



2023

MAD ABOUT MODERN

MIDCENTURY + MODERN HOME TOUR

SEPTEMBER 30

10:00AM - 4:00PM

The Mad About Modern Home Tour celebrates the spaces and stories that make a place home. As part of the Charlotte Museum of History's larger mission to advocate for historic preservation, this tour offers unique insight into the architects and designers that built this city and the people who continue to preserve their creations. Their stories are Charlotte's stories!

Sponsorship of this event is your opportunity to say these spaces matter and highlight your brand on Charlotte's award-winning midcentury modern home tour. Your support is more vital than ever to ensure we can continue to bring attention to these incredible assets to our built environment.

We hope you'll be a part of this year's Mad About Modern Home Tour!

With Gratitude,
The 2023 Mad About Modern Committee
aka *The Mod Squad*

Mad About Modern Home Tour Information

- This year's tour will be on Saturday, September 30 from 10:00am to 4:00pm.
- Features a curated selection of some of Charlotte's best homes and midcentury spaces.
- Up to 1,500 paid attendees with an interest, love, and passion for all things midcentury and modern.
- Over 5,000 followers on social media and 7,000 email subscribers.
- The tour is complemented by the Mod Experience on Thursday, September 28 where attendees engage with celebrated experts on architecture, design, renovation, landscaping, and other lifestyle elements.

Event Details

The Mad About Modern home tour is an educational program of the Charlotte Museum of History, a 501 (c) (3) nonprofit organization, to raise awareness and appreciation of Charlotte's historic built environment, particularly midcentury modern architecture, design, and lifestyle.

About the Museum

The Charlotte Museum of History saves and shares the Charlotte region's history, connecting the past to current issues and opportunities. We believe a shared understanding of the past can enrich the community's future, and we work to tell the stories of all parts of our community and all those who have inhabited our area.

Champion Historic Preservation

What we choose to save says a lot about our community. The Charlotte Museum of History presents the Mad About Modern Home Tour to celebrate and foster appreciation of midcentury + modern architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation and sustainable modern living in the greater Charlotte area. Our historic built environment adds value to the Charlotte region.



WHO ARE THE MAM ATTENDEES?



Mad About Modern celebrates the architecture and design of the midcentury era by featuring some of the best homes and buildings in Charlotte.

Attendees get inspired by midcentury design, recognize the importance of historic preservation, and get connected with others with the same interests.

Up to 1,500 people attend each year, and tickets sell out quickly!

40%

of attendees have a household income over \$125k

Mad about Modern attendees are highly affluent with discretionary income and significant purchasing power.

75%

of attendees are considering or plan to renovate, remodel, or redecorate their current home within a year of the tour.

Attendees are looking for inspiration and contacts for their own home renovations and interior design projects.

20%

of attendees are considering or actively looking for their next home.

With an audience of more than 1,000 people, that means around 200 Mad About Modern attendees are looking to buy a new home!

Sponsorship

All Sponsorships Include:

- standard tickets to the home tour
- Name/logo on relevant event material including emails, programs, and in the Digital Guidebook

	Tickets	Recognition	Web Listing	T-Shirt
Presenting* \$5,000+	8 + 2 VIP	top placement on <u>all</u> event materials & interior placement at one stop during event	name/logo & hyperlink	top t-shirt placement
Home \$2,500	6	prominent placement on <u>all</u> event materials & name/logo displayed at one stop during event	name/logo & hyperlink	prominent t-shirt placement
T-Shirt \$1,000	4	placement on <u>all</u> event materials & name/logo displayed at check-in during event	name/logo & hyperlink	t-Shirt Placement
Contributing \$500	2	placement on event materials & name/logo displayed at check-in during event	name/logo	-

*Become the "Exclusive Title Sponsor" to receive additional recognition and benefits. Contact the Museum for additional information.

Other ticket options

INDIVIDUAL TICKET | \$35

Home Tour tickets include admission to all homes featured on the tour for one individual. Members receive \$5 off.

VIP TICKET | \$200

VIP tickets are limited and include guided tours of the homes via private shuttle bus, free gift, and other exclusive add-ons from the Museum. Members receive \$25 off.

MEMBER DISCOUNTS | \$5-\$25

Charlotte Museum of History Members receive discounts on tickets for all CMH special events including the Mad About Modern Home Tour. Learn more at charlottemuseum.org/membership.



Sponsor Agreement

MAD ABOUT MODERN HOME TOUR | SATURDAY, SEPTEMBER 24 10AM TO 4PM

We will sponsor the Mad About Modern Home Tour at the following level:

- ☐ **PRESENTING | \$5,000+**
- ☐ **HOME | \$2,500+**
- ☐ **T-SHIRT | \$1,000**
- ☐ **CONTRIBUTING | \$500**
- ☐ **DONATION | \$_____**

Payment & Recognition Information:

Name / Business (as it will appear in collateral material) _____

Web URL (to be linked, if applicable) _____

Main Contact _____ Phone _____

Email _____

Mailing Address _____

Payment may be made by:

- ☐ Check (to: The Charlotte Museum of History, mail to 3500 Shamrock Dr, Charlotte NC 28215)
- ☐ Credit Card (at charlottemuseum.org, credit card form available on request)

Signature

Date

Please send information, plus a high-resolution logo (JPEG or PNG) and links to your applicable social media accounts, to the Museum by September 1 to receive full recognition.

For more information or to discuss custom sponsorship packages, please contact Lauren Wallace, Development Director, at 704.568.1774 or lauren@charlottemuseum.org.