

HOBSON HEIGHTS

Home & Garden Tour

In benefit of
 **Ventura Land Trust**
September 27

**Sponsorship Opportunities
Package**



About the Event

A Step Into Ventura's Most Storied Neighborhood

Perched above the Pacific and nestled at the base of the soon-to-open Ventura Hills Nature Preserve, Hobson Heights is more than just Ventura's first premier neighborhood—it's a living time capsule of architecture, artistry, and legend. The Hobson Heights Home & Garden Tour invites the public to step behind the gates of this iconic enclave, where Spanish Revival, Tudor and midcentury homes whisper tales of early Hollywood, prohibition-era secrets, and Ventura's most fascinating characters.

From the famed Edith Hobson-Hoffman House, once home to the "First Lady of Ventura" whose spirit still lingers in local lore, to the stately Charles Pettit House, every stop on the tour reveals layers of Ventura's creative, eclectic, and sometimes mysterious past.

Event Overview

This immersive afternoon will benefit the Ventura Land Trust (VLT), a nonprofit leading the charge to protect our local hillsides, waterways, and open spaces. The event celebrates the history of Hobson Heights while raising funds for the Ventura Hills Nature Preserve, which borders the neighborhood and will soon open a pedestrian access point right off Lincoln Drive.

The experience begins at the historic Community Presbyterian Church, a cornerstone of Hobson Heights, with a special screening of *The Legends of Hobson Heights*, *The Untold Tales of 100 years of Architecture, Triumph and Tragedy* a 50-minute documentary by local Realtor and storyteller Toni Guy, directed by local filmmaker Will Edwards. With sold-out screenings and growing demand for future showings, the film has already earned recognition as a semifinalist in the Hollywood Storytellers Film Festival 2025. It weaves interviews, architecture, and emotion into a portrait of a neighborhood unlike any other.

Following the film, guests embark on a self-guided walking tour of select Hobson Heights homes, using QR codes and audio narration by Toni to discover stories and secrets at each location. Some of the homes featured are rarely open to the public and include sweeping ocean views, curated gardens, and extraordinary architecture.

Along the route, guests will visit a lookout point with views of the Ventura Hills Nature Preserve and learn about VLT's preservation work, including the soon-to-be-announced trailhead right within the neighborhood.

The day concludes with a VIP cocktail hour, hosted at a private Hobson Heights residence with stunning views. Attendees with VIP tickets will enjoy drinks, appetizers, and conversation in an intimate setting with homeowners, creatives, and community members.



About Ventura Land Trust

2024 Highlights

Mission & Vision

The mission of Ventura Land Trust is to permanently protect the land, water, wildlife and scenic beauty of the Ventura region for current and future generations.

Ventura Land Trust (VLT) is a community-driven nonprofit dedicated to preserving open spaces and providing public access, which in turn improves the quality of life, boosts the economy, and enhances well-being in Ventura and its neighboring areas. Since its founding in 2003 by concerned community members looking to protect vulnerable natural spaces, Ventura Land Trust has grown into Ventura County's leading nonprofit for managing open spaces.

Currently, VLT conserves and stewards more than 3,800 acres of open space, maintaining a balance between public access and environmental conservation to benefit members, the community, and native plant and wildlife populations.

Why Sponsor?

Support a Mission That Matters

All proceeds benefit Ventura Land Trust's work to protect open spaces, maintain public trails, and create outdoor access for generations to come.

Be Part of a Signature Event

This is not your average house tour. With exclusive access to legendary homes, a buzzed-about documentary, and a one-of-a-kind neighborhood experience, this event is poised to be a cultural moment in Ventura. Sponsors will be woven into the story—visibly and meaningfully.

Tap Into a Captive, Values-Aligned Audience

Our audience is engaged, local, and community-minded—homeowners, creatives, philanthropists, professionals, and long-time Venturans who care deeply about history, architecture, and the natural world. As a sponsor, you'll be recognized as a thoughtful, community-rooted brand.

Extend Your Brand Reach

In addition to on-site recognition, your business will be promoted via:

- 7,100+ email subscribers
- 12,000+ combined social media followers
- 8,600+ monthly website visitors
- Event materials and press outreach

Your brand will be highlighted before, during, and after the event, building positive associations that last far beyond the tour.

Ventura Land Trust Tax ID #: 01-0769456



Removed more than **16,000** lbs. of trash from the Ventura River



Over **1,000** students participated in outdoor education programs



Completed breeding bird surveys at Mariano and analyzed data from almost **100** volunteer avian surveys at Harmon



4+ miles of new trails constructed



Engaged in over **209** community events

SPONSORSHIP PACKAGES

“TOP OF THE HEIGHTS” SPONSORSHIP

Be the face of the event with recognition across all marketing and media! This level is perfect for local leaders in real estate, design, or home-related fields.

- Presenting Sponsor recognition and speaking opportunity
- Premier logo placement on event marking materials and ticket page
- Logo + QR code listed on digital and printed event map + house signage
- Logo & link on VLT Sponsorship Page and web marketing
- Options for business/organization to:
 - Table at the event
 - Display their banner
 - Include marketing materials in the film showing space & VIP cocktail hour
- Individual slide space for business logo, name, and imagery in pre-film slide show
- Exclusive ‘thank you’ post and tag on social media
- 20 VIP Tickets

\$5,000 - 1 Spot

“LANDMARK WELCOMING” OR “TWILIGHT TOAST” SPONSORSHIP

Have the choice of sponsoring either our Welcoming Area in the iconic Presbyterian Church or the special VIP Cocktail Reception.

- Special thank you and recognition at opening remarks or during the VIP Cocktail Reception
- Logo on event marketing materials and ticket page
- Logo included on signage in the Welcoming Area or VIP Cocktail Reception
- Logo listed on digital and printed event map
- Logo & link on VLT Sponsorship Page and web marketing
- Include marketing materials in the Welcoming Area or VIP Cocktail Reception space
- Logo included in a ‘thank you’ post on social media
- 8 VIP Tickets

\$3,000 - 2 Spots

“THE HOUSE & GARDEN” SPONSORSHIP

Sponsor a house on the tour!

- Business name & link included on digital + printed map
- Business logo printed on the signage pertaining to your sponsored house
- Business name & link included on VLT Sponsorship Page
- 2 VIP Tickets

\$1,000 - Limited

If you're interested in becoming a 2025 VLT Sponsor, please complete our Sponsorship Interest Form.

[2025 Sponsorship Interest Form](#)

2024 OUTREACH REPORT

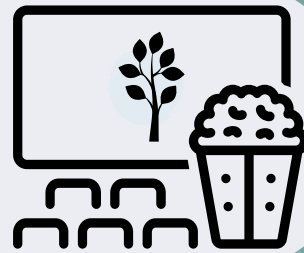


EMAIL

- 7,103 on email list
- 1-2 emails per week
- Average 50.30% open rate

- 900 Wild & Scenic Film Festival attendees
- 150 Supporter Spotlight attendees

EVENTS



MAIL

- 2 Outlook Newsletters issues mailed annually
- 933 reached per issue

- 5,200 Facebook followers
 - 300,694 reach
- 7,270 Instagram followers
 - 240,573 reach

SOCIAL MEDIA



WEBSITE

- Average 8,622 website visitors per month
- New website launched in Feb 2024

Thank you to our 2024 Sponsors



Coastal Connections

The Glass Man

V3 Printing

Slaughter, Reagan & Cole, LLP

The Port of Hueneme

BossFitness

Comden - Ridgeway Group

David & Ellen Wohlstadter

Kirby Subaru

TW Land Planning & Development

Lewis Engineering

Law Offices of Richard L. Francis & Assoc.

Ventura Citizens for Hillside Preservation

Ventura Water

Rincon-Vitova Insectaries, Inc.

Ventura Sierra Club

John Krist & Leslie Leavens



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LAND TRUST**

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