



Sponsorship Opportunities

HOMECOMING FESTIVAL



There is nowhere else like Town Hall. Not in Seattle, not anywhere. Twenty years ago, our beloved century-old building was saved and our organization was formed to protect it as a shared resource for our community. That community has come together to fund a **\$35 million renovation** to secure the future of **Town Hall** and preserve it for the next generations. While the building has been under construction, **Town Hall** has produced its events all across the city—building new audiences and collaborators along the way. **Now, it's time to come home.**

Homecoming (September 2019) represents a once-ever opportunity. This month-long grand reopening festival marks the culmination of a high-profile 18-month renovation and kicks off our organization's **20th anniversary season**. To celebrate these twin milestones, **Town Hall** is supporting the festival with the broadest awareness campaign and media buy in our organization's history.

Becoming a **Homecoming sponsor** includes fantastic recognition opportunities and benefits throughout the festival's 40+ events, such as inclusion on festival collateral and ad space in the festival guidebook, online and in-media announcements, social media promotions, event and party passes for staff and clients, and much more.

Visibility Overview

Live Audience
110,000+/year

Events
450+/year

Calendar
160,000/year

E-news
26,000

Website
41,000/month

Facebook
20,600

Twitter
18,000

Sponsorship Levels

TITLE SPONSOR (claimed - Boeing)

Official partner of the opening festival. This is a uniquely customized sponsorship and brand opportunity for one company only.

OFFICIAL COMMUNITY DAY SPONSOR (\$15,000)

This is a uniquely customized sponsorship and brand opportunity for one company only.

- Billed as co-presenter for community day
- Verbal acknowledgement as Community Day **Homecoming** sponsor from the stage
- Includes all benefits of platinum sponsorship for day of event
- Priority space for a ½-page ad in the **Homecoming** guidebook

PLATINUM LEVEL (\$10,000)

- Presence in all media including print posters, online, social media, etc.
- Acknowledgment as a sponsor on Town Hall's mailed monthly calendar for a full season, on website Institutional Supporters page, and in **Homecoming** guidebook
- Verbal acknowledgement from the stage for all Town Hall-produced Homecoming events
- Priority space for a ½-page ad in the **Homecoming** guidebook
- Logo inclusion on all festival collateral and festival landing page
- Select pre-event party for up to 100
- VIP seating for all **Homecoming** events and a total of 100 tickets to Great Hall events throughout the festival
- Opportunity to have a branded table at select events

GOLD LEVEL (\$5,000)

- Presence in all media including print posters, online, social media, etc.
- Acknowledgment as a sponsor on Town Hall's mailed monthly calendar for a full season, on website Institutional Supporters page, and in **Homecoming** guidebook
- Verbal acknowledgement from the stage at your choice of 4 Town Hall-produced **Homecoming** events
- ¼-page ad in the **Homecoming** guidebook
- Text inclusion on all festival collateral and logo inclusion on festival landing page
- Select pre-event party for up to 50 and complimentary tickets to the corresponding event

SILVER LEVEL (\$2,500)

- Presence in all media including print posters, online, social media, etc.
- Acknowledgment as a sponsor in **Homecoming** guidebook
- Verbal acknowledgement from the stage at your choice of 2 Town Hall-produced **Homecoming** events.
- Select pre-event party for up to 25 and complimentary tickets to the corresponding event
- Text inclusion on all festival collateral and logo inclusion on festival landing page

BRONZE LEVEL (\$1,000)

- Acknowledgment as a sponsor in **Homecoming** guidebook
- Text inclusion on all festival collateral and festival landing page
- Invitations for up to 10 to select pre-event parties and **Homecoming** events

Thank you for your time and consideration. All sponsorship packages can be customized to meet your business needs. To learn more about **Homecoming** or to tailor your sponsorship contact:

Kate Nagle-Caraluzzo, Development Director
kate@townhallseattle.org | (206) 457-2509

**Logos and ads due August 1 for inclusion in Festival Guidebook and on-site collateral. Logos due July 15 for billboards.*