



December 9, 2017 • 10 AM to 4 PM

Bethlehem Historic District Association
2017 Holiday House Tour
bhda.org

The properties included in the 9th Bethlehem Historic District Association Holiday House Tour magnificently represent Bethlehem's distinctive heritage. Funds raised in the 2017 tour will support the BHDA's mission to preserve and restore the original architectural features and landscapes of our special neighborhood.

This holiday event attracts nearly 1,000 attendees, with guests from New Jersey, Delaware, New York, Philadelphia and Washington DC. We will continue efforts to grow attendance with wide reaching media and publicity that draws attention to the beauty of the Historic District of Bethlehem, its attractiveness as a downtown shopping destination, and to the festively decorated properties offered by our generous Historic District neighbors. Additional holiday activities planned by Bethlehem businesses and organizations will add to the appeal of this event.

Advertising in the tour's guidebook is an excellent opportunity to reach the Bethlehem business community, local residents, and our city's visitors. We sincerely hope that you will consider supporting this year's event by becoming a sponsor or advertiser. A "friend listing" is another way of supporting the efforts of the many residents and volunteers who have made it their mission to preserve Bethlehem's Historic District.

Properties that will be included in the 2017 tour will be listed on our website at bhda.org, please check them out.

Please contact me if you have any questions or concerns. Thank you so much for considering being a part of our tour!

Most warmly,

Patricia Lowcher,
Holiday House Tour Chair
housetour@bhda.org



BETHLEHEM HISTORIC DISTRICT ASSOCIATION

P.O. Box 1952 • Bethlehem, PA 18016 • bhda.org • housetour@bhda.org



HOLIDAY HOUSE TOUR ²⁰¹⁷

SPONSORSHIP OPPORTUNITIES AND ADVERTISING RATES

PRESENTING SPONSOR: \$5,000

Exclusive category: only one Presenting Sponsor to be named

- Logo on front cover of tour book
- Full-page ad on inside front cover of tour book
- Color full-page ad on back cover of tour book
- Half-page ad in newsletter sent to 600 homes in historic Bethlehem
- Logo placement on other publicity materials: banner, poster, tickets, rack cards, vouchers
- Company logo on BHDA website and Facebook page for six months
- Acknowledgement as Presenting Sponsor in all press materials and media announcements
- 8 tickets to the house tour

SUPPORTING SPONSOR: \$2,500

Exclusive category: only one Supporting Sponsor to be named

- Logo on front cover of tour book
- Full-page ad on inside back cover of tour book
- Half-page ad in newsletter sent to 600 homes in historic Bethlehem
- Logo placement on other publicity materials: banner, poster, tickets, rack cards, vouchers
- Company logo on BHDA website and Facebook page for three months
- Acknowledgement as Supporting Sponsor in all press materials and media announcements
- 4 tickets to the house tour

CONTRIBUTING SPONSOR: \$1,500

- Logo on front cover of tour book
- Full-page ad in tour book
- Quarter-page ad in newsletter sent to 600 homes in historic Bethlehem
- Logo placement on other publicity materials: banner, poster, tickets, rack cards, vouchers
- Company logo on BHDA website and Facebook page for two months
- 4 tickets to the house tour

HOUSE SPONSOR: \$1000

- Full page ad in tour book
- Signage/promotion space at one tour property
- Quarter page ad in newsletter sent to 600 homes in historic Bethlehem
- Brochure/collateral placement in tour bags
- 2 tickets to house tour

TOUR BOOK ADVERTISING

Full Page.....	\$400
Half Page.....	\$250
Quarter Page.....	\$125
Friend List**	\$75

****Friend list: \$75 for listing with your neighbors.**

For questions please contact the Holiday House Tour Committee, at housetour@bhda.org

The Bethlehem Historic District Association (BHDA) is a 501 (c) (3) Non-Profit, charitable, organization

Mission: The Bethlehem Historic District Association, founded in 1989, promotes the historical ambiance and high quality of life in our unique neighborhood by supporting the preservation and restoration of original architectural features and landscapes.



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GUIDEBOOK - SPONSOR / ADVERTISER / FRIEND CONTRACT

Bethlehem Historic District Association (BHDA) agrees to print the advertisement of the undersigned in the 2017 Holiday House Tour Guidebook

Business / Organization / Individual

Address

Contact Person

Telephone

Email

(All ads subject to approval by Advertising/Marketing Chair)

TOUR SPONSORSHIP DESIGNATIONS

AMOUNT ENCLOSED

See page 1 for detailed Sponsorship and Advertiser Information

❖ **PRESENTING SPONSOR: \$5,000**

FULFILLED

❖ **SUPPORTING SPONSOR: \$2,500**

FULFILLED

❖ **CONTRIBUTING SPONSOR: \$1,500**

❖ **HOUSE SPONSOR: \$1000**

ADVERTISING FEE AND SPACE SPECIFICATIONS

AMOUNT ENCLOSED

Full Page	\$400	8.5 (H) in x 5.5 (W) in	_____
Half Page	\$250	4.25 (H) x 5.5 (W) in	_____
Quarter Page	\$125	4.25 (H) in x 2.75 (W) in	_____
Friend List	\$75		_____

Please submit your advertising material or business card sample no later than September 29, 2017

Please make check payable to **Bethlehem Historic District Association (BHDA)**, and mail to:
BHDA: HHT 2017, P.O. Box 1952, Bethlehem, PA 18016

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