



Dear Old Southwest Friend,

The 38th annual Old Southwest Parlor Tour of Homes will be here before you know it, and as in year's past, Old Southwest, Inc. is asking for your support to help continue this annual holiday tradition. ***“Always the First Weekend in December”***, this year's annual Old Southwest Parlor Tour of Historic Homes is scheduled for Saturday December 2nd from (5pm 9 pm) and Sunday December 3rd from (1pm-5pm).

The all-volunteer organization of Old Southwest, Inc. works hard throughout the year to ensure folks live, work, worship, visit and do business in a clean, safe, and blight-free neighborhood. And all of the proceeds raised by this event go to support these efforts. As a result, Old Southwest, Inc. hopes you will be willing to help us by becoming a sponsor of our annual signature event, the Old Southwest Parlor Tour of Homes.

This highly publicized signature event provides a meaningful investment return for sponsorship participants, such as:

- By becoming a Parlor Tour sponsor, you will be taking advantage of the exceptional advertising and promotional opportunities this annual event provides as hundreds of Parlor Tour participants will see your ad in our Parlor Tour brochure ticket. In addition, our top sponsors are included in all of our event marketing activities promoted through a variety of media and advertising venues.
- You will be promoting your business as a supporter not only of our community at large, but more importantly, of the neighborhood where community volunteers work hard to ensure this neighborhood is one where people are proud to live, work, play, worship and invest.

Sponsorships are vital to the success of this event as the ticket price of \$20 is kept intentionally low to allow an opportunity for everyone to participate and enjoy this annual holiday tradition.

Sponsorship Opportunities

****PLEASE READ EVERYTHING CAREFULLY****

Georgian Revival Sponsor (\$1000) - includes 1 full page ad in Parlor Tour brochure ticket, *8 complimentary Parlor Tour brochure tickets, and logo included on all marketing material.

Queen Anne Sponsor (\$500) - includes 1 full page ad in Parlor Tour brochure ticket and *5 complimentary Parlor Tour brochure tickets.

Four Square Sponsor (\$250) - includes 1/2 page ad in Parlor Tour brochure ticket and *3 complimentary Parlor Tour brochure tickets.

Craftsman Sponsor (\$100) - includes 1/4 page ad in Parlor Tour brochure ticket and *2 complimentary Parlor Tour brochure tickets.

Bungalow Sponsor (\$50) -includes: 1/8 page ad in Parlor Tour brochure ticket and *1 complimentary parlor tour ticket-brochure

Yes, I will be a 2017 Old Southwest Parlor Tour sponsor this year!

(Please check one)

(Please check one)

- | | |
|---|--|
| <input type="checkbox"/> Georgian Revival Sponsor | <input type="checkbox"/> I would like to use last year's Parlor Tour brochure ticket ad |
| <input type="checkbox"/> Queen Anne Sponsor | |
| <input type="checkbox"/> Four Square sponsor | <input type="checkbox"/> NO Parlor Tour brochure ticket ad necessary this year |
| <input type="checkbox"/> Craftsman Sponsor | |
| <input type="checkbox"/> Bungalow Sponsor | <input type="checkbox"/> I will be submitting a NEW Parlor Ticket brochure ticket ad this year |

Brochure Ticket Ad submissions will be handled separately- Please see information on next page.

Parlor Tour Brochure Ticket Advertisement (Ad) Info and Specifications

- Parlor Tour brochure tickets will mailed or delivered to you soon after they have been printed, OR
- We can have them available for you to pick up at the ticket tent in Highland Park on the dates of the tour. **HOWEVER**, you must let us know in advance if you are going to pick them up at the tent.

Ad Specifications:

- Full page..... 7.5” (w) x 5.5” (h)
- Half page..... 3.625” (w) x 5.5” (h)
- Quarter page..... 3.625” (w) x 2.25” (h)
- Eighth page..... 1.625” (w) x 2.625” (h)

If submitting a new ad, please use the following specifications:

- PREFERRED: High resolution PDF with embedded fonts and graphics.
- ACCEPTED: .eps, .tif, .ai, .jpg, and .indd (CS4 or higher)
If you choose to send a file format other than PDF, include all support files: linked graphics (.eps, .tif, .jpeg, etc.) and fonts.
- NOT ACCEPTED: .doc, .xls, .ppt or .pub files

Resolution, Artwork and Copy Requirements:

- Please do not include crop marks or bleed when saving files - Ads WILL have borders.
- IMPORTANT: Keep all essential information at least 1/8” from the edge of your ad.
- All files must be converted to CMYK. Please do not send or use RGB files.
- Please be sure to include all support files: fonts and graphics (.eps, .tiff, .jpeg, etc.)

Ad Submission Requirements:

- All ad submissions and questions regarding ad artwork specifications should be emailed to:
Bobby Wirsig at bobby.wirsig@icloud.com. **DO NOT SEND your brochure ticket ad to Tim Taylor!**
- Subject line should read, “2017 Parlor Tour Ad” and please include appropriate contact information for any questions or concerns with advertisement.
- Make your check out to “OSW, Inc.” and mail to: OSW, Inc. 641 Walnut Ave, SW, Roanoke, VA 24016, Attention: Treasurer.
- **Deadline to submit your Parlor Tour Ad artwork is October 1, 2017!! NO BROCHURE TICKET AD's will be accepted after this date. However, after this date, you are welcome to sponsor the Parlor Tour but we will NOT be able to insert your ad into the Parlor Tour brochure ticket.**
- Any questions can be sent to Tim Taylor at TVanTaylor@gmail.com.

NOTE:

- **IF YOUR AD IS NOT IN THE CORRECT FORMAT INCLUDING SIZE, OSW, INC. WILL DO OUR BEST TO PLACE IN PARLOR BROCHURE TICKET AS IS.**
- **OSW, INC. WILL NOT BE SENDING PROOFS.**
- **PLEASE MAKE SURE BEFORE SUBMITTING YOUR AD THAT YOU CHECK IT TWICE !**
- **OSW, INC. IS AN ALL VOLUNTEER ORGANIZATION AND WE RELY UPON THE BENEVOLENCE OF OUR VOLUNTEERS WHO ARE NOT PAID FOR THEIR TIME AND EFFORTS.**

Business / Contact Information:

Business name: _____

Address: _____

Phone: _____

E-mail: _____

My check is enclosed

Please bill me.