

2015 VINTAGE ROUTE 1 EVENT

CELEBRATING FREDERICKSBURG'S 20TH-CENTURY HISTORY



- **NEW LOCATION** for 2015!
~ 2217 Princess Anne Street
(Across from Carl's Ice Cream)
- Walking Tour of the Upper Princess Anne Street Neighborhood
- Classic Car Display by the Fredericksburg Region AACA
- Kid's Activities
- 20th-Century Fredericksburg Quiz Game!

ADVERTISING & SPONSORSHIP OPPORTUNITIES

- **Event Sponsor - \$600**
 - 17 commercial radio spots on 95.9 FM – 60 seconds each – airing 5am-8pm
 - Radio time will be shared with HFFI / Vintage Route 1 promotion
 - Business name and logo printed on 11" x 17" event posters.
 - Business name and logo prominently displayed on one 2' x 6' banner displayed at event.
 - Full-color, full-page ad in Tour Guidebook
 - Logo prominently featured on HFFI webpage, Vintage Route 1 event webpage, and HFFI monthly e-newsletter.
 - 2 tickets for the Guided Walking Tour
- **Guidebook Sponsor - \$400**
 - Full back cover (outside) of Tour Guidebook (Color Print advertisement)
 - Business name and logo prominently displayed on one 2' x 6' banner displayed at event.
 - Logo prominently featured on HFFI webpage, Vintage Route 1 event webpage, and HFFI monthly e-newsletter.
 - 2 tickets for the Guided Walking Tour

2015 VINTAGE ROUTE 1 EVENT

ADVERTISING & SPONSORSHIP OPPORTUNITIES

- **20th-Century Quiz Game Sponsor - \$300**
 - Business name and logo displayed at 20th-Century Quiz Game Display
 - Full-color, full-page ad in Tour Guidebook
 - Logo prominently featured on HFFI webpage, Vintage Route 1 event webpage, and HFFI monthly e-newsletter.
 - 2 tickets for the Guided Walking Tour

TOUR GUIDEBOOK ADVERTISEMENTS

New this year! Full-Color Advertisements!

- Advertisement will appear in 2015 Vintage Route 1 Souvenir Guidebook
 - Circulation is approximately 300
 - Size of tour booklet is 5½" x 8½"
 - All ads and covers are full-color advertisements
 - All ads and covers come with complimentary layout and design assistance

Back Cover (see Guidebook Sponsor) - \$400

Inside Front Cover - \$200

Inside Back Cover - \$200

Full-Page Ad - \$100

Half-Page Ad - \$60

Quarter-Page Ad - \$40

Guidebook advertisements could include:

- Coupons
- Historic photos of your building
- History of location
- Vintage styled ad

Historic Fredericksburg Foundation, Inc.

540-371-4504

www.VintageRoute1.com

route1@hffi.org

2015 VINTAGE ROUTE 1 EVENT ADVERTISING AGREEMENT

Events and Locations

_____	Event Sponsor *	\$600
_____	20 th -Century Quiz Game Sponsor*	\$300

Guidebook

_____	Guidebook Sponsor *	\$400
_____	Inside Front Cover * – color (ad size: 4 ³ / ₄ " x 8")	\$200
_____	Inside Back Cover * –color (ad size: 4 ³ / ₄ " x 8")	\$200
_____	Full-Page Ad (ad size 4 ³ / ₄ " x 8")	\$100
_____	1/2 Page Ad (ad size: 4 ³ / ₄ " x 3 ³ / ₄ ")	\$60
_____	1/3 Page Ad (ad size: 4 ³ / ₄ " x 2")	\$40

* Please note there is only 1 available for each of these categories.

Advertiser: _____

Address: _____

City/State/Zip: _____

Contact Name: _____

Phone: _____

Email: _____

Signature: _____

Date _____

Need Invoice? (for accounting purposes only - full payment due at time of order) _____

Ad attached? _____

Will Send Ad? _____

Visa or M/C#: _____

Name on Card: _____

Expiration: _____

Please mail or fax this form to the HFFI Office:

Attn: Vintage Route 1

1200 Caroline Street

Fredericksburg, VA 22401

Fax: 540-371-4505

Please submit camera-ready ads to route1@hffi.org

Deadline for Advertisements: August 24, 2015