



**Baltimore  
Architecture  
Foundation**



## **2019 Restaurant Sponsorship**

Doors Open Baltimore is the Baltimore Architecture Foundation's largest public program, inviting thousands of visitors to appreciate Baltimore's architecture and neighborhoods. The 2018 event recorded over 10,000 visitors (a 53% increase from 2017) and received generous coverage by the press and on social media (Facebook, Instagram). Become a sponsor and gain exposure to thousands of Doors Open Baltimore attendees.

### **About Doors Open Baltimore**

2019 marks the 6<sup>th</sup> Annual Doors Open Baltimore, the city's largest festival of architecture and neighborhoods. Doors Open Baltimore invites visitors to explore Baltimore's neighborhoods, peek inside some of the city's most stunning spaces, and make meaningful connections to the built environment and the people who design, build preserve and carry out amazing work in our city.

The best part? Doors Open Baltimore is totally free—an open invitation to explore Baltimore with the whole family.

### **Making an Impact**

Doors Open Baltimore can deliver a large impact for free thanks to the help of its sponsors and volunteers. Take a look at the results from the 2018 attendee survey:

**91%** Learned something new about Baltimore's architecture

**74%** Said they are likely/very likely to return to a location they first visited during Doors Open Baltimore

**52%** Said Doors Open Baltimore changed their opinion of Baltimore for the better

**46%** Explored a Baltimore neighborhood they were previously unfamiliar with

**\$25.00** is the average amount of money Doors Open Baltimore visitors spend at local establishments



## **Sponsorship Opportunity**

The Doors Open Baltimore Restaurant Sponsorship comes in at a lower price point than our Corporate Sponsorships and delivers visibility through the Doors Open guide, website, and marketing materials.

### **Restaurant Sponsorship (\$250)**

In exchange for a \$250 sponsorship, the BAF will promote a food or drink special at your establishment. A special can be a **discount** or a **special dish or drink** made for the occasion, and offered to Doors Open Baltimore visitors over the weekend of October 5-6, 10:00 am – 4:00 pm.

### **Here is how we will promote your special:**

- Exposure on the Doors Open Baltimore website
- Prominent placement in the Doors Open event guide available online and in print
- Inclusion in curated tour itineraries
- Promotion on social media (Facebook/Instagram/Twitter)
- Include in monthly e-newsletter
- Kick-off lecture recognition

Building on the success of previous years, the Baltimore Architecture Foundation will increase its effort to bring Doors Open attendees to local cafes, restaurants and bars, contributing to the strengthening of our neighborhoods.

### **Ready to Sponsor?**

Contact Nathan Dennies at [ndennies@aiabalt.com](mailto:ndennies@aiabalt.com) or 410.625.2585 x102