



March 10, 2021

## Board of Directors

### 2020-2021

Thomas Murphy,  
President  
Kim Peterson,  
Secretary  
Christina Ryan,  
Membership Secretary  
Sheri Mistretta,  
Treasurer  
Kelly Schlueter,  
Treasurer Elect

Ian McCormack,  
VP Capital Improvements  
Jeff Baird,  
VP Community Affairs  
Bethany Budde,  
VP Business Affairs  
Suzanne Session,  
VP Development  
Ron Gorman,  
VP Elect Development  
Glenn Eckert,  
VP Safety

Matt Negri,  
Past President

## Member at Large

Clark Affholder (2021)  
Brooke Gocken (2021)  
Sarah Hurst (2022)  
Diana Gray (2022)

## Elected Members of the Development Committee

Merry Dahms  
Linda Pallmann  
Robin Urmanic  
Michael Visintainer

## James L. King Memorial Fund Committee

### 2020-2021

Thomas Murphy  
Matt Negri  
Sheri Mistretta  
Gail Cassilly  
Dayle Kline  
Paul W. King, Ex Officio

Dear Neighborhood Supporter,

The Lafayette Square House Tours have become some of St. Louis' most anticipated and beloved traditions during the Spring and Holiday seasons. Last year, the pandemic caused us to cancel both the Spring and Holiday Tours – *for the first time in over 50 years*. Volunteers spent much of last year working to bring back the Tour for 2021. After many hours, our Tour Committee has planned an exciting event for the upcoming Memorial Day weekend – May 29-30. As a supporter of the Lafayette Square community, we want to share with you all of the details. We also invite you to consider promoting your business or supporting the event, through our newly revised sponsorship opportunities.

### 51st Annual Historical Lafayette Square House & Garden Tour

All details available at [www.lafayettesquare.org/housetours](http://www.lafayettesquare.org/housetours)

The Victorian beauties of the 51st Annual Lafayette Square House Tour invite you to a new genre of home and neighborhood tour to be viewed online in a beautifully produced cinematic experience. This online experience will be easily available on your computer or smartphone. No matter where you are in the world you can experience the life and vitality of St. Louis' oldest historic district. We have chosen from the finest neighborhood collection of Victorian-era houses to bring you eight handsome homes – four of which have never before been toured.

### New" VIRTUAL HOUSE TOUR: May 29 - 31

A virtual house tour, available during the entire Memorial Day, weekend will allow attendees to experience the splendor of these Victorian homes from the comfort of their living room through an engaging and comprehensive video story. Tickets will include unlimited viewing from 8:00 am May 29th to 5:00 pm May 31<sup>st</sup> and one raffle ticket to our exclusive collection of items.

### "Traditional" Live / On Ground GARDEN TOUR: Saturday, May 29th ONLY 10am-5pm

In this self-guided traditional Garden Tour, the scent of blossoming flowers and the gurgle of fountains will take you places you will be talking about long after you leave the gardens tucked into the storied neighborhood. For the past 50 years our residents have opened their gates to the public - revealing some of the most beautiful gardens in the city. Tickets to this special event will include one raffle ticket and will be limited due to crowd control/restrictions.

### ADDITIONAL ON THE GROUND EVENTS: Saturday, MAY 29th ONLY 10am-5pm

Park tours, carriage rides and APA Puppies in the Park are just a few things happening that day when visitors stroll through Historic Lafayette Square. The neighborhood will feature booths, music, pop up attractions, food and beverage from Lafayette Square businesses, showcasing the friendly proprietors and their offerings that make the Square a great place to live and to visit.

Lafayette Square Restoration Committee

2023 Lafayette Ave • St. Louis, Missouri 63104 • [www.lafayettesquare.org](http://www.lafayettesquare.org) • EIN# 23-7134347



### **ONLINE AUCTION May 29-May31st**

Visitors can take a luxury shopping tour through unique online auction items including antiques, collectibles, exclusive experience, vacation packages and more. Photos, descriptions, payment and pickup details will all be online - no cost to attend this must-see event!

**RAFFLE TICKETS:** Raffle tickets will be selected from May 29-31st for many opportunities to win great gifts and giveaways.

### **SPONSORSHIP & DONATIONS**

Our annual home tours are the primary fundraisers for the maintenance and improvement of Lafayette Square. We held our first home tour in 1969 during the preservation movement taking place in the City at that time. Over fifty years later our mission remains the same.

Proceeds from this year's tour, auction and events will help provide funding for environmental stewardship, maintenance, safety, beautification and to support other nonprofit organizations in and around Lafayette Square. The Lafayette Square Restoration Committee (LSRC) is a not-for-profit organization that facilitates the preservation and redevelopment of Lafayette Square, respecting its special historic character and enhancing its overall livability for residents and visitors alike.

### **Why should you sponsor or donate?**

- A *Virtual House Tour & Auction* allows a vast audience to "attend" who might not otherwise have the opportunity to attend an in person event.
- Sponsor recognition to the 6,500+ past event attendants via expansive email platform
- Robust social media, print and live media presence to recognize sponsors
- Your support will be recognized on the Lafayette Square website with over 20,000 views during the 2019 Tours.
- Your support will enable St. Louis' first historic district to maintain its vitality and remain an example of city living at its best.

Sponsorship details are outlined below and can also be found on at [www.Lafayettesquare.org/housetours](http://www.Lafayettesquare.org/housetours).

### **SPONSORSHIP OPPORTUNITIES**

- \$5,000 Lafayette Sponsor *premiere logo on house tour production, all web, social & media promotion, auction bidpal site*
- \$2,500 Benton Sponsor *includes logo on house tour production, all web, social & media promotion, auction bidpal site*
- \$1,000 Virtual Home Sponsor *includes logo/name on video with one home (limited opportunity – 8 homes/2 per home)*
- \$750 Garden Tour Sponsor *includes logo/name at one garden, plus web, social & media promo (limited opportunity)*
- \$500 Victorian Sponsor *name included on web, social & media promotion*
- \$250 Neighbor Sponsor *name included in event promotion*
- \$100 Friend Sponsor *name included in event promotion*
- Auction & Raffle Prize Donor *name included in event promotion; see attached*

**Detailed INFORMATION** regarding tickets, event details, auction, and current updates can also be found on our website at. You can also contact us directly at [housetour@lafayettesquare.org](mailto:housetour@lafayettesquare.org).

Thank you for taking the time to consider supporting our inaugural effort to bring our beloved House Tours back in a creative new way. We appreciate any support you choose to give!

2021 Lafayette Square Virtual House Tour & Auction Sponsorship Committee; [housetour@lafayettesquare.org](mailto:housetour@lafayettesquare.org)

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## 51<sup>st</sup> Annual Lafayette Square Spring Virtual House Tour & Auction

Event Run of Show: Saturday, May 29, 2021 8:00 am – Monday, May 31, 2021 5:00 pm

### SPONSORSHIP OPPORTUNITIES

#### **\$5,000 Lafayette Sponsor**

- Logo/Name premiere recognition on virtual Lafayette Square House Tour production
- Logo/Name featured on all event websites (lafayettesquare.org, bidpay auction site)
- Logo/Name featured on all event social media platforms (facebook, Instagram)
- Logo/Name featured on all email and print event materials
- Logo/Name recognized on live media events
- 10 Complimentary tickets to view virtual house tour + 10 Garden Tour tickets
- 20 Complimentary Raffle Tickets

#### **\$2,500 Benton Sponsor**

- Logo/Name recognition on virtual Lafayette Square House Tour production
- Logo/Name featured on all event websites (lafayettesquare.org, bidpay auction site)
- Logo/Name featured on all event social media platforms (facebook, Instagram)
- Logo/Name featured on all email and print event materials
- Logo/Name recognized on live media events
- 8 Complimentary tickets to view virtual house tour + 7 Garden Tour tickets
- 15 Complimentary Raffle Tickets

#### **\$1,000 Virtual Home Sponsor**

- Logo/Name recognition on one home in the Lafayette Square House Tour production (limited opportunity)
- Logo/Name featured on event websites (lafayettesquare.org, bidpay auction site)
- Name featured on event social media platforms (facebook, Instagram)
- Name featured on email and print event materials
- 5 Complimentary tickets to view virtual house tour + 5 Garden Tour tickets
- 10 Complimentary Raffle Tickets

#### **\$750 Garden Tour Sponsor**

- Logo/Name recognition on one garden featured in the May 29<sup>th</sup> Garden Tour (limited opportunity)
- Logo/Name featured on event website; lafayettesquare.org
- Name featured on event social media platforms (facebook, Instagram)
- Name featured on Garden Tour materials
- 4 Complimentary tickets to view virtual house tour + 4 Garden Tour tickets
- 8 Complimentary Raffle Tickets

#### **\$500 Victorian Sponsor**

- Name recognition on event website and social media platforms (facebook, Instagram)
- 4 Complimentary tickets to view virtual house tour + 2 Garden Tour tickets
- 6 Complimentary Raffle Tickets

#### **\$250 Neighbor Sponsor**

- Name recognition on event promotion
- 2 Complimentary tickets to view virtual house tour + 2 Garden Tour tickets
- 4 Complimentary Raffle Tickets

#### **\$100 Friend Sponsor**

- Name recognition on event promotion
- 2 Complimentary tickets to view virtual house tour
- 2 Complimentary Raffle Tickets

For more info or questions, please call Kelly Schlueter 618.977.2396 or Jill Peckinpaugh 858.776.7866; [housetour@lafayettesquare.org](mailto:housetour@lafayettesquare.org)

The Lafayette Square Restoration Committee is a 501(c)(3) charitable organization. Federal Tax ID: 23-7134347

*Lafayette Square Restoration Committee*

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## 51<sup>st</sup> Annual Lafayette Square Spring Virtual House Tour & Auction

Event Run of Show: Saturday, May 29, 2021 8:00 am – Monday, May 31, 2021 5:00 pm

### SPONSORSHIP & RAFFLE DONATION FORM

#### SPONSORSHIP OPPORTUNITIES

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- Auction & Raffle Prize Donor *name included in event promotion; see attached*

#### CONTACT INFORMATION – please print your name as you wish it to appear on promotional materials

Company/Individual Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/MO: \_\_\_\_\_

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

*Please email your logo to [housetour@lafayettesquare.org](mailto:housetour@lafayettesquare.org) Questions? Call Kelly at 618.977.2396*

#### AUCTION & RAFFLE DONATION INFORMATION (monetary donation in lieu of item is also appreciated!)

Description: \_\_\_\_\_ Value: \_\_\_\_\_

*See other side of this form for extended description or appraised value as needed*

*Do we need to pick item up? Please call Kelly Schlueter at 618.977.2396*

PAYMENT METHOD     My Check is enclosed; made out to "LSRC."     Please charge my credit card

CC#: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Exp Date: \_\_\_\_\_ 3-Digit Security Code (back of card): \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

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

*Please return this form with your donation to:*

*Lafayette Square Restoration Committee, 2023 Lafayette Ave, St. Louis, MO 63104*

*[housetour@lafayettesquare.org](mailto:housetour@lafayettesquare.org)    <https://lafayettesquare.org/housetours/>*

*For more info or questions, please call Kelly Schlueter 618.977.2396 or Jill Peckinpaugh 858.776.7866*

**The Lafayette Square Restoration Committee is a 501(c)(3) charitable organization. Federal Tax ID: 23-7134347**  
*Proceeds of this event will benefit the development of community initiatives to engage and improve Lafayette Square.*