

Historic Salem, Inc. presents  Christmas in Salem

A Return to Tradition

ABOUT THE EVENT

Christmas in Salem Returns to Tradition with our 42nd Annual Historic House Tour. Plans are underway for our traditional, in-person, format with 800+ Tour Goers visiting houses beautifully decorated for the holidays on Dec 4th and 5th, 2021. In addition, we will be capitalizing on the success of last year's virtual event by offering virtual live stream tours of each house, allowing friends and family from around the globe to view the magic of Christmas in Salem. This virtual event will bring more eyes to the ads and sponsorships. It will also provide a ready option for the "tour to go on" should public health indications take a turn for the worse.

Please direct questions to info@historicsalem.org.

christmasinsalem.org • historicsalem.org

PLEASE ENTER YOUR INFORMATION BELOW

Email: _____

Website: _____

Business Name: _____

Contact Name and Title: _____

Street City/State/Zip: _____

Phone: _____

2021 CHRISTMAS IN SALEM ADVERTISING OPPORTUNITIES

christmasinsalem.org

historicsalem.org

SPONSOR AND AD LEVELS

\$2500+

Organization/Year-long Sponsorship

- Logo on HSI website (300 dpi jpeg, png, or eps file)
- Logo (clickable) on all membership email communications
- Four social media "Thank You" per year.
- ALL CIS Sponsorship benefits

\$1500+

Christmas in Salem Sponsorship

- Logo on Christmas in Salem website (300 dpi jpeg, png, or eps file)
- Logo on event banner displayed downtown if submitted before November 10.
- Logo (clickable) on all Christmas in Salem email communications
- Individual social media "Thank You"

IN-PERSON HOUSE TOURS

- Sign at entry of each house
- Full page ad (color, clickable links) in online guide book

VIRTUAL HOUSE TOUR

- "Sponsored by" mention at the beginning of each house tour video

\$500

Christmas in Salem Sponsorship

- Logo at entry of sponsored in-person house (300 dpi jpeg, png, or eps file)
- "Sponsored by" mention at the beginning of sponsored house tour video
- Full page ad in on-line guide book. Color ads allowed; clickable links encouraged
- Color Logo (clickable) on all Christmas in Salem email communications
- Individual social media "Thank You"

\$100+

Friends of Christmas in Salem Donation

- "Thank you" on Christmas in Salem website (clickable if desired)
- "Thank you" on email communications (clickable if desired)
- "Thank you" in the guidebook (clickable if desired)
- "Thank you" in a group social media shoutout

\$300

Full Page Advertisement in Online Guidebook

(Required dimensions for advertisements: 4.75" x 7.5", 300 dpi, jpeg, png, eps or pdf file)

- Full page advertisement in guidebook. Color ads allowed; clickable links encouraged.
- Logo on CIS website (300 dpi jpeg, png, or eps file)
- Social media "shout out"

\$200

1/2 Page Advertisement in Online Guidebook

(Required dimensions for advertisements: 4.75" x 3.75", 300 dpi, jpeg, png, eps or pdf file)

- One-half page advertisement in guidebook. Color ads allowed; clickable links encouraged.
- Logo on CIS website (small) (300 dpi jpeg, png, or eps file)
- Social Media "shout out"

\$100

1/4 Page Advertisement in Online Guidebook

(Required dimensions for advertisements: 2.32" x 3.75", 300 dpi, jpeg, png, eps or pdf file)

- One-fourth page advertisement in guidebook. Color ads allowed; clickable links encouraged.
- Logo on CIS website (small)(300 dpi jpeg, png, or eps file)
- Social media "shout out"

PAYMENT INFORMATION

- Deadline for all CIS Sponsorships and Advertisements is November 12. Earlier submissions get more time on website, social media and email blasts.
- Sponsorships should submit full page ad + Logo + website links to events@historicsalem.org
- Advertisers should submit appropriately sized ad + Logo + website links to events@historicsalem.org
- Additional questions can be directed to emily_udy@yahoo.com and info@historicsalem.org
- Payments can be sent via check to Historic Salem, Inc. 9 North Street, Salem MA 01970 or online via: https://www.flipcause.com/secure/cause_pdetails/MTMxMjUw
- Ads and Logos will only be posted upon full payment.
- If a payment is received but artwork hasn't been sent yet, a logo with a link to the business/org main website will be used until artwork is received.