

Doors  
Open  
Hamilton

# Sponsorship Package



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# What is Doors Open Hamilton?

Doors Open Hamilton (DOH) is an annual event that seeks to celebrate, educate and inform citizens and visitors of the importance of the architectural, cultural and historical sites in Hamilton by allowing visitors free access to properties that are either not usually open to the public, or would normally charge an entrance fee. Many locations organize guided tours, displays and activities to enrich the visitor experience.

The event occurs on the first full weekend in May at sites across the City of Hamilton.

DOH is considered to be in the 'Top 3' of the over 50 Doors Open events that are part of the province wide initiative, Doors Open Ontario, lead by Ontario Heritage Trust.

DOH is lead by a volunteer committee and is organized in partnership with The Hamilton and Burlington Society of Architects, The City of Hamilton Culture Division and The Hamilton Region Branch of the Architectural Conservancy of Ontario.

Since its founding in 2003 over 120 sites have opened their doors to over 150,000 visits as part of the event.



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# Doors Open Hamilton Mandate

The Doors Open Hamilton event program seeks to celebrate, educate and inform the general public on the importance of the architectural, cultural, and historical sites in their community by providing free access to sites throughout the city of Hamilton.

## Doors Open Hamilton Goals

- To celebrate, educate, and inform the public of the importance of heritage, culture, and architecture
- To increase knowledge of the history and the diverse culture of Hamilton with local citizens and visitors
- To improve the image of the City and to build community pride
- To enhance the quality of life of the citizens of Hamilton and enrich the lives of visitors to the region
- To be economically and socially inclusive
- To be accessible to citizens and visitors
- To increase support for the event program (financial donations and in-kind support)



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# Doors Open Hamilton - 2012

The 10th annual Doors Open Hamilton event takes place on Saturday May 5<sup>th</sup> and Sunday May 6<sup>th</sup>, 2012

Theme: Defining a Nation, War of 1812

Estimates for attendance and community involvement:

50 plus sites from across the City

30,000 site visits

5000 total visitors

150 volunteers

50,000 Guidebooks distributed across the City via the community news papers.

200,000 plus page visits to the event website

500 plus Facebook friends

500 plus followers on Twitter

( in addition the event is featured in the *Doors Open Ontario Guide Book*. 400,000 are distributed across the province in the Globe and Mail newspaper in April)



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# Sponsorship Opportunities

There are four levels of sponsorship through which a business or organization can directly support Doors Open Hamilton.

1. ***Opening Our Doors: \$5000 + (one time or multi-year possible)***
2. ***Building Our Foundation: \$1500 to \$4999***
3. ***Window to Our Future: \$250 to \$1499***
4. ***Friend of Doors Open Hamilton: up to \$249***



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# Opening Our Doors Sponsor Level

***Commitment of over \$5,000 (in-kind or financial sponsorship)***

- Your logo or business name featured prominently on the Doors Open Hamilton (DOH) guidebook cover
- Recognition of your sponsorship and a 100 word message included in the editorial content of the guidebook.
- Your business logo featured prominently on the DOH website homepage with a link to your website and a message and description of your organization featured on the sponsor web page.
- Your logo or business name featured prominently on all DOH communication materials including press releases and information flyers for individual sites.
- Recognition at and invitations to DOH Events such as, special fundraising tours, the launch event and volunteer recognition event.
- Recognition on the DOH facebook page and Twitter account.



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# Building Our Foundation

***Commitment between \$1500 to \$4999  
(in-kind or financial sponsorship)***

- Your logo or business name featured on the Doors Open Hamilton (DOH) guidebook cover
- Recognition of your sponsorship included in the editorial content of the guidebook.
- Your business logo featured on the DOH website homepage with a link to your website and a message and description of your organization featured on the sponsor web page.
- Your logo or business name featured on all DOH communication materials including press releases and information flyers for individual sites.
- Recognition at DOH Events such as, special fundraising tours, the launch event and volunteer recognition event.
- Recognition on the DOH facebook page and Twitter account.



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# Window to Our Future

***Commitment between \$250 and \$1499  
(in-kind or financial sponsorship)***

- Your business name listed on the Doors Open Hamilton (DOH) guidebook cover
- Recognition of your sponsorship included in the editorial content of the guidebook.
- Your business logo featured on the DOH website sponsor page with a link to your website
- Recognition on the DOH Facebook page and twitter account.



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# Friends of Doors Open Hamilton

***Commitment of up \$25 to \$249  
(financial sponsorship)***

- Recognition of your support included in the editorial content of the guidebook.
- Recognition of your support on the DOH website sponsor page.
- Tax receipt available



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# Where does your sponsorship support go?

- Registration fee for participation in the provincial Doors Open program, operated by the Ontario Heritage Trust.
- Marketing and promotional materials such as our event guidebook, signage, site promotions, and advertising.
- Support volunteer recruitment, training, retention and recognition.
- Special program enhancements such as children's programs, bus tours and interpretive displays.
- Website, social media and other multi-media projects to promote the event and the cultural, historical and architectural sites of our community throughout the year.
- Opportunities are available to support and to develop specific program enhancements that may interest a sponsor.

