



**Baltimore  
Architecture  
Foundation**



## **2021 Doors Open Baltimore Sponsorship Opportunities**

2021 marks the 8<sup>th</sup> Annual Doors Open Baltimore, the city's largest festival of architecture and neighborhoods, hosted by the Baltimore Architecture Foundation in partnership with cultural organizations across the city. Doors Open Baltimore 2021 will include a mix of in-person and virtual programs throughout the month of October.

Sponsoring Doors Open Baltimore brings exposure and aligns your company with a program that celebrates and elevates the best of Baltimore. Doors Open Baltimore is crucial to BAF's goal to foster a greater appreciation for Baltimore's architecture and neighborhoods, and teach the public about the role of design in shaping the city.

As always, Doors Open Baltimore is free to the public—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, partners and volunteers. Despite the pandemic, Doors Open Baltimore made a big impact in 2021:

**90%** Learned something new about Baltimore's architecture

**92%** Said they are likely/very likely to look up an organization/site they first learned about during Doors Open Baltimore

**48%** Said 2021 was their first ever Doors Open Baltimore

**7** the average number of Doors Open events people attended in October

## Sponsorship Opportunities

Doors Open Baltimore is the perfect opportunity to connect your company to Baltimore's celebration of architecture and neighborhoods. Sponsorship exposure will be included on all Doors Open Baltimore programs in October.

### **Title Sponsor (\$10,000)**

- Opportunity to co-present 5 Doors Open Baltimore 2021 programs (one each week).
- Recognition as Title Sponsor in press releases, all programs, event website, social media, and marketing materials.
- Headline presence at kick-off event with opening remarks opportunity; logo prominent on Kick-Off event materials.
- Company logo recognition on all Doors Open programs. Logo featured prominently on website, newsletter and marketing materials; profile feature on social media (Facebook, Instagram).
- Tour Passes: 10 tickets to programs of sponsor's choice.

### **Gold Sponsor (\$3,000)**

- Opportunity to co-present a Doors Open Baltimore 2021 program.
- Logo on kick-off event materials.
- Company logo recognition on all Doors Open programs. Logo featured on website, newsletter and marketing materials; profile feature on social media (Facebook, Instagram).
- Tour passes: 5 tickets to programs of sponsor's choice.

### **Silver Sponsor (\$2,000)**

- Logo on kick-off event materials.
- Company logo recognition on all Doors Open programs. Logo featured on website, newsletter and marketing materials.
- Tour passes: 3 tickets to virtual programs of sponsor's choice.

### **Bronze Sponsor (\$1,000)**

- Company name in kick-off event materials.
- Company name recognition at all Doors Open programs. Name on website, newsletter and event marketing materials.
- Tour passes: 2 tickets to programs of sponsor's choice.

### **Contributor (\$500)**

- Company name on website, newsletter and event marketing materials.

## **Ready to Sponsor?**

Contact Nathan Dennies at [ndennies@aiabalt.com](mailto:ndennies@aiabalt.com) or 443.608.0849

*Baltimore Architecture Foundation is a 501(c)3 nonprofit organization*