

PARKSIDE COMMUNITY ASSOCIATION

SPONSORSHIP OPPORTUNITIES

The Parkside Community Association is offering a unique sponsorship package this year to give our Sponsors an option to sponsor two of our well-received and well-attended events, the **Tour of Homes** and the **Garden & Architecture Tour!**

ABOUT THE PARKSIDE COMMUNITY ASSOCIATION (PCA):

The Parkside Community Association was founded in 1963 to fight housing inequities. Continuously since then, the PCA has successfully implemented programs that enhance the quality of life in this large north Buffalo community and for our neighbors to the north and east. *PCA programs include:*

- Crime prevention and alerts
- Block club assistance
- Children's summer arts programming
- Aging in place programming for senior citizens, including transportation and snow shoveling assistance
- Little Libraries, free public book kiosks
- Traffic improvement studies and improvements
- Low-income housing assistance
- Exterior home improvement loan program
- Movies in the Meadow, a free outdoor movie series at Delaware Park

The PCA is a 501(c)3 not-for-profit neighborhood organization—the largest in the City of Buffalo. For more information, please visit www.parksidebuffalo.org.

20TH ANNUAL TOUR OF HOMES

SUNDAY, MAY 20, 2018

ABOUT THE EVENT

- Throughout the Parkside neighborhood, winding streets designed by Frederick Law Olmsted are lined with hundreds of homes boasting a huge range of architectural styles, many by notable architects such as Green & Green and Frank Lloyd Wright.
- During the annual PCA Tour of Homes, visitors enjoy guided, exclusive access to the interiors of 8-10 private homes within this historic community, plus select buildings at the Darwin Martin House Complex.
- From 2014-2015, several Parkside homes were featured in a 5-part series in American Bungalow Magazine, a national publication that recently won recognition by the National Magazine Awards as one of the nation's Top 50 Best Magazines.
- Approximately 700 people attend the tour annually from across Western New York. Individually, they are interested in home improvement & decor, architecture, and history.

HOME TOUR SPONSORSHIP LEVELS:

PLATINUM (1 AVAILABLE) \$5,000

- Outside back cover (color) full-page ad in tour program book
- One full-page ad in each of PCA's print newsletters for 2018
- Premium listing on PCA homepage for 3 months
- Mention in all PCA Home Tour mailings and promotions
- Business logo printed on Home Tour tickets
- 20 tickets to the Home Tour

GOLD (2 AVAILABLE) \$2,500

- Inside cover (color) full-page ad in tour program book
- One half-page ad in each of PCA's print newsletters for 2018
- Logo listing and link on PCA Home Tour webpage for 3 months
- Mention in all PCA Home Tour mailings and promotions
- 10 tickets to Home Tour

SILVER \$1,000

- Full-page ad in tour program book
- One 1/4-page ad in each of PCA's print newsletters for 2018
- Logo listing and link on PCA Home Tour webpage for 3 months
- Mention in all PCA Home Tour mailings and promotions
- 5 tickets to Home Tour

BRONZE \$500

- Half-page ad in tour program book
- Logo listing and link on PCA Home Tour webpage for 3 months
- One 1/8-page ad in PCA's print newsletter
- Mention in all PCA Home Tour mailings and promotions

HOME TOUR PROGRAM BOOKLET ADVERTISING OPPORTUNITIES:

- 800 booklets printed and distributed at the tour
- Booklets feature tour map, photos, and information about each tour home and the Darwin Martin House Complex



AD SIZES – See Last Page for Pricing:

Full page 4.75 x 7.75"
1/2 page 4.75 x 3.75"
1/4 page vertical 2.25 x 3.75"
1/4 page horizontal 4.75 x 1.75"

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GARDEN & ARCHITECTURE TOUR

SUNDAY, JUNE 24, 2018

ABOUT THE EVENT:

The 21st Annual Parkside Garden and Architecture Tour draws hundreds of visitors to this historic neighborhood's carefully tended gardens, which range from formal to quirky, edible to elaborate, and everything in between. In addition to the approximately 50 gardens on display, visitors can explore this historic Frederick Law Olmsted-designed neighborhood, and there will be guided walking tours highlighting architectural styles and elements interspersed with local Gilded Age residents' history and folklore.

SPONSORSHIP BENEFITS (\$150 LEVEL):

- An ad on the back of the garden map to be distributed to all of our guests
 - Logo/link placement on the Garden Tour page at parksidebuffalo.org
 - A public, verbal thank you at the Garden Tour after-party, attended by all of the neighborhood gardeners and volunteers following the tour
 - Opportunity to post a small banner or lawn sign at the Garden Tour registration table
 - Opportunity to distribute fliers or coupons at the Garden Tour registration table
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OTHER SPONSORSHIP OPPORTUNITIES:

Are you interested in sponsoring one of our other events or interested in the Website, Weekly Newsletter, and Weekly Safety Report Sponsorship? Contact the PCA at (716) 838-1240 or PCAdirector@gmail.com!

- | | | |
|-------------------------------|-------------------------------|---------------------------|
| • Architectural Walking Tours | • Movies in the Meadow | • Aging in Place Program |
| • Chili Cook-off | • Quarterly Family Fun Nights | • Little Library Program |
| • Halloween Party | • North Buffalo Neighbors | • Parkside Artisan Market |
| • Holiday Arts & Craft Show | • Summer Arts Camp | |

Website, Weekly Newsletter, and Weekly Safety Report Sponsorship (\$600 for 6 months OR \$1,000 for 12 months)

- Exposure to over 9,000 unique monthly website visitors
- Logo on every page of our website, which will link to your PCA Company Sponsorship Page
- Special PCA Company Sponsorship Page, with content you provide; this will link back to your website
- Logo inclusion and link to your PCA Company Sponsorship Page in 2 separate weekly emails
- Opportunity to offer discounts to PCA members!

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HOW TO SUBMIT YOUR AD:

Please complete the form below and return it with your payment:

Parkside Community Association
2318 Main Street, Buffalo, NY 14214

When you submit payment, please email your ad file (file requirements are listed below) to PCAdirector@gmail.com

Need help creating an ad?

- Please email your logo, the ad text, and size to PCAdirector@gmail.com and we will send you the mock-up!

File requirements:

- High-resolution Adobe Acrobat PDF
- Grayscale
- 300 dpi at actual size
- Exported with all fonts and images embedded
- Labeled with the name of your business in the file name

Please provide your ad file at the specified size. We cannot adjust ad dimensions. Ads not sized properly will be run as provided.

Thank You for Your Support!

SPONSORSHIP FORM

Name: _____ **Telephone:** _____

Business Name: _____ **Email:** _____

Address: _____

PLEASE SELECT ONE OPTION:

Combined Opportunities on Right Hand Side: With these options, you will receive all of the benefits of the above Home Tour Sponsorship and/or Home Tour Ad, in addition to the benefits of the Garden & Architecture Tour Ad!

Home Tour Sponsorship:

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|--|----------------|
| <input type="checkbox"/> Platinum (1 Available) | \$5,000 |
| <input type="checkbox"/> Gold (2 Available) | \$2,500 |
| <input type="checkbox"/> Silver | \$1,000 |
| <input type="checkbox"/> Bronze | \$500 |

Combined Home Tour and Garden Tour Sponsorship:

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|---|----------------|
| <input type="checkbox"/> Platinum (1 Available) + Garden Tour Ad | \$5,100 |
| <input type="checkbox"/> Gold (2 Available) + Garden Tour Ad | \$2,600 |
| <input type="checkbox"/> Silver + Garden Tour Ad | \$1,100 |
| <input type="checkbox"/> Bronze + Garden Tour Ad | \$600 |

Home Tour Ad:

- | | |
|---|--------------|
| <input type="checkbox"/> Full Page | \$220 |
| <input type="checkbox"/> 1/2 Page | \$155 |
| <input type="checkbox"/> 1/4 Page Vertical | \$80 |
| <input type="checkbox"/> 1/4 Page Horizontal | \$80 |

Combined Home Tour and Garden Tour Ad:

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|---|--------------|
| <input type="checkbox"/> Full Page Home Tour + Garden Tour | \$320 |
| <input type="checkbox"/> 1/2 Page Home Tour + Garden Tour | \$255 |
| <input type="checkbox"/> 1/4 Page Vertical Home Tour + Garden Tour | \$180 |
| <input type="checkbox"/> 1/4 Page Horizontal Home Tour + Garden Tour | \$180 |

Garden & Architecture Tour Ad:

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|--|--------------|
| <input type="checkbox"/> Map Ad | \$150 |
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Website, Weekly Newsletter, and Weekly Safety Report Sponsorship (\$600 for 6 months OR \$1,000 for 12 months):

- | | |
|---|----------------|
| <input type="checkbox"/> 6 Months | \$600 |
| <input type="checkbox"/> 12 Months | \$1,000 |