



Hello Neighbor!

We want to promote your company at this year's Gin & Jazz Preservation Party and beyond!

Gin & Jazz is the annual fundraising gala for Heritage Square Foundation to help support the preservation of our historic buildings and all the programs and events we have to ignite the imagination of our visitors. Held this year on New Year's Eve, Gin & Jazz attracts a young, hip crowd looking for great jazz and energetic dancing, as well as a more affluent, middle-aged group who are excited about the fun atmosphere and supporting our mission. Not to mention the bathtub gin!

As a sponsor, your name will reach approximately 300 party-goers (although we could get as many as 500) through name/logo placement at the event. Your recognition also has the potential to go beyond the event to our social media channels, email list, website, and visitor center and kiosk signage.

- Facebook followers >4750
- Twitter followers >550
- Instagram followers >1450
- Email list >2300
- Website visits ~75K/year
- Museum visitors ~50K/year
- Heritage Square and Science Park visitors ~500K/year

I have included a list of potential sponsorship opportunities as a starting point to build your own sponsorship. Take a look and let me know what suggestions you have about how you want to engage with our audience. Gin & Jazz has a number of individual assets that can be sponsored such as the music band, bathtub gin, swingin' swag, food, bars, photo booth, casino, and more.

Thank you for entertaining the idea of sponsoring Gin & Jazz. Even if you're not prepared to sponsor the event this year, please consider buying some tickets for yourself, your staff, and your best customers. We are also accepting donations for our silent auction, casino games, and swag bags. All donors will be acknowledged on our website.

I appreciate your time taking a look at all this. Please give me a call or shoot me an email if you have questions or are ready to discuss.

Sincerely,

A handwritten signature in dark ink that reads "Kari Carlisle".

Kari Carlisle, Executive Director
Heritage Square Foundation