



HOMES TOUR

SATURDAY, DECEMBER 8, 2018

For the third year, Downtown's most trendy residential properties from the Crossroads Arts District to the River Market will open for public tours. Attendees explore at their leisure from 10 a.m. to 5 p.m. and use the KC Streetcar, walk or drive to get around.

REQUIREMENTS FOR PARTICIPATING PROPERTIES:

- Offer tour of amenities and up to two apartment floor plans
- Have a clear entrance and staff present for the duration of tour (10 a.m. – 5 p.m.)
 - Must have clear signage on where to go after entering property
- Provide special holiday incentives, such as baked goods, cocktails, live music and more
- Holiday decorations encouraged

HIGHLIGHTS OF 2017 HOMES TOUR:

- More than 600 attendees
- 94% said they would participate again in 2018
- More than half of attendees interested in leasing or buying Downtown

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR – \$2,000 (2 Available)

- Full page ad inside front cover or back cover of Homes Tour Guide (*first available*)
- Property logo exposure in print advertising and collateral
- Property name mentioned in all radio advertising (*where possible*)
- Property logo included in social media (*Facebook and Instagram*) ads mentioning Homes Tour
- Entry for up to five properties in the Downtown Dazzle Homes Tour
- Designation on tour map for all five properties
- Photo and description of one featured property in the tour guide
- Mention in Downtown Dazzle Homes Tour press release
- Property logo placed on Homes Tour page on the Downtown Dazzle website

— If title sponsor manages multiple properties, a single property must be designated to receive marketing exposure.

PLATINUM SPONSOR – \$1,500

- Half-page ad inside back cover of Homes Tour Guide
- Property name listed in Homes Tour ads in print advertising and collateral
- Entry for up to 2 properties officially entered in the Downtown Dazzle Homes Tour
- Designation on tour map
- Mention in Downtown Dazzle Homes Tour press release
- Property name listed on dedicated Homes Tour page on the Downtown Dazzle website

GOLD SPONSOR – \$750

- Property listing and description in Homes Tour Guide (*2 sentences max*)
- Designation on tour map
- Property name listed on dedicated Homes Tour page on the Downtown Dazzle website

SILVER SPONSOR – \$500

- Property listed in Homes Tour map
- Property name listed on Downtown Dazzle website

HOMES TOUR SPONSORSHIP REGISTRATION FORM

AGREEMENT

This Letter of Agreement confirms your company's participation in the Downtown Dazzle Homes Tour. This Letter of Agreement must be signed and returned to the Kansas City Regional Destination Development Foundation at Visit KC with payment to secure placement of sponsorship benefits and to ensure inclusion of company logo/name mentions/likeness on or in promotion materials, commercials and any other related media concerning the event no later than Friday, October 19, 2018.

_____ [**Company**] hereby grants the KCRDDF a limited, non-exclusive, non-transferable license to use/display/mention Company name and logo for the event listed herein, with the understanding that usage of Company name and logo may be needed for pre-event and post-event related media and materials. Full payment is enclosed. Sponsorships are non-cancelable; refunds of any amount cannot be granted.

[**Initials**]_____ Yes, I am an authorized agent of the participating Company and have authority to enter into this binding agreement. I have read and agree with the terms and conditions of Company name/logo usage and payment. Company agrees to participate as a participating sponsor for the KCRDDF for the following amount:

Title - \$2,000 **Platinum - \$1,500** **Gold - \$750** **Silver - \$500**

Payment Method: Credit Card Invoice

Company: _____ Contact Name: _____

Billing Address:

Physical Address: *(To be advertised and listed in Homes Tour Map)*

Day-of Contact: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

If you choose to pay with a card, we will call you to collect the number. Please do not put the number on this form.

Return completed form and payment no later than **FRIDAY, OCTOBER 19, 2018**, to:
Downtown Dazzle, c/o Melissa Yunk, Visit KC, 1321 Baltimore Ave., Kansas City, MO 64105

For additional questions, contact Melissa at 816-691-3865 or myunk@visitkc.com.