



We are looking forward to our Annual Historic Home Tour of the Henry T. Oxnard Historic District, located in downtown Oxnard. This year, the tour is on Sunday, September 23, 2012. In addition to showcasing historic homes, we are excited to include a backyard chicken tour this year.

Sponsorship and ticket sale proceeds benefit “The Fifth Street Beautification Project.” This project will create a more inviting entrance to downtown Oxnard by adding trees, shrubs and ground-cover from “H” Street to “C” Street on the Fifth Street corridor. Your sponsorship will help make this possible.

In return for your TAX DEDUCTIBLE SPONSORSHIP will provide exposure to your business/organization. Enclosed you will find the levels of exposure offered for different levels of sponsorship.

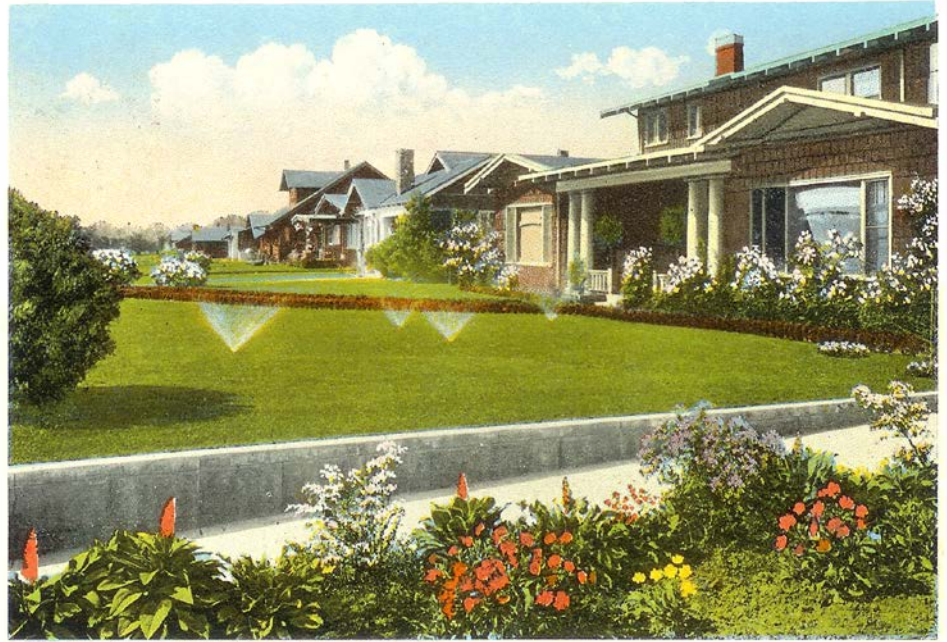
We will be calling you in a few days to confirm your interest and hopefully your willingness to participate. If you have any questions, please feel free to call Florencia Ramirez at (805) 407-1063. To learn more about our tour, please visit our new web site at [www.OxnardHistoricDistrict.com](http://www.OxnardHistoricDistrict.com).

Thank you,

2012 Home Tour Committee Member

# About This Neighborhood

We are one of the largest intact collections of early 20<sup>th</sup> century bungalows in Ventura County. These homes are prized for their charm and livability. The Craftsman and Revival Styles are enjoying renewed popularity. The annual Autumn Historic Home Tour showcases the rich architectural heritage of Oxnard's first neighborhood.



ROW OF BUNGALOWS, OXNARD, VENTURA CO., CAL.

In February of 1999, 137 homes in this neighborhood were added to the national Register of Historic Places. In September 1999, the homes of the Henry T. Oxnard Historic District received a second designation as Ventura County Landmark #161. This doubled the number of Ventura County's protected historic resources.

# About the Fifth Street Beautification Project

The proceeds from the Autumn Historic Home Tour will be used for a beautification project of the enhancement of the landscaping of the public parking strips of Fifth Street from C to H Streets. The project will consist of historically appropriate street trees, replacement sod, ground-cover and irrigation.



The goal is to compliment the City's efforts of enhancing downtown Oxnard as well as providing for a better visual entrance into the adjoining neighborhoods on Fifth Street. We are looking forward to this project between the City, the Friends of Old Oxnard and the 20 plus adjacent property owners on Fifth Street.



## Autumn Home Tour Sponsorship Opportunities

### Title Sponsor (1 Only) \$2500

#### Sponsorship Privileges include:

- The single Title Sponsor will have their corporate banner or sign displayed at the event and check-in pavilion
- Sponsorship recognition in all ads and print media
- One full-page ad in the official program on the inside front cover
- Year round link on Oxnard Historic District website
- Logo on posters, flyers, and ticket order forms
- Ten complimentary tickets to the event, refreshment garden, and post-tour VIP party

### Major Sponsor (3 Only) \$1000

#### Sponsorship Privileges include:

- One half-page ad in the official program on the inside or outside back cover
- Year round link on Oxnard Historic District website
- Logo on posters, flyers, and ticket order forms
- Six complimentary tickets to the event, refreshment garden, and post-tour VIP party

### Benefactor Sponsor \$500

#### Sponsorship Privileges include:

- Half page ad in the official program
- Listed on posters, flyers, and ticket order forms
- Year round link on Oxnard Historic District website
- Four complimentary tickets to the event, refreshment garden, and post-tour VIP party

### Supporting Sponsor \$250

#### Sponsorship Privileges include:

- Quarter page ad in the official program
- Listed on posters, flyers, and ticket order forms
- Year round link on Oxnard Historic District website
- Two complimentary tickets to the event and refreshment garden, and post-tour VIP party

### Contributing Sponsor \$100

#### Sponsorship Privileges include:

- Business card ad in program
- Two complimentary tickets to the event, refreshment garden, and post-tour VIP party



# Advertising Agreement

Dear Potential Home Tour Advertiser:

We have an opportunity for you to reach upwards of 1000 customers for your business! The **Friends of Old Oxnard** are providing advertising opportunities for their annual Autumn Home Tour. This program will offer in-depth home stories, Oxnard history, photos and ads for our supporting sponsors and advertisers.

Please call or email us for more information at 805.486.6074 / [garyaths@aol.com](mailto:garyaths@aol.com) Thank you

Advertiser \_\_\_\_\_

Contact Name (please print clearly) \_\_\_\_\_

Title \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Web address \_\_\_\_\_

Email \_\_\_\_\_

We wish to reserve the following (return signed Advertising Agreement via fax (805) 486-6904 by September 14.)

## Oxnard Autumn Home Tour Program Ad Space Specifications and Pricing

The ad sizes for this approximately 24 page annual program issue are listed below:

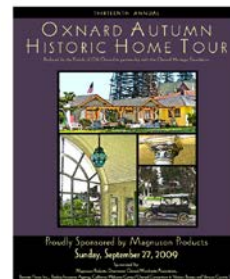
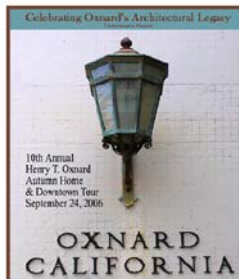
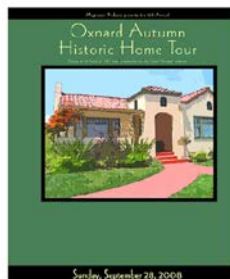
All artwork can be emailed as jpeg's or pdf's to [garyaths@aol.com](mailto:garyaths@aol.com)

or mailed to Friends of Old Oxnard 715 South A Street, Oxnard, CA 93030

Deadline for art work is September 14<sup>th</sup>

Payment to be made to **Oxnard Heritage Foundation**

- |                          |  |             |
|--------------------------|--|-------------|
| <input type="checkbox"/> | Full Page – Inside Front Cover 7.5 in w by 10 in h – Color   | \$ 2,500.00 |
| <input type="checkbox"/> | Full Page – Outside Back Cover - 7.5 in w by 10 in h – Color | \$ 750.00   |
| <input type="checkbox"/> | Full Page – Inside Back Cover - 7.5 in w by 10 in h – Color  | \$ 650.00   |
| <input type="checkbox"/> | Full Page – 7.5 in w by 10 in h (b&w)                        | \$ 400.00   |
| <input type="checkbox"/> | Half Page Vertical - 3.5 in by 10 in h (b&w)                 | \$ 250.00   |
| <input type="checkbox"/> | Half Page Horizontal – 7.5 in w by 5 in h (b&w)              | \$ 250.00   |
| <input type="checkbox"/> | Quarter Page - 3.5 in w by 5 in h (b&w)                      | \$ 150.00   |
| <input type="checkbox"/> | Business Card ad - 3.5 in w by 2 in h (b&w)                  | \$ 50.00    |





# Sponsorship Agreement

16th Annual Oxnard Autumn Home Tour

Presented by the **Friends of Old Oxnard**

Proceeds to Benefit FIFTH STREET BEAUTIFICATION PROJECT

The Friends of Old Oxnard agrees to promote \_\_\_\_\_ as a  
(Print Company or Individual name)

“ \_\_\_\_\_ Sponsor” of the 16th Annual Oxnard Autumn Home Tour and  
(Print Sponsor level desired) provide its corresponding benefits. (see enclosed Sponsorship Opportunities)

In exchange, the \_\_\_\_\_ agrees to provide Oxnard Autumn Home Tour  
(Print Company or Individual name)

with a \$ \_\_\_\_\_ sponsorship fee:  
(Print Amount)

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_  
**Friends of Old Oxnard Representative**

Accepted by: \_\_\_\_\_ Date: \_\_\_\_\_  
Name and Title

Please sign and return this agreement no later than September 14, 2012 together with your check payable to:

## OXNARD HERITAGE FOUNDATION

**And mail to:** Autumn Home Tour  
Friends of Old Oxnard  
715 South A Street  
Oxnard, CA 93030

Please provide camera-ready artwork for your ad to us no later than September 14, 2012.

Via Mail to: Autumn Home Tour, Friends of Old Oxnard, 715 South A Street, Oxnard CA 93030

Via Email to: garyaths@aol.com

If you are creating your own ad please submit the corresponding size for your sponsorship level

Title Sponsor ad size	7.5 in W by 10 in H
Major Sponsor ad size	(V) 3.5 in W by 10 in H or (H) 7.5 in W by 5 in H
Benefactor Sponsor ad size	(V) 3.5 in W by 10 in H or (H) 7.5 in W by 5 in H
Supporting Sponsor ad size	3.5 in W by 5 in H
Contributing Sponsor ad size	3.5 in W by 2 in H