

## The average “old house” enthusiast on the Tour is...

- ➔ Between 36—55 years old
- ➔ Has a median household income of \$69,876
- ➔ About 59% female and 41% male
- ➔ Passionate about their home



Elgin’s Historic House Tour began over 20 years ago, and our attendees are very faithful, returning year after year. The majority of our attendees are drawn from the greater Elgin area, with others coming from all over Northern Illinois.

**Take advantage of this unique marketing opportunity by becoming a Sponsor!** This will tell **your customers** that **you care** about Elgin’s historic neighborhoods and architecture.

SPONSORSHIP LEVELS

### Vintage Diamond Club

- ◆ Prime, high-visibility ad space in our souvenir tour booklet (3.5” x 8.5” vertical or 7” x 4” horizontal),
- ◆ Invitation to the Housewalk Reception, and six complimentary tickets to the house tour. **NEW!** Respond by July 3rd to get more exposure on House Tour Poster!

### Vintage Gold Club

- ◆ Prime, high-visibility ad space in our souvenir tour booklet (3.5” x 4” vertical)
- ◆ Invitation to the Housewalk Reception, and four complimentary tickets to the house tour. **NEW!** Respond by July 3rd to get more exposure on House Tour Poster!

### Vintage Silver Club

- ◆ Prime, high-visibility space in our souvenir tour booklet (3.5” x 2.5”)
- ◆ Invitation to the Housewalk Reception, and two complimentary tickets to the house tour

### Turn-of-the-Century Club

- ◆ Prime space in our souvenir tour booklet featuring your name, address and phone number, plus one line of copy (up to 15 words)
- ◆ Invitation to the Housewalk Reception,
- ◆ Two complimentary tickets to the house tour.

### Nostalgia Club

- ◆ Listing in our souvenir tour booklet, featuring your name plus one tag line (up to 8 words)
- ◆ Invitation to the Housewalk Reception, and two complimentary tickets to the house tour.

### Patrons

Recognition in our tour booklet under our “Patrons” listing.

**Donations** and in-kind contributions are recognized in the tour booklet.

NEW ~ Online payment and info available at [www.gifford-park-assoc.org/tour09](http://www.gifford-park-assoc.org/tour09)

**YES! I would like to contribute to the success of the 2009 Historic Elgin House Tour. Please include me in your booklet for the following sponsorship:**

- Vintage Diamond Club .....\$1000.00
- Vintage Gold Club .....\$750.00
- Vintage Silver Club.....\$500.00
- Turn-of-The-Century Club.....\$250.00
- Nostalgia Club.....\$175.00
- Patron.....\$75.00
- Other Donations.....\$\_\_\_\_\_.

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

- Use copy from last year’s Booklet.
- New Copy: (attach on separate sheet)

**Note:** Camera-ready art is not required, but appreciated. GPA reserves the right to typeset all sponsor listings in order to comply with the design of the souvenir tour booklet. Sponsors will have the opportunity to proof full, half-page and quarter page listings.

**To take advantage of this unique opportunity, simply fill out this form and return by Aug 7th with payment to:**

Gifford Park Association  
 c/o Julie Schmitt  
 137 N. Channing St.  
 Elgin, IL 60120

Questions call Julie at (847) 888-4708

# About Our Tour

September 12, 2009

- ▶ **Staffed** entirely by volunteers since 1982.
- ▶ **Draws** more than 2,000 people to Elgin's neighborhoods, and emphasizes positive aspects of city life here.
- ▶ **Educates** visitors on the the benefits of Elgin living today, as well as its history and architecture.
- ▶ **Inspires** homeowners to imagine the charm and potential of a "fixer-upper" by featuring a "Restoration in Progress" house each year.
- ▶ **Gives** dozens of people the incentive to relocate here, and inspires many to invest in and restore one of Elgin's architectural gems.



**G**ifford Park Association is a 4-time recipient of the prestigious Elgin Mayor's Award for work in preservation and neighborhood rehabilitation, as well as its efforts at hosting the annual Historic Elgin House Tour, AND a 3-time recipient of the Elgin Image Award for its positive promotion of the City of Elgin and its "natural resources."



"I have been involved in many events in and around Elgin, but I was amazed at the high-quality planning and coordination that went into this House Tour. I think this event stands out in my mind as the best Elgin has to offer, thanks to all the volunteers in the Gifford Park Association.

- Don Waters

# The Facts On Gifford Park

Gifford Park Association is responsible for many accomplishments in the revitalization of historic Elgin neighborhoods.

## Here's how GPA invests its time and money:

- ✓ **Renovating properties** in the Elgin Historic District, which become the catalyst for other renovations on their respective blocks;
- ✓ Funding and volunteer construction (with city assistance) of **Gifford Park** in 2001;
- ✓ **Sponsoring neighborhood causes**, including little league, boy scouts, crisis center and others;
- ✓ **Installation project of historic streetlights** within the Elgin Historic District
- ✓ **Installing historic style street name signs** in the Historic District, (funded by a Neighborhood Improvement Grant);
- ✓ Facilitating the McKinley School "**Common Grounds**" project, the Lords Park "**Bring Back The Fountain**" project, the **Pioneer Memorial**, and the **Circle of Time** documentary;
- ✓ Construction of Historic District **welcome signs**;
- ✓ Donated \$10,000 to assist in the restoration of the **Historic Watch Factory Train Depot** ;
- ✓ Beautification at several schools and parks in Elgin neighborhoods;
- ✓ **Conducting "Old House" Seminars** for homeowners, including window repair, hardwood floor refinishing, plaster repair, and exterior house enhancement

*Did you know...*  
over 2000 of your core target customers will be visiting Elgin **this September?**



Gifford Park Association's  
Annual

# HISTORIC HOUSE TOUR

September 12, 2009