

# TEA SERIES

## 2020 SPONSORSHIP OPPORTUNITIES



### TEA SERIES - \$5,000

### INDIVIDUAL TEA - \$500

Any support under \$500 includes name recognition on select print materials, social media, and website; radio mention; Chanticleer recognition for sponsored event; and event recognition.

#### Contact:

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## ABOUT THE TEA SERIES

10 teas | April - December 2020

Each tea & talk combines an engaging program with a modern take on the classic tea luncheon.

A locally catered assortment of pastry, sandwiches, savory, and dessert, is paired with one specialty tea and the Historical Society's signature raspberry selection, followed by a 30-45-minute program.

Speakers range from leaders in their field to local enthusiasts. Select programs have been recorded and are available from WGTE KnowledgeStream, a public educational resource. [woodcountyhistory.org](http://woodcountyhistory.org)

## TARGET AUDIENCE

Women over the age of 50. Each tea averages 60-70 guests from a 40-mile radius of Bowling Green, including Ohio and Michigan.

## MARKETING OPPORTUNITIES & PERKS

- **Print & Electronic Marketing**  
Name/Logo on print marketing throughout the community, museum signage and slide shows, outdoor marquees. Potential exposure on WGTE KnowledgeStream, a free educational video portal: [woodcountyhistory.org/event\\_teas.html](http://woodcountyhistory.org/event_teas.html)
- **Verbal Marketing:** Mentions at sponsored tea, civic talks, adult senior talks, and visitor conversations. This partnership will make our staff and volunteers more aware of your organization, giving you the best kind of PR you can get – WORD OF MOUTH!
- **Press Release:** 100 NWOH media outlets
- **Radio Mention:** WBGU Morning Show
- **Chanticleer newsletter:** Name/Logo in 4 quarterly issues (~700 recipients each)
- **Social Media:** Name/Logo on event posts
- **Website & Web Listings:** Name/Logo
- **Event Acknowledgement:** Signage, your literature
- **Museum Passes: 4 passes**
- **Behind-the-Scenes Invitation**

### *Plus:*

#### TEA SERIES:

- Complementary Half Tea Card good for 5 teas

#### INDIVIDUAL TEA:

- One ticket to sponsored tea