



Plaza Midwood Neighborhood Association
PO Box 9394
Charlotte, North Carolina 28299-9394

Plaza Midwood Home & Garden Tour – Sponsorship Opportunity

The Plaza Midwood Home & Garden Tour is a part of Midwood Maynia, an annual festival produced by the Plaza Midwood Neighborhood Association (PMNA), a non-profit organization. The tour takes place on **Friday, May 4th from 6pm – 8pm and Saturday, May 5th, from 10am – 5pm**. As a **Home Sponsor** you will have a unique opportunity to connect with potential customers. With over 500 attendees expected, we believe this is a great way to market your business and hope you'll consider participating.

Here's what we'll do for you:

- Business Name on "Sponsored By" sign at the home you are sponsoring
- Business Name on Home Tour Ticket
- Logo on Maynia / Home Tour Program
- Logo w/link will be displayed on PMNA Website (Home Tour page)
- Logo included in our Spring Issue of our Newsletter, *The Spirit*, which goes out to over 2,000 residents (*only available for sponsors that sign up by 3/1/2018*)
- Business Name and/or logo included in Thank You message through various communication channels: (1) *The Spirit*, Summer Issue, (2) An e-Newsletter, emailed to over 1,000 residents in the area, and (3) PMNA Facebook page, with over 4,000 followers.
- Option to **further market your product/business** at the home during tour hours:
 - ✓ Setup table with marketing materials (poster, brochures, business cards, etc)
 - ✓ Have volunteers at home representing company (shirt/nametag with company name)
 - ✓ Give out special offers, coupons, free samples, or even raffle a prize
 - ✓ Serve free samples of food or wine/beer
 - ✓ Any other creative ideas that would make it worth your while!
 - ✓ *Note: All of the above must be approved by Home Tour Coordinator*

How much does it cost to be a sponsor?

The cost to be a Home Sponsor and receive all the benefits described above is \$500. If you would like to provide and serve food and/or drink samples to 500+ tour guests, we will reduce the sponsorship cost to \$300 to account for those expenses. (*Note: To receive the discounted rate, the food/drink details must be approved by the Home Tour Coordinator prior to the event.*)

We are limited to 7-9 spots, and PMNA will work with you to select the appropriate home for your business. This is a great way to get your product/service to a qualified audience and garner return business to your location. We hope you'll want to participate. I look forward to talking with you about this fun event!

Renee Bradley

PMNA Home Tour Coordinator

Phone: 704-975-3816

Email: renee.bradley@gmail.com



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Home Tour Sponsor Agreement Form

Yes, I would like to become a Home Sponsor for the 2018 Midwood Maynia Home Tour, and agree to make the full payment before or on the deadline of April 15, 2018. I will also provide a copy of the company logo by the requested deadline to ensure it can be printed on appropriate marketing materials.

I understand that PMNA will be selecting the appropriate home for my sponsorship and agree to discuss and get approval for all marketing ideas with the Home Tour coordinator prior to implementing them during the event.

Yes, I plan to provide food/drink samples to tour guests and will plan to have enough to serve at least 500 guests.

Company Name (as it should appear in all printed materials)

Amount Owed to PMNA

Company Representative (Signature)

Phone Number

Email address

Deliver Agreement and Payment to:

Renee Bradley
PMNA Home Tour Coordinator
1722 Chestnut Ave
Charlotte, NC 28205

***Please email your logo to the Home Tour Coordinator as a digital file saved in one of the following electronic graphic formats: jpg, eps, tif, or pdf.*