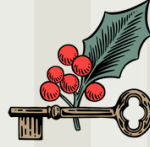


SUPPORTING LOCAL CHARITIES

# HOLIDAY HOUSE TOUR

THE NEWCOMERS CLUB OF NEW CANAAN



## 2025 Partnership Opportunities

Holiday House Tour

December 5, 2025

December 6, 2025

10:00 AM - 3:00 PM

VIP Post Tour Event

December 6, 2025

THE NEWCOMERS CLUB OF NEW CANAAN

## 01 DIAMOND SPONSOR

\$10,000

BRANDING • Premier placement in position and size for all branding • Sponsorship highlighted on website with clickable logo • Logo displayed at VIP party and each home on Tour • Name attached to VIP experience •

NEWSLETTER • (1) Newsletter dedicated to sponsorship • (3) additional ads/listings in Newsletter with premier placement •

PUBLIC RELATIONS • Press release announcing sponsorship • Sponsorship and logo included in all PR outreach •

SOCIAL MEDIA\*\* • (1) Instagram post announcing sponsorship with highlight and (5) Instagram posts on HHT account and/or Newcomers Club account •

GUIDEBOOK • 2-page ad in print + digital guidebook •

HOSPITALITY • (10) complimentary Tour tickets • (4) complimentary VIP party tickets • (2) complimentary VIP experience tickets •

## 02 PLATINUM SPONSOR

\$5,000

BRANDING • 2nd placement in position and size for all branding • Clickable logo on website • Logo/name displayed at VIP party and each home on Tour •

NEWSLETTER\* • (3) Newsletter listings •

SOCIAL MEDIA\*\* • (3) Instagram posts on HHT account and/or Newcomers Club account •

GUIDEBOOK • 1-page ad in print + digital guidebook •

HOSPITALITY • (6) complimentary Tour tickets • (3) complimentary VIP party tickets •

## 03 GOLD SPONSOR

\$3,000

BRANDING • 3rd placement in position and size for all branding • Clickable logo on website • Logo/name displayed at VIP Party and each home on Tour •

NEWSLETTER\* • (2) Newsletter listings •

SOCIAL MEDIA\*\* • (2) Instagram posts on HHT account and/or Newcomers Club account •

GUIDEBOOK • Half-page ad in print + digital guidebook •

HOSPITALITY • (4) complimentary Tour tickets • (2) complimentary VIP Party tickets •

\* Ads will run when space allows between July 2025 – June 2026. Newcomers Club will try to accommodate desired timing.

\*\* Exact dates/formats TBD based on availability and content provided. Posts will run when space allows between July 2025- June 2026. Newcomers Club will try to accommodate desired timing.

## 04 SILVER SPONSOR

\$1,500

BRANDING • 4th placement in position and size for all branding • Clickable sponsor listing on website • Logo/name displayed at VIP Party and each home on Tour • NEWSLETTER\* • (1) Newsletter listing • SOCIAL MEDIA\*\* • (1) Instagram post on HHT account and/or Newcomers Club account • GUIDEBOOK • Logo included in print and digital guidebook • HOSPITALITY • (2) complimentary Tour tickets •

## 05 BRONZE SPONSOR

\$500

BRANDING • Sponsor listing on website • GUIDEBOOK • Inclusion in guidebook glossary in print and digital guidebook • HOSPITALITY • (2) complimentary Tour tickets •

## IN KIND SPONSORSHIP

BRANDING • Listed as sponsor in on site signage • Scannable QR code on site with link to website • GUIDEBOOK • Home specific sponsorship listing in digital guidebook with direct link to website • Home specific sponsorship listing in printed guidebook • SOCIAL MEDIA\*\* • Mention in post-tour home Instagram highlight • HOSPITALITY • (2) Complimentary Tour tickets •

\* Ads will run when space allows between July 2025 – June 2026. Newcomers Club will try to accommodate desired timing.

\*\* Exact dates/formats TBD based on availability and content provided. Posts will run when space allows between July 2025- June 2026. Newcomers Club will try to accommodate desired timing.

# More than 1,000 attendees from Fairfield County and beyond.

Since 1957, the Newcomers Club of New Canaan has been dedicated to helping new residents connect with each other and get involved in our community.

The biennial Holiday House Tour is a fundraising event and all proceeds go to local charities. Sponsorships are tax deductible.

The 2025 Tour will showcase a unique collection of exquisite houses with varied architecture and design. Professional designers will style the homes for the holidays with the help of volunteers, local trades, and vendors.

In 2023 almost \$120K in grants were fulfilled, supporting more than two dozen non-profit organizations including the Domestic Violence Crisis Center, Filling in the Blanks, STAR, Inc., Lighting the Way, Stand Together Against Racism, and more.





# Join Us This Holiday Season!

For inquiries please contact The New Canaan  
Holiday House Tour committee

via email:

[newcomershht@gmail.com](mailto:newcomershht@gmail.com)

or call/text:

646.526.3743

