

SPONSOR OPPORTUNITY

HISTORIC CONCORDIA TOUR OF HOMES

Stewards of History 2023 | *Glimpse the future through history*

Mission

The Historic Concordia Neighbors, Inc. (HCNI) is a nonprofit neighborhood organization whose mission is to **promote the neighborhood through historic preservation, community involvement** and neighborhood pride.

Community

The Concordia neighborhood is one of the most diverse areas in the state of Wisconsin. **Our goal is to develop and support community based initiatives,** events and developments to provide a platform for all residents and organizations to come together and create a stronger community and social fabric.



Sponsor Opportunity

You are invited to become a sponsor of the Historic Concordia Tour of Homes and Historic Neighborhood Tour. Your sponsorship will help us achieve our fundraising goals.

The primary fundraising event for HCNI is the annual historic Tour of Homes which is held on the Saturday of the Father Day's weekend. Concordia residents open the doors of their historic homes to visitors and the community to share histories and splendor of a bygone era.

The 2023 event theme is *Stewards of History* and will be hosted on Saturday, June 17, 2023. We are featuring a Historic Neighborhood Trolley Bus tour. This guided tour will take visitors on a trolley bus through the streets of Concordia.

The guided tour will focus on the history and transformation of structures and significant areas, as well as current revitalization efforts. Visitors will learn the social history of the neighborhood's residents and their efforts to preserve and promote parts of Milwaukee's history.



EVENT FACTS

In person tour visitors range from 500 to 700. Each attendee is receives a tour book with a list of events, tour sights, sponsors and advertisers.

Tour books are professionally designed; many visitors retain them as mementos and souvenirs.

The Historic Neighborhood Trolley Bus tour will host an additional 100 to 200 visitors. Sponsors will be identified on the outside of the trolley to increase corporate visibility.

WEB TRAFFIC

HCNI.org will typically be visited by 2,000 to 2,500 times in the month preceding the tour, with an additional 6,000 to 7,000 visitors throughout the rest of the year.

On average, visitors have spent 3 minutes per visit to our website. This provides additional year-long exposure for sponsors and advertisers.

Sponsorship Rates

\$500.00

Sponsor the Historic Neighborhood Tour trolley bus
Logo placement on trolley, in Tour Book, and on website

\$250.00

Sponsor guest Historian Speaker, Bobby Tanzilo with OnMilwaukee, writer of Urban Spelunking
Logo placement at speaking location, in Tour Book and on website

Sponsor local artist, Margaret Muza to provide tintype photography sessions to homeowners featured on tour.
Logo placement in Tour Book and on website

Sponsor storytellers Ex Fabula to gather and share people and neighborhood stories with tour goers.
Logo placement at speaking location, in Tour Book and on website

\$200.00

Sponsor tour guides for the Historic Neighborhood Tour bus
Logo placement in Tour Book and on website

\$175.00

Sponsor development and printing of the Historic Neighborhood Tour book and event signs
Logo placement in Tour Book and on website

\$150

Tour Book Advertising: 1.5"x3.5" ad space in the Tour book (includes advertising space on the website HCNI.org)

Donation opportunities:

Silent Auction item or gift card donation

****Additional logo exposure will be available on flyers, postcards and other miscellaneous marketing materials*

****Two tickets for the walking tour are available for all sponsors donating \$100 or more.*

Checks made payable to HCNI.

Mail to:

HCNI | 925 North 29 Street | Milwaukee, WI 53208

