

Halloween in Salem.org

Salem's Festive Virtual House Tour



Christmas in Salem

HOME FOR THE HOLIDAYS

Dear Business Owner,

Historic Salem, Inc. is thrilled to announce two seasonal virtual house tour events! Our 41st Annual Christmas in Salem, Home for the Holidays and our FIRST EVER Halloween in Salem virtual house tours will bring our audience inside select properties in Salem, each uniquely decorated for Salem's favorite seasons!

We are excited to be able to pivot our beloved Salem institution, Christmas in Salem into a virtual house tour. This year we will build upon our past success by marketing to all loyal Christmas in Salem attendees. A virtual tour will also afford us global reach, unlimited viewership, extended availability and no barriers to access. For the first time, we can entice historic home lovers nationwide to join us here in Salem to view festive homes and properties and additional, seasonal video content that will begin streaming on December 4.

In addition to Christmas in Salem, we are adding something completely new this year—Halloween in Salem. Find out what the locals are really doing in Salem in October! Halloween in Salem will kick off on October 9th with video content featuring seasonally decorated homes and other iconic locations in Salem. Salem's own BORAH! Brewington Snaggletooth XIII will be our official tour guide. Don't miss the opportunity to be a part of both of these events!

There are many ways to be a supporter: be a logo or list advertiser or become a sponsor. All advertisers have the chance to be listed at halloweeninsalem.org, christmasinsalem.org and historicsalem.org with links to your business and options for logo/ad inclusion. As a sponsor, you will receive additional advertising with each virtual house tour. Your advertising dollars will double in value with two robust promotion campaigns—Halloween in Salem and Christmas in Salem—driving visitors to your site. There are varying ways for business owners to capitalize on these opportunities; see the attached ad page for details. Halloween is fast approaching, so **reach out soon** to take full advantage of both events!

Order your advertisement using this ad sheet or online at historicsalem.org/sponsor-and-ad.html. If you have any questions, please contact us at events@historicsalem.org. Thank you in advance for your support.

Best Regards,

The Event Team
Historic Salem, Inc.

2020 HALLOWEEN IN SALEM and CHRISTMAS IN SALEM ADVERTISING OPPORTUNITIES

Halloween in Salem begins October 9 • Christmas in Salem begins December 4

Email: _____

Website: _____

Business Name: _____

Contact Name and Title: _____

Street City/State/Zip: _____

Phone: _____

SPONSORSHIPS

DEADLINES: November 13 for Christmas in Salem banner

All Sponsors will be featured with the Halloween in Salem and Christmas in Salem virtual house tours plus their logos will be on the Christmas in Salem banner in downtown Salem. All sponsors will appear on all marketing materials (emails, banners, websites - as deadlines permit) in addition to receiving all of the benefits of a top-level advertiser. _____ **\$1000**

WEBSITE ADVERTISEMENTS & LISTINGS (NO DEADLINE)

All advertisers can be listed at halloweeninsalem.org/christmasinsalem.org in addition to historicsalem.org event pages for Halloween in Salem and Christmas in Salem 2020 with active links to the business website. All ads include the option of adding 100 characters of text.

- **TOP-LEVEL LOGO / AD** (Have your large (300 x 300 pixel) logo/ad featured directly below the virtual house tours. (Visit halloweeninsalem.org to see an example of a 300 x 300 pixel image below the form.) _____ **\$200**
- **LOGO AD** (Have your 200 x 200 pixel logo seen below the virtual house tours.) _____ **\$100**
- **LIST AD** (Have Your name listed below the logo ads.) _____ **\$75**

ADVERTISING CONTRACT

- Ads will be posted shortly following payment.
- Please sign, date, and return this form with your check made payable to:
Historic Salem, Inc. • 9 North Street • Salem, MA 01970
 - or pay online at historicsalem.org/sponsor-and-ad.html
- Submit your business information, including a logo/ad and up to 100 characters of text at historicsalem.org/sponsor-and-ad.html.
- Historic Salem, Inc. agrees to post the advertisement of the undersigned on its websites.

Signature: _____ Date: _____

THANK YOU FOR SUPPORTING HISTORIC SALEM, INC.

halloweeninsalem.org • christmasinsalem.org • historicsalem.org

If you have any questions, please contact us at events@historicsalem.org.