

WELCOME
to the
WBNA
BETTER TOGETHER
Since ★ 1983



HOUSE TOUR
Sponsorship Packet
2026

WELCOME



The West Broadway Neighborhood Association (WBNA) is excited to announce that, after six years on hiatus, **our Historic House Tour returns in 2026!**

On Saturday, September 19, 2026, over 1,500 attendees to the WBNA's Historic House Tour, "Behind Closed Doors", will be welcomed into 10 historic homes on and near Sycamore Street in Providence. Attendees will check-in and purchase tickets at the WBNA headquarters on Westminster Street where a large "Thank You to our Sponsors" banner will be hung to recognize our generous supporters.

Attendees will begin their self-guided tour with a program booklet sharing the histories of each home and featuring sponsor ads. ALL sponsors will receive an ad as part of their benefits. As a thank you to our top tier sponsors, complimentary tickets will be provided to our VIP Preview Party on Friday, September 18, 2026 and to the House Tour the following day.

Please see next page for details.

Expected Attendance: 1500-2000

Social Media Reach: 3,616 followers on Instagram; 3.1k followers on Facebook with 2.7k likes; 1,722 weekly e-newsletter subscribers with an average open rate of 51%



1560 Westminster St, Providence RI



wbnapvd



www.wbna.org

2026 House Tour Sponsorship Package

\$5,000+	Full pg. Color Ad in House Tour Program	10 Tickets to VIP Party 10 Tickets to House Tour	Top Billing on Poster at Party House Featured Placement of Logo on Event Booklet, Flyer & Postcard	Top Billing on Banner at WBNA	Part of HT Event Logo as Presenter (on all print materials for the event as well as social media)	Announced as Presenting Sponsor in Press Release
\$3,500+	Full pg. Color Ad in House Tour Program	8 Tickets to VIP Party 8 Tickets to House Tour	Logo on Poster at Party House Logo on Event Flyer & Postcard	Listed on Banner (2nd tier)	Mention in Press Release Thanked in All Pre- and Post- Event Newsletters & Tagged on Socials	
\$2,500+	Full pg. Color Ad in House Tour Program	6 Tickets to VIP Party 6 Tickets to House Tour	Logo on Poster at Party House Logo on Event Flyer	Listed on Banner (3rd tier)	Mention in Press Release Thanked in All Pre- and Post- Event Newsletters & Tagged on Socials	
\$1,200+	Full pg. B+W Ad in House Tour Program	2 Tickets to VIP Party 4 Tickets to House Tour	Listed on Poster at Party House Logo on Event Flyer	Thanked in Post-Event Newsletter and Tagged on Socials		
\$750+	½ pg. B+W Ad in House Tour Program	2 Tickets to VIP Party 2 Tickets to House Tour	Listed on Poster at Party House	Thanked in Post-Event Newsletter and Tagged on Socials		
\$350+	¼ pg. B+W Ad in House Tour Program	2 Tickets to House Tour	Listed on Poster at Party House			

Ad Size	Dimensions	Orientation
Full Page	4.625" x 7.375"	Portrait
1/2 Page	4.625" x 3.5"	Landscape
1/4 Page	2.2" x 3.5"	Portrait

Full Page

1/2 Page

1/4 Page

Digital Files Only

File format: PDF only, CMYK color, 300 dpi, fonts embedded. No crop marks.

Ads may be emailed to: katie@wbna.org

Deadline to reserve space is 7/15/2026

Artwork is due no later than 8/1/2026

All ads must be submitted by the deadline. If artwork is not received and payment has been made, your ad will be published using a standard WBNA template: "WBNA Thanks [Business Name]".

Payments can be made via check to:

WBNA
1560 Westminster St,
Providence RI 02909

or online at the QR below:





WBNA House Tour: A Brief History

West Broadway Neighborhood Association (WBNA) is excited to bring back its beloved House Tour after a six-year hiatus. The self-guided walking tour, which will be held on Saturday, Sept. 19, 2026, showcases the historic architecture and artistic expression of one of the city's hippest and most vibrant neighborhoods.

From 2014 to 2019, WBNA's annual house tour attracted hundreds of visitors to Providence's west side, an eclectic neighborhood packed with architectural gems, renowned restaurants, cozy bars and cafes, popular breweries, and unique shops.

In 2020 the house tour was put on hold because of COVID.

This year's tour takes place on and around Sycamore Street in the heart of the Armory District. The area is known for its historic, tree-lined character, with many homes featuring original details and other architectural treasures. This year's theme is "Behind Closed Doors."

WBNA's house tours give visitors an opportunity to peek inside these lovingly cared for homes, often renovated entirely by homeowners or with the help of local designers and contractors. Each annual tour highlights a particular area of the west side, celebrating not only the neighborhood's history but also its proud diversity and community spirit.

About WBNA

Since 1983, WBNA, a Rhode Island-based 501(c)(3) nonprofit, has been dedicated to **fostering an inclusive, connected, and empowered community**. Serving a vibrant area spanning from Broadway to Cranston Street and Union Avenue, and from the Route 6/10 connector to I-95, WBNA engages in a mix of advocacy, events, and resident-led initiatives to enhance the quality of life for all. Guided by core values of inclusivity and collective representation, **WBNA believes in the strength of diverse perspectives, the power of creative solutions, and the importance of joyful community celebrations.**

The house tour is WBNA's most popular and important annual fundraiser, supporting the organization's grassroots advocacy, food and toy drives, and free community events.

For questions about house tour sponsorship opportunities, please contact WBNA Executive Director Siobhan Callahan at siobhan@wbna.org or at 401-419-6778.