



Sponsorship Information, QQA 58th Tour of Homes

The Tour of Homes is the QQA's oldest function. Since 1963, the tour has been staged to foster an appreciation of historic buildings and neighborhoods and the need for their preservation. Although the primary purpose of the tour has remained much the same since 1963, how the tour is conducted has changed dramatically. From a casual afternoon open house, the tour has grown into a weekend-long extravaganza that includes evening and afternoon tours and various activities. The Tour of Homes has proven to be one of the QQA's most effective methods of changing negative perceptions about historic neighborhoods and recruiting new residents. Members of each year's Tour Core Committee work to ensure that the tour is used to the best possible advantage to improve the image of Little Rock's historic neighborhoods. The Tour of Homes has reached beyond central Arkansas, with over 1,000 attendees from the larger region.

Sponsorship type	Candlelight Tickets	Tour Tickets	Preview Party Tickets	Primary Logo Placement (Program, Signage, Digital)	Secondary Logo Placement (Program, Signage, Digital)	Tertiary Logo Placement (Program, Signage, Digital)	Recognition in QQA Chronicle and on Website (Primary)	Recognition in QQA Chronicle and on Website (Secondary)	Mention in the QQA Chronicle and on the Website (Tertiary)	Signage at House or on Trolleys.	12-Month QQA Membership
Neighborhood Sponsor \$5,000	❖ (10)	❖ (4)	❖ (2)	❖			❖				❖
Preview Party Supporting Sponsor \$3,000	❖ (2)	❖ (4)	❖ (4)		❖			❖			❖
Tour Sponsor \$2,500	❖ (4)	❖ (4)	❖ (2)		❖			❖			❖
Table Sponsor \$1,500	❖ (10)	❖ (4)			❖			❖			❖
Street Sponsor \$1,000	❖ (2)	❖ (4)			❖			❖			❖
House/Trolley \$500		❖ (2)				❖			❖	❖	❖
Supporting Sponsor \$250		❖ (2)				❖			❖		❖
Preview Party Sponsor \$250		❖ (2)	❖ (2)			❖			❖		❖

Deadlines for Sponsorships:

- Tour Sponsorships, Poster & Mailer Deadline is April 8, 2023.
- Tour Sponsorships, Booklet Deadline is April 22, 2023.
- Preview Party Sponsorship, Deadline is March 17, 2023

To fill out required information about your sponsorship, please go to <https://forms.gle/TnaCEDQxVz5jLfnk6> or scan the QR Code.



These dates indicate the deadline that the QQA will need a high-resolution logo of your business or group and sponsorship paid in full.