



A CENTURY *of* STYLE

Palladium Tour

Sponsorship Opportunities



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What is Palladium?

Palladium is a dynamic organization of professionals who support the mission of Historic Columbia through educational, social, and fundraising initiatives. Since its inception in 1996, this group of leaders has become a strong fundraising force for Historic Columbia, raising nearly **\$40,000** annually. Palladium's two largest events, combined with social and membership cultivation events, attract more than 600 attendees each year.

Tour Details

Sunday, April 6, 2025 | 1:00 – 4:00 p.m. tour | 4:00 – 6:00 p.m. after party

Palladium Tour: A Century of Style will explore a curated group of homes in **Forest Hills** that showcase varied styles of architecture while learning about the history of Forest Hills and the people who have called it home.

This is a self-guided, self-paced walking tour that will happen in conjunction with the Forest Hills Neighborhood Association's centennial celebration. The tour will conclude with an after party where tour participants will enjoy food, drinks, and the southern hospitality that defines much of our community. *The anticipated attendance at this event is 350 – 400 people.*

Community Exposure

Palladium works hard to ensure your generosity is recognized! 2024 exposure: over 1,800 postcards were mailed to promote the Palladium Tour and our sponsors; digital billboards were featured around the city; social media campaigns had over 72,000 impressions; Historic Columbia featured the Palladium Tour in emails sent to nearly 24,000 inboxes, plus additional pre- and post-event emails to ticket holders. In addition to marketing benefits, sponsors enjoyed the tour and after party, and the benefit of networking with other sponsors and event participants.

Sponsorship opportunities are limited and available on a first-come, first-served basis. Contact Historic Columbia for available opportunities.

For more information, contact

Rebecca Jacobson | Director of Development | Historic Columbia
(803) 252-7742 ext. 12 | rjacobson@historiccolumbia.org

\$5,000 PRESENTING SPONSOR (1 available)

- *"Presented by"* highest-level logo placement on print and digital collateral, including but not limited to postcard, billboards, social media posts, event swag, and all event signage
- Opportunity to display promotional materials at check-in and the after party
- Two posts with highest-level logo and accounts tagged on Historic Columbia's Facebook (23,100+ followers), Instagram (17,900+ followers), & X (13,300+ followers)
- Recognition of sponsorship in email event announcement (11,300+ recipients)
- Recognition of sponsorship in one "This Month at HC" e-newsletter (11,300+ recipients), plus pre- and post-event emails to attendees
- Recognition of sponsorship on event page at historiccolumbia.org (average 41,800 views/month) and the day-of webpage for tour participants
- Eight complimentary tickets to the Palladium Tour (\$400 value)

\$2,500 GOLD PARTY SPONSOR

- Exclusive signage with business logo at the tour after party, plus the opportunity to display promotional materials
- Primary business logo on print and digital event collateral, including but not limited to postcard, social media posts, and event swag
- One post with logo and accounts tagged on HC's social media platforms
- Recognition of sponsorship in email event announcement, plus pre- and post-event emails to attendees
- Recognition of sponsorship on event page at historiccolumbia.org and the day-of webpage for tour participants
- Six complimentary tickets to the Palladium Tour (\$300 value)

\$1,000 SILVER HOUSE SPONSOR

- Exclusive signage with business logo in one of the homes featured on the tour, plus the opportunity to display promotional materials and network in that home during the tour
- Secondary business logo on print and digital collateral, including but not limited to include postcard, social media posts, and event swag
- One post with logo on HC's social media platforms
- Recognition of sponsorship in pre- and post-event emails to attendees
- Recognition of sponsorship on event page on historiccolumbia.org and the day-of webpage for tour participants
- Four complimentary tickets to the Palladium Tour (\$200 value)

\$500 BRONZE SPONSOR

- Business name on print and digital collateral, including but not limited to include postcard, social media posts, and event swag
- One post with name only displayed on HC's social media platforms
- Recognition of sponsorship in pre- and post-event emails to attendees
- Recognition of sponsorship in name on event page at historiccolumbia.org
- Two complimentary tickets to the Palladium Tour (\$100 value)

Name _____

(As you would like it to appear in programs and publications)

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Marketing Contact (if different) _____

Phone _____ Email _____

SPONSOR LEVEL:

- \$ 5,000** 2025 Palladium Tour Presenting Sponsor
- \$ 2,500** 2025 Palladium Tour Gold Party Sponsor
- \$ 1,000** 2025 Palladium Tour Silver House Sponsor
- \$ 500** 2025 Palladium Tour Bronze Sponsor

**HC must receive a high resolution logo for complete marketing recognition in promotional materials. Please email logos, website address, and social media handles to cbeltran@historiccolumbia.org.*

PAYMENT:

Please note you will receive a confirmation tax letter approximately 2 weeks after payment is received.

Check payable to Historic Columbia is enclosed

I will mail a check payable to Historic Columbia by _____

I will make an online payment at <https://bit.ly/hctoursponsor>

Please charge the credit card below

Name on Card _____

Card number _____

Visa MC AmEx Disc. Exp. Date _____ CVC # _____

Signature _____

Please return this form to

Rebecca Jacobson | Director of Development | Historic Columbia
(803) 252-7742 ext. 12 | rjacobson@historiccolumbia.org