

Advertising and Technical Requirements

The following specifications and timelines should be used in the preparation and delivery of digital files.

Submission Deadline: Logos and ads for the ticket book and poster must be submitted no later than March 15. *Please send your logo as soon as possible for placement on our website.*

Submittal Instructions: Ads and logo files can be emailed to ads@westseattlegardentour.org.

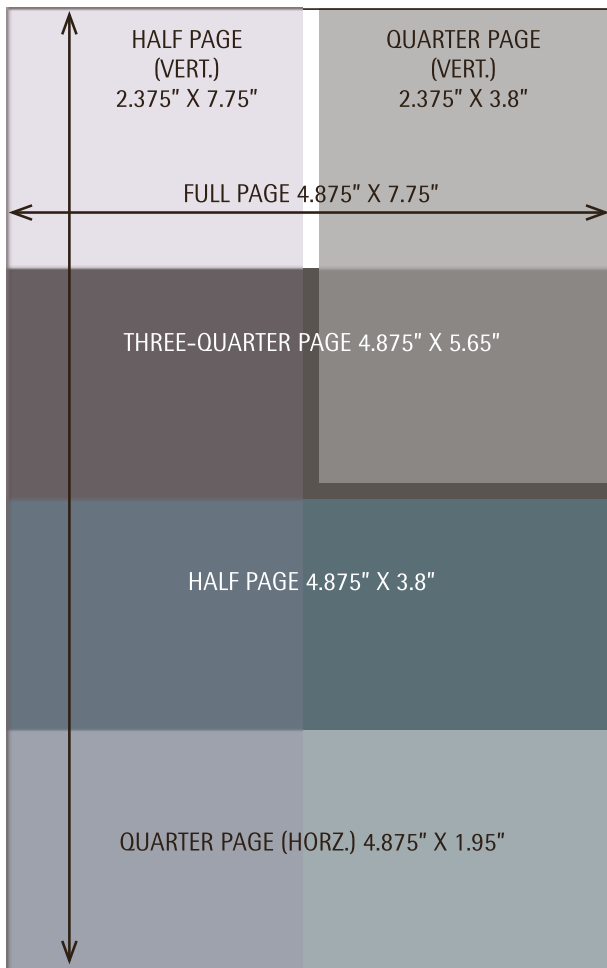
Logo Requirements: All sponsors bronze level and above need to submit an electronic version of their business logo. Vector-based versions are preferred such as EPS or PDF files. JPG or TIF files need to be at least 300 dpi. We cannot use the logo from your website.

Digital Ad Files: Ads should be submitted as high-resolution PDF, 300dpi, CMYK. *MS Publisher files cannot be accepted.*

Ad Design Services: Ad design service is available at a nominal fee. Please inquire for rates.

Ad Sizes:
(width x height in inches)

Full Page 4.875 x 7.75
3/4 page vertical 4.875 x 5.65
1/2 page horizontal 4.875 x 3.8
1/2 page vertical 2.375 x 7.75
1/4 page horizontal 4.875 x 1.95
1/4 page vertical 2.375 x 3.8



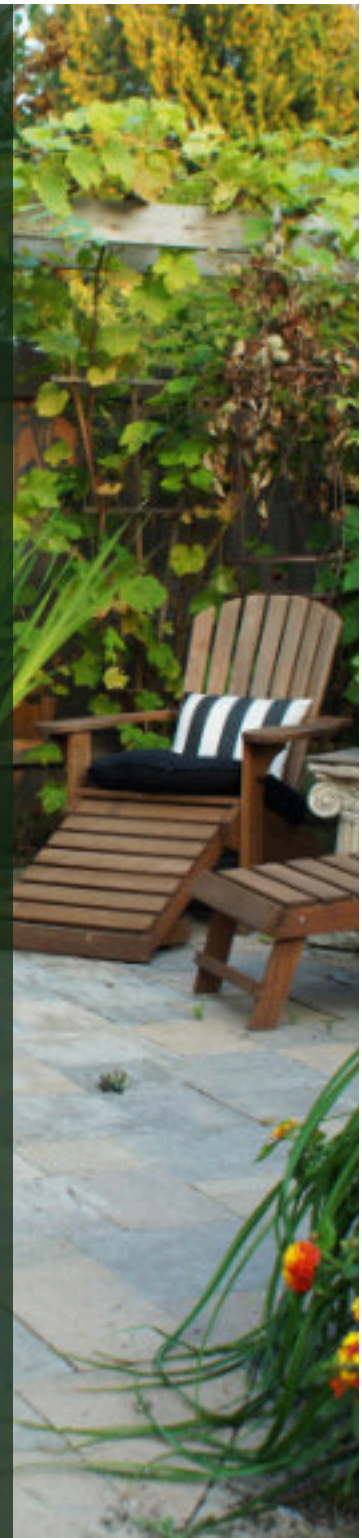
WEST SEATTLE GARDEN TOUR

SPONSORSHIP OPPORTUNITIES

West Seattle Garden Tour (WSGT) is a 501(c)(3) non-profit organization founded in 1995 and run entirely by volunteers. Annually we raise and distribute about \$25,000 to other local organizations whose goals fit our mission, which is to *promote horticultural-based interests, education and artistic endeavors within West Seattle and neighboring communities.*

Because many of the local organizations we support would have no other source of funding, we have been referred to as the United Way of West Seattle. Our popular summer event has been attended by thousands of people whose ticket purchases provide about half of the money we raise. Businesses like yours account for the other half.

As a sponsor you may receive recognition in print and online promotion, garden tour tickets and an invitation to the West Seattle Garden Tour Summer Finale, where we recognize the non-profit organizations who benefit from your generous support.





Lafayette Elementary School PTA Grant Winner

Step 1: Choose a sponsorship level

Step 2: Send Sponsorship Commitment Form with payment to WSGT by March 1

Step 3: Provide logo and/or other graphics by March 15.

We have created a variety of packages offering benefits and visibility for sponsors at all levels. If you have questions about any of these opportunities, give us a call. We'd love to help you meet your unique marketing and sales initiatives.

Benefits may* include:

- Color advertisement in WSGT ticket book
- Logo or name recognition on sponsor page of WSGT ticket book
- Logo or name recognition on sponsor page of WSGT website
- Hyperlink to your business website from WSGT website
- Tickets to West Seattle Garden Tour
- Invitations to West Seattle Garden Tour Summer Finale
- Raffle items only: description and photo (if provided) on WSGT website and ticket book raffle pages

*Not all benefits available at every level. See matrix for sponsorship levels and corresponding benefits.



Soos Creek Botanical Garden and Heritage Center Grant Winner

Sponsorship Benefits	Cash or Raffle Item	Cash or in-kind only		Can be combination of cash and in-kind or raffle item (at least 50% cash) **			Cash only	
	Donor (\$100)	Friend (\$250)	Supporter (\$400)	Bronze (\$600)	Silver (\$750)	Gold (\$1,500)	Platinum (\$2,500)	Diamond (\$5,000)
Full-color ad in WSGT ticket book			1/4 Page	1/2 Page	3/4 Page	Full Page	Inside Front, Inside Back or Back Cover	Inside Center Spread
Recognition in WSGT ticket book (Sponsor page)	Name	Name	Name	Logo	Logo	Logo	Logo	Logo
Recognition on WSGT website (Sponsor page)	Name	Name	Name	Logo	Logo	Logo	Logo	Logo
Hyperlink to sponsor website from WSGT website				Yes	Yes	Yes	Yes	Yes
*Item description on website raffle page (when applicable)	Yes	Yes	Yes	Yes	Yes	Yes		
Logo inclusion on Garden Tour poster							Yes	Yes
Special recognition / thank you post on WSGT Facebook							Yes	Yes
Premier positioning – limited number of packages offered at top levels							3	1
Logo on website homepage								Yes
Tickets to Garden Tour		1	2	2	2	4	6	8
Invitations to WSGT Summer Finale				2	2	2	4	6

*Raffle items with a value between \$200 and \$499 will earn benefits of a \$100 cash sponsor. Raffle items with a value of at least \$500 may earn benefits of a \$250 cash sponsor.

**If a raffle item is included as part of the non-cash portion of sponsorship at this level, it will be valued at 50% of the retail price.