

# The 23<sup>rd</sup> Annual Tuscaloosa Tour of Kitchens

Presented by the Board of Friends of WUAL

In 1995, the Board of the Friends of WUAL, in search of a fundraiser to support what was then WUAL/WQPR, came up with the idea for *Kitchens of Consequence* (now known as the *Tuscaloosa Tour of Kitchens*), a tour featuring both kitchens in new homes and those that had been recently renovated. The first tour took place in February 1996, and since then has become an annual event.

The Tour features five to seven homes, all with unique kitchens. In addition to getting great ideas for their own kitchens, Tour guests are treated to a variety of samples from local caterers as well as a variety of tablescapes created by area jewelers and designers.

Tour Sponsors were introduced in 1998. Sponsorship solicitation has grown through the years and we look to continue its growth. Sponsors receive numerous benefits depending on the chosen level of financial support. Attendees keep the event program as a reference of the tour giving sponsors exposure long after the event.

## SPONSORSHIPS

SPONSORSHIP LEVEL	GOLD - \$500	SLIVER - \$250	BRONZE - \$100
<b>Program Advertisement</b>	Full-Page	Half-Page	Quarter-Page
<b>Day Sponsorship</b> (8 announcements)	2	1	
<b>Signage At Event</b>	Yard Signs, Business Cards in homes, etc.	Business Cards in Homes	Business Cards in Homes
<b>Representation at Event</b> (if desired)	Yes	Yes	
<b>Thank You Announcements on Air</b> (For one week following event, 1x/day minimum)	Yes	Yes	
<b>Daily Mentions on APR prior to Event</b> (For two weeks prior to the event throughout APR programming, 2x/day minimum)	Yes		
<b>Social Media Recognition</b>	Yes		
<b>Included in the Tour's Commercial on WVUA Television</b>	Yes		

### PROGRAM ADS ONLY

Quarter Page Ad in event program \$50

Half Page Ad in event program \$75

Full Page Ad in event program \$100

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## SPONSORSHIP OPPORTUNITIES and PROGRAM ADVERTISEMENT

Name of Sponsor/Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

## SPONSORSHIPS

Level of Sponsorship       GOLD                       SILVER                       BRONZE

*Please see reverse for more information about the various sponsorship levels*

## PROGRAM ADVERTISEMENTS ONLY\*

<input type="checkbox"/> Quarter-Page Ad	(4 ½" W x 2 2/3" H)	\$50
<input type="checkbox"/> Half-Page Ad	(4 ½" W x 4" H)	\$75
<input type="checkbox"/> Full-Page Ad	(4 ½" W x 8" H)	\$100

\*sizes approximat based on final layout

Advertisements are due 01/19/2018.

Make checks payable to: Alabama Public Radio, Box 870370, Tuscaloosa, AL 35487.

For questions contact: Julia Emrich, 205-348-8021 or [julia.emrich@apr.org](mailto:julia.emrich@apr.org)

[WWW.APR.ORG](http://WWW.APR.ORG)