PRESERVATION
ESTD SOCIETY 1920
of CHARLESTON

2019 PRESERVATION MONTH
Sponsorship Packet
Preservation Society of Charleston

2019 Preservation Month

The Preservation Society of Charleston is dedicated to recognizing, protecting and advocating for the Lowcountry’s historic places.

As the oldest community-based historic preservation organization in America, we are the sum total of our members and friends, a dedicated group of residents and supporters of preservation from across the country who believe that some things are worth saving. Community partnerships enable us to preserve the exquisite fabric of the Lowcountry for generations to come.

In celebration of National Preservation Month, the Preservation Society will embark on a series of events to educate and raise awareness about the importance of advocacy and historic preservation in Charleston. All funds raised from Preservation Month events support our efforts to stay at the forefront of the discussion about Charleston’s growth and preservation. Our concerns extend beyond the peninsula to encompass the whole city and region. Our approach is to inform, educate, and collaborate. Our goal is to create better outcomes for Charleston.

2019 Preservation Month Sponsorship Opportunities

The following partnership opportunities are available to both our corporate partners and private donors. Sponsorship packages can be customized to meet your needs.

**PRESERVATION MONTH PRESENTING SPONSOR: $10,000 - FILLED**

*Industry Exclusivity*

The Presenting Sponsor of Preservation Month has exclusive rights for the entire month. This sponsor will receive maximum exposure through all marketing channels and will have the opportunity to attend and market themselves at each event.

- Full-page ad in *Preservation Progress*
- Logo in all print and online advertising as Presenting Sponsor for Preservation Month
- Logo on all event signage and promotional materials
- Logo and on all event collateral, including invitations and rack cards
- Logo and weblink in PSC website and e-blasts
- Repeat recognition on all PSC social media channels
- Prominent inclusion in all regional PR efforts, including press releases, ads, and editorial pitching
- Sponsor spotlight featured on PSC social media channels
- Reserved table and 10 tickets to the Preservation Picnic
- 2 tickets to each Preservation Month event
- 25 gift memberships for clients

For more information, please contact Kaylee Dargan at 843-722-4630 or kdargan@preservationsociety.org

Thank you for your support!
2019 Preservation Month Event Sponsorship Opportunities
The following partnership opportunities are available to both our corporate partners and private donors. Sponsorship packages can be customized to meet your needs.

GOLD SPONSOR: $5,000
- Full-page ad in Preservation Progress
- Logo in all print and online advertising
- Logo on all event signage and promotional materials
- Logo on event collateral
- Logo and weblink in PSC website and e-blasts
- Repeat recognition on all PSC social media channels
- Prominent inclusion in all regional PR efforts including press releases and media alerts
- 6 tickets to the Preservation Picnic
- 4 tickets to Preservation Month event of your choice
- One-year membership in the Susan Pringle Frost Circle

BRONZE SPONSOR: $1,000
- Quarter-page ad in Preservation Progress
- Logo in all print and online advertising
- Logo on all event signage and promotional materials
- Name and weblink in PSC newsletters and e-blasts
- Recognition on all PSC social media channels
- One-year membership in the Susan Pringle Frost Circle

SILVER SPONSOR: $2,500
- Half-page ad in Preservation Progress
- Logo in all print and online advertising
- Logo on all event signage and promotional materials
- Logo on event collateral
- Logo and weblink in PSC website and e-blasts
- Recognition on all PSC social media channels
- Prominent inclusion in all regional PR efforts including press releases and media alerts
- 4 tickets to the Preservation Picnic
- 2 tickets to Preservation Month event of your choice
- One-year membership in the Susan Pringle Frost Circle

EVENT SPONSORS
If you are interested in sponsoring an individual Preservation Month event (see attached event schedule), we can create a customized plan to best fit your needs.

IN-KIND SPONSORSHIP
We also invite our media, printing, hospitality, and other in-kind supporters to work with us on creating a customized sponsorship plan.

Please contact Kaylee Dargan at kdargan@preservationsociety.org or call 843.722.4630.

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Thank you for your support!
Preservation Society invites its members to hear an invigorating presentation from International New Urbanist Designer, Victor Dover. While the leader of Dover, Kohl & Partners, Victor created a number of Charleston's visionary urban plans including Plan West Ashley, Rethink Folly Road, I’On, Long Savannah Masterplan, and many more.

Set in West Ashley at the Schoolhouse, this Spring Membership Meeting is a chance to receive updates on current issues in the city and mingle with fellow community members.

*Preservation Month Happy Hour*

Wednesday, May 1st 6:00 - 8:00PM | Blind Tiger Pub

We’re kicking off May’s Preservation Month with an annual Happy Hour at Blind Tiger Pub’s historic courtyard! Gather with drinks and appetizers to engage with friends and colleagues in this relaxed and fun setting.

*This Happy Hour is in honor of former Director of Preservation, Robert Gurley, for 25 years of service with the Preservation Society.*

*Preservation Picnic*

Saturday, May 11th 12:00 - 3:00PM | Sunnyside Plantation, Edisto Island

Celebrate the best of preservation with a day of fun for the entire family with BBQ and all of the lowcountry fixings, bluegrass music, and guided tours of this exclusive historic property.

*Located by Store Creek on Edisto Island, Sunnyside Plantation (circa 1870-1880) is listed on the National Register of Historic Places.*

*Hard Hat Tours*

Date and Time TBD | Location: TBD (includes reception)

Hard hat tours offer a unique view of some of Charleston’s notable buildings in an untouched state before restoration begins. (Locations to be booked by mid-March)

*Preservation Pedal*

Sunday, May 19th | Location: Historic Cemetery District

True preservation at its core, the Preservation Pedal will lead participants through the Historic Cemetery District, one of PSC’s ongoing preservation programs. Listed on the National Register of Historic Places in 2017, this Sunday afternoon bike ride at Magnolia and surrounding cemeteries offers an engaging education on the continued efforts to preserve this historic area of the Upper Peninsula.

*Preservation Pedal is presented in partnership with Charleston Moves.*
SPONSORSHIP COMMITMENT FORM

2019 Preservation Month

Presenting Sponsor
$10,000 - FILLED

Gold Sponsor
($5,000)

Silver Sponsor
($2,500)

Bronze Sponsor
($1,000)

Event Sponsor
Event: ______________________________

In-Kind Sponsorship
Value: ______________________________

PAYMENT:

☐ Please send me an invoice

☐ I have enclosed a check (payable to Preservation Society of Charleston)

☐ I will call in my credit card payment to 843-722-4630

☐ Credit Card (circle one) VISA | MASTERCARD | DISCOVER | AMEX

Name on Card _____________________________________________________________

Card Number __________________________________________ Exp Date __________

Signature __________________________________________________ Security Code _______________

Deadline for submission is April 1st

Please return the completed form to kdargan@preservationsociety.org or mail to:

The Preservation Society of Charleston
Attn: Kaylee Dargan
147 King Street
Charleston, SC 29401

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DEMOGRAPHICS

Through Membership and Fall Tours patrons, The Preservation Society delivers an audience that is:

- **AFFLUENT:** 75% reported incomes > $100,000
- **FREE to EXPLORE:** 70% are approaching or at retirement
- **LOCAL:** Charleston and Surrounding Areas (within 90 mile radius): 74%; Other SC Cities: 3%; Outside of SC: 23%
- **MAKER MONDAY:** 63% purchase locally made products

EXPOSURE 2015 TO PRESENT

- **Website**.................................197,500 + Users
  597,000 + Page views
- **Facebook**..............................7,500+ Likes
  posts reach up to 15,000+
- **Twitter**.................................2,100+ Followers
- **Instagram**.............................8,600+ Followers
- **Progress Mag**.......................2,500+ distribution
- **Membership**...........................1,200+ Members
- **Email Database**......................2,700+ Recipients
- **Tours Database**......................15,000+ Recipients

PROGRAMS & INITIATIVES

- Historic Preservation
- Community Advocacy & Engagement
- The Carolopolis Awards
- The Fall Tours of Homes, History & Architecture
- The Charleston Heritage Symposium
- The Halsey Map
- The Thomas Mayhem Pinckney Alliance
- Conservation Easements
- Historic Markers & Sites
- Seven to Save
- Susan Pringle Frost Circle

CONTACT

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kdargan@preservationsociety.org
www.preservationsociety.org

FOLLOW US

The Preservation Society of Charleston is a South Carolina registered 501(c)(3) non-profit organization.