

TUCKED AWAY TREASURES **2024**  
**Chapel Hill Garden Tour**  
**April 27  28**

The Chapel Hill Garden Club will host its 14<sup>th</sup> Tour of some of Chapel Hill's most exquisite private gardens in Spring 2024. The Tour attracts nearly 2,000 visitors from near and far.

**We would like you to be a sponsor of the 2024 Tour.**

We broadly publicize the Tour in local print publications (*Chapel Hill Magazine, Triangle Gardener, etc.*) local radio and television programming, neighborhood newsletters, citywide banners and other signage, multiple websites, and social media. In addition, other North Carolina Garden Clubs spread the word to their members and more than 1,000 previous Tour visitors are contacted through Eventbrite.

In addition to hosting this long-standing and popular community event, The Chapel Hill Garden Club has contributed more than \$250,000 to the NC Botanical Garden and supported community organizations such as Friends of Chapel Hill Parks and Recreation, the Garden Club of NC Scholarship Fund, Habitat for Humanity, and the Ronald McDonald House with proceeds from the Tour. The Club's members also provide volunteer gardening expertise to community projects such as the Estes Hills Elementary School Garden.

This year, we are increasing our sponsorship opportunities to encourage more involvement from our community businesses and organizations.

**We hope you will join us in supporting The Chapel Hill Garden Club and our partner organizations.**

*The Chapel Hill Garden Club is a 501(c)(3) nonprofit organization in good standing with the Internal Revenue Service. EIN: 56-2005664*



## **Sponsorship Opportunities**

### **Magnolia Presenting Sponsor \$5,000**

#### ***All Sponsorship Benefits listed below PLUS***

- Your logo prominently featured as a presenting sponsor in all promotional materials for the Tour (citywide banners, local print, radio and television promotion of the Tour, online promotions, etc.)
- Full back page ad in the official Tour Booklet (\$2,000 value)
- Exclusive access for company representation at 2 stops on the Tour
- Ability to provide promotional materials at garden entrances
- 10 tickets (\$300 value)

### **Hydrangea \$2,500**

#### ***All Sponsorship Benefits listed below PLUS***

- Your logo featured in promotional materials for the Tour
- Full page prominently placed ad in official Tour booklet
- Ability to provide promotional materials at garden entrances
- 6 tickets (\$180 value)

### **Dogwood \$1,500**

#### ***All Sponsorship Benefits listed below PLUS***

- Full page ad in official Tour booklet
- 4 tickets (\$120 value)

### **Jasmine \$600**

#### ***All Sponsorship Benefits listed below PLUS***

- ½ page ad in the official Tour booklet
- 2 tickets to the Tour (\$60 value)

### **Redbud \$300**

#### ***All Sponsorship Benefits listed below PLUS***

- ¼ page ad in the official Tour booklet
- 2 tickets to the Tour (\$60 value)

### **Sponsorship Benefits for All Levels:**

- One Facebook post with link to your website (900+ fans)
- One Instagram post with link to your website (3,000+ followers)
- Feature Company logo and website link on the CHGC website (18,000+ views)



Sponsor Company Name: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Levels

\_\_\_\_\_ \$5,000 Magnolia Presenting Sponsor

\_\_\_\_\_ \$2,500 Hydrangea Sponsor

\_\_\_\_\_ \$1,500 Dogwood Sponsor

\_\_\_\_\_ \$600 Jasmine Sponsor

\_\_\_\_\_ \$300 Redbud Sponsor

\_\_\_\_\_ We will use the tickets provided in our sponsorship.

\_\_\_\_\_ We choose to donate the tickets back to Chapel Hill Garden Club Garden Tour.

Individual tickets may be purchased online at [www.chapelhillgardenclub.net](http://www.chapelhillgardenclub.net)

Program Ad Specifications

High resolution: PDF or JPG file Images - minimum 300 dpi

FULL PAGE: 4 1/2" wide x 7 1/2" tall - (324 points x 540 points)

HALF PAGE: 4 1/2" wide x 3 5/8" tall - (324 points x 261 points)

QUARTER PAGE: 2 1/8" wide x 3 5/8" tall - (153 points x 261 points)

**DEADLINE TO RECEIVE MATERIALS FOR INCLUSION IN TOUR BOOKLET IS  
DECEMBER 8, 2023**

*If you have any questions, please contact Debbie West at [dswest77@gmail.com](mailto:dswest77@gmail.com)*

*Wendy Mickunas at [wendyhce@gmail.com](mailto:wendyhce@gmail.com)*

## Advertisement Terms and Conditions

**Agreement to Publish:** Subject to the terms of this Order, you agree to submit the advertising described for publication in the ticket for the Chapel Hill Garden Tour, hereafter referred to as the Tour. You grant the Chapel Hill Garden Club, hereafter referred to as the Club, a license to publish your ad as part of the ticket, in both print and/or electronic format and to allow the ad to appear in media promoting the Tour.

**Payment Terms:** The Club requires payment in full by the date specified on the ad form.

**Ad Deadlines, Changes and Limitations:** Ad deadlines and mechanical specifications will be set by agreement with you and the Publications Committee of the Tour. Camera-ready ads will be published as is, without modifications or adjustments, except those required in order to process the ad for printing. Submission of a camera-ready ad constitutes acceptance of your ad as is. The Club is not responsible for errors in camera-ready ads found after the ticket has been printed. The Club cannot guarantee exact color matches due to the nature of the printing process and provides no discounts or price adjustments should that occur.

**Ad Position:** The Club offers several ad placement options. In the event the ad as published is not in the placement position specified by this Order, the Club's liability and price adjustment obligation will be limited to adjusting the placement fee applicable to the ad for that particular placement.

**Errors, Omissions and Warranty:** The Club makes every attempt to print your submitted ad correctly and assumes no responsibility for any errors or omissions in the ad. Liability for any errors or omissions attributable to the Club shall not exceed the cost of the ad in which the error or omission occurs. You represent and warrant to the Club that you have all necessary rights to publish the ad and such publication will not infringe on the rights of others, including others' copyrights. You agree to indemnify the Club against claims arising from your representation and warranty being inaccurate or untrue. The Club is not liable in the failure of the ad to run attributable in whole or in part to any act of God, governmental action, labor dispute, civil disobedience, or any other occurrence beyond the Club's reasonable control that in any way restricts or prevents the publication or distribution of the ticket for the Tour.

Sponsor Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please mail or scan these sponsorship forms to:**

Chapel Hill Garden Club  
ATTN: Debbie West  
PO Box 10054  
Chapel Hill, NC 27515  
dswest77@gmail.com

**Thank You for your support of the Chapel Hill Garden Club Tour!**