

# Historic Salem, Inc. presents Christmas in Salem

## *Home for the Holidays*

Dear Business Owner,

Historic Salem, Inc. is thrilled to announce our 41st Annual Christmas in Salem, **Home for the Holidays**, virtual house tour. We will bring our audience inside select properties in Salem, each uniquely decorated for the season! We are excited to be able to pivot our beloved Salem institution, Christmas in Salem into a virtual house tour. This year we will build upon our past success by marketing to all loyal Christmas in Salem attendees. A virtual tour will also afford us global reach, unlimited viewership, extended availability and no barriers to access. For the first time, we can entice historic home lovers nationwide to join us here in Salem to view festive homes and properties and additional, seasonal video content that will begin streaming on December 4.

There are many ways to be a supporter: be a logo or list advertiser or become a sponsor. All advertisers have the chance to be listed at [christmasinsalem.org](https://christmasinsalem.org) and [historicsalem.org](https://historicsalem.org) with links to your business and options for logo/ad inclusion. As a sponsor, you will receive additional advertising with each virtual house tour. There are varying ways for business owners to capitalize on these opportunities; see the attached ad page for details. Christmas is fast approaching, so reach out soon to take full advantage of this virtual event!

Order your advertisement using this ad sheet or online at [christmasinsalem.org](https://christmasinsalem.org).  
If you have any questions, please contact us at [events@historicsalem.org](mailto:events@historicsalem.org).

Thank you in advance for your support.

Best Regards,

The Event Team  
Historic Salem, Inc.

[christmasinsalem.org](https://christmasinsalem.org) • [historicsalem.org](https://historicsalem.org)

# 2020 CHRISTMAS IN SALEM ADVERTISING OPPORTUNITIES

[christmasinsalem.org](http://christmasinsalem.org)  
[historicsalem.org](http://historicsalem.org)

Christmas in Salem begins December 4

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Street City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

## SPONSORSHIPS

**DEADLINES: November 20** for Christmas videos

All Sponsors will be featured directly in the house tour videos in addition to receiving all of the benefits of a top-level advertiser. Logos will be placed on a street banner in downtown Salem. Deadlines for logo inclusion on banners is November 13. All sponsors will appear on all marketing materials (emails, banners, websites, and videos) as deadlines permit. \_\_\_\_\_ **\$1000**

## VIDEO SPONSOR

- **SPONSOR ONE OF THE VIDEOS** (Have your logo featured at the end of a video) \_\_\_\_\_ **\$400**

## WEBSITE ADVERTISEMENTS & LISTINGS (NO DEADLINE)

All advertisers will be listed at [christmasinsalem.org](http://christmasinsalem.org) in addition to [historicsalem.org](http://historicsalem.org) with active links to the business website. All ads include the option of adding 100 characters of text.

- **LOGO AD** (Have your logo featured on the video page) \_\_\_\_\_ **\$200**
- **LIST AD** (Have Your name listed below the logo ads) \_\_\_\_\_ **\$75**

## ADVERTISING CONTRACT

- No ad will be posted prior to payment.
- Historic Salem Inc. reserves the right to adjust your ad to meet space requirements.
- Please sign, date, and return (by mail or email) with your check made payable to:  
Historic Salem, Inc. • 9 North Street • Salem, MA 01970 or pay online at [historicsalem.org/advertise](http://historicsalem.org/advertise)
- Please submit your logo and up to 100 characters of text at [historicsalem.org/advertise](http://historicsalem.org/advertise).
- Historic Salem, Inc. agrees to post the advertisement of the undersigned on its Christmas in Salem website.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

THANK YOU FOR SUPPORTING HISTORIC SALEM, INC

If you have any questions, please contact us at [events@historicsalem.org](mailto:events@historicsalem.org).