponsorship Level Recognition on signs placed inside each home on tour day
- Name/Logo on sign displayed outside each home on tour day
- Name/logo on large signs placed at various neighborhood locations prior to the Home Tour date
- Name/logo on advertisements placed in conjunction with the Home Tour
- Opportunity to place marketing materials and/or tokens in takeaway bag given to Home Tour attendees
- Name/Logo featured on the ABPA and Home Tour's Facebook and Instagram accounts
- Three (3) unique and individual posts to ABPA and Home Tour Facebook pages with exclusive sponsor content and direct link to business page, if applicable.

## **Gold (\$2,500)**

- Four (4) Home Tour tickets
- Four (4) ABPA Home Tour Holiday Party tickets
- Full-page ad in 1,000 Home Tour brochures
- Name/Logo on ABPA website through December with hyperlink to company's website
- Advertisement in Spring & Fall ABPA e-mail to members, one direct marketing e-mail to our members
- Sponsorship Level Recognition on signs placed inside each home on tour day
- Sponsorship Level Recognition on sign displayed outside each home on tour day
- Opportunity to place marketing materials and/or tokens in takeaway bag given to Home Tour attendees
- Name/Logo featured on the ABPA and Home Tour's Facebook and Instagram accounts
- One (1) unique and individual post to ABPA and Home Tour Facebook pages with exclusive sponsor content and direct link to business page, if applicable.

**Silver (\$1,500)**

- Two (2) Home Tour tickets
- Two (2) ABPA Home Tour Holiday Party tickets
- Full-page ad in 1,000 Home Tour brochures
- Name/Logo on ABPA website through December, one direct marketing e-mail to our members
- Sponsorship Level Recognition on signs placed inside each home on tour day
- Sponsorship Level Recognition on sign displayed outside each home on tour day
- Opportunity to place marketing materials and/or tokens in takeaway bag given to Home Tour attendees
- Name/Logo featured on the ABPA and Home Tour's Facebook and Instagram accounts

**Bronze (\$750)**

- Two (2) Home Tour tickets
- Two (2) ABPA Home Tour Holiday Party tickets
- Half-page ad in 1,000 Home Tour brochures
- One direct marketing e-mail to our members
- Sponsorship Level Recognition on signs placed inside each home on tour day
- Sponsorship Level Recognition on sign displayed outside each home on tour day
- Opportunity to place marketing materials and/or tokens in takeaway bag given to Home Tour attendees

**Copper (\$500)**

- Two (2) Home Tour tickets
- Quarter-page ad in 1,000 Home Tour brochures
- Sponsorship Level Recognition on signs placed inside each home on tour day
- Sponsorship Level Recognition on sign displayed outside each home on tour day
- Opportunity to place marketing materials and/or tokens in takeaway bag given to Home Tour attendees

## SPONSOR INFORMATION (PLEASE PRINT):

Donor Name (Exactly as it is to appear in printed materials): \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Individual to whom correspondence should be addressed: \_\_\_\_\_

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

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

Sponsor Signature: \_\_\_\_\_

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

Home Tour Representative Receiving this Form: \_\_\_\_\_ Date Received: \_\_\_\_\_

- ❖ Sponsor provides **signed contract and payment to ABPA by September 23<sup>th</sup>, 2016** and **artwork by October 3, 2016** to ensure inclusion in designated print materials.
- ❖ Sponsor agrees that ABPA has no liability by reason of error or omission
- ❖ Ad sizes: Full page = 4.875" x 8"; Half page = 4.875" x 3.925"; Quarter page = 2.4375" X 4" (vertical orientation only)
- ❖ Please submit high-resolution art (at least 300 dpi) via email to [hometourads@armstrongbradfield.com](mailto:hometourads@armstrongbradfield.com)
- ❖ PDF, JPEG, TIFF and EPS files accepted.

Please return **FORM AND PAYMENT** to Vanessa Ayoub, Home Tour Co-Chair

25 Highland Park Village, Suite 100-230, Dallas, TX 75205 (214) 336-3772 (for questions)

*Thank you for your support!*

# 2016 HOME TOUR ADVERTISING AGREEMENT

Please reserve the following ad (check your preference below) for the 2015 Home Tour brochure with my signed contract and payment:

<b>Full Page Ad (Inside Front or Back Cover – please indicate preference)</b>	4.875" x 8" Circle: Inside front cover, Inside back cover or back of brochure (ROFR given to previous place holder)	\$1000
<b>Full Page Ad inside brochure</b>	4.875" x 8"	\$600
<b>Half Page Ad inside brochure</b>	4.875" x 3.925"	\$400
<b>Quarter Page Ad inside brochure</b>	2.4375" X 4" (vertical orientation only)	\$200

Individual name/company name as it should appear in print

\_\_\_\_\_

Individual to whom correspondence should be addressed

\_\_\_\_\_

Address

\_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

\_\_\_\_\_

Signature of person completing this form

\_\_\_\_\_

Initials of home tour representative receiving this form \_\_\_\_\_ Date received \_\_\_\_\_

\_\_\_\_\_

- Sponsor provides **signed contract and payment to ABPA by September 23<sup>th</sup>, 2016 and artwork by October 3, 2016** to ensure printing.
- Sponsor agrees that ABPA has no liability by reason of error or omission.
- Please submit high-resolution art (at least 300 dpi) via email to [hometourads@armstrongbradfield.com](mailto:hometourads@armstrongbradfield.com)
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