



CORPORATE SPONSORSHIP PROPOSAL

Stepping through the past
to appreciate the future

The Blanche - A History



341 SE Charmont Ln
Lake City, FL 32025

Phone (904) 242-6929
Email: Jolene.macfadden@TheBlancheAHistory.org

Book – The Blanche: A History

Our Project

The Blanche Hotel has been garnering headlines in local and state newspapers for almost 100 years since it opened in 1902. For decades, businesses and groups from all over the region have held events, parties, and meetings at the hotel. Guest have included some famous and infamous people and political parties have held their rallies and elections there. Now that it is being renovated to it's former glory, your company can become associated with the hotel's long and varied history by sponsoring our historical and biographical account of the hotel which will include its guests, employees, and regional businesses that have been operating there since it opened.

What we can do for your company

In exchange for your sponsorship you will receive the following incentives:

- Our website is set up to place your ads in appropriate places around the page and can be clickable directly to your business website.
- We will run your short commercials in the sidebars.
- We will add your company's logo to the back cover of the book when it is published and can add 2 short commercials into the DVD at the beginning and end of the movie.
- Of course, we will include your company name, website address and/or logo in all our promotional materials that we will be distributing at the book signing events that we plan to arrange and/or attend over the course of a year after the book is published.
- We will also mention your sponsorship in every interview we will arrange on radio, television and newspapers.
- We have an aggressive social media schedule over the next 12 months and we will include your company in every other post we make on each of these accounts either as a mention or retweet, share or love of one your ads already being posted on your own social media pages.

Now for the Numbers

Columbia county Florida has well over 70,444 people living within its confines. It has an almost even split between the number of women and men living and working within the county, most of whom have grown up here. According to the census, the per capita income of the county is \$34,560. Two-thirds of the population is between the ages of 18 to 64. With today's current trend of "Finding our Ancestors", our book will appeal to all ages, from those who love history to the younger ones who want to discover their heritage. When we include those who moved to nearby counties and have family history here, the number of potential buyers of the book and your products could be into the hundreds of thousands.

This county is embracing the electronic age with a vengeance. There are over thirty thousand members on the various social media pages and they are all discussing what's happening in and around Lake City, the history of Lake City, as well as connecting with relocated friends and family who may have memories of the Hotel Blanche and kept informed of its renovations and new use. So, again, our historical and biographical story of the Hotel Blanche will reach those who live in other states and possibly even other countries!



Artist rendering of what the hotel will look like when the renovations are complete

Levels of Sponsorship

Bed and Breakfast	Boutique Hotel	Independent Hotel	Resort Hotel
Logo on Book Cover	Logo on Book Cover	Logo on Book Cover	Logo on Book Cover
Company Mention on all Interviews	Company Mention on all Interviews	Company Mention on all Interviews	Company Mention on all Interviews
Company information listed on closing credits of movie	Company information listed on closing credits of movie	Company information listed on closing credits of movie	Company information listed on closing credits of movie
Business Logo on Marketing Materials	Business Name & Logo on Marketing Materials	Business Name, Logo, & Website on Marketing Materials	Business Name, Logo, Website, and Social Media Pages on Marketing Materials
1 Social Media mention daily	2 Social Media mentions daily	3 Social Media mentions daily	5 Social Media mentions daily
1 Advertisement on our Website for 3 months	1 Advertisement on our Website for 6 months	1 Advertisement on our Website for 1 year	2 Advertisements on our Website for 1 year
		20 second Video Commercial on our Website biweekly	20 second Video Commercial on our Website biweekly
			(2) 20-30 second Video Commercials at the Beginning and End of the Movie
\$2,500	\$5,000	\$10,000	\$20,000