The 44th Annual Fall Tours
Sponsorship and Advertisement Opportunities

For 43 years The Fall Tours of Homes, History & Architecture have featured Charleston's most spectacular houses and gardens. This year the Preservation Society of Charleston is celebrating its Centennial Anniversary and will offer a new and exciting Fall Tours Program by placing the safety and well-being of our homeowners, visitors, and sponsors first and foremost.

The Fall Tours generates an economic impact of over 3 million dollars in the greater Charleston area, and we anticipate that this upcoming October visitors will be ready to experience all that Charleston has to offer! Our tours will create an economic boost so many of our local businesses need.

During the tours, guests look to the Preservation Society website, social media, staff, and tour guides for local recommendations on the best places to eat, stay, and shop. By sponsoring the tours, you will connect your business to our guests! All packages can be customized to fit your needs. The Fall Tours are made possible by our generous homeowners, volunteers, partners and sponsors. We hope you will join us as we commemorate our 100th year!

The deadline to reserve your spot in our 2020 Fall Tours Program is September 4, 2020.

FALL TOURS PRESENTING SPONSOR: $10,000

The Presenting Sponsor of the Fall Tours has exclusive benefits throughout the Fall Tours, including maximum marketing exposure and category exclusivity.

- Full page ad on back cover or inside front left cover of the Fall Tours program
- Full page ad in both spring and fall Preservation Progress, our bi-annual membership publication
- Private Curated Tour for up to 10 guests arranged by our Fall Tours Director
- Opportunity to provide branded collateral on a tour signs at site locations
- Business name, logo, and website link on Preservation Society’s e-Progress, a monthly electronic newsletter
- Business name and logo on all event signage and collateral, including maps and poster
- Repeat recognition on all Preservation Society social media platforms
- Prominent inclusion in all regional PR efforts, including press releases, ads, and editorial pitching
- 4 complimentary tickets to the Preservation Picnic in May 2021
- Business membership to the Preservation Society of Charleston
FALL TOURS GOLD SPONSOR: $5,000

Gold sponsors enjoy full page advertisements in both the Fall Tours Program and Preservation Progress along with increased marketing exposure and complimentary tickets.

- Full page ad and listing in the Fall Tours Program
- Full page ad in the Preservation Progress, our bi-annual membership publication
- Opportunity to provide branded collateral on a tour signs at site locations
- Business name, logo, and website link on the Fall Tours webpage
- Business name, logo, and website link in Preservation Society’s e-Progress, a monthly electronic newsletter
- Business name and logo on all event signage and collateral, including maps and poster
- Recognition on Preservation Society social media platforms
- 6 complimentary tickets to the Porches, Piazzas, and Gardens Tours
- Business Membership to the Preservation Society of Charleston

FALL TOURS SILVER SPONSOR: $2,500

Silver sponsors enjoy a full page advertisement in the Fall Tours Program and half page ad in Preservation Progress along with marketing opportunities and complimentary tickets.

- Full page ad and listing in the Fall Tours Program
- Half page ad in the Preservation Progress, our bi-annual membership publication
- Opportunity to provide branded collateral on a tour signs at site locations
- Business name, logo, and website link on the Fall Tours webpage
- Business name, logo, and website link in the Preservation Society’s e-Progress, a monthly electronic newsletter
- Business name and logo on all event signage and collateral, including maps and poster
- Recognition on Preservation Society social media platforms
- 4 complimentary tickets to the Porches, Piazzas, and Gardens Tours
- Business membership to the Preservation Society of Charleston
FALL TOURS BRONZE SPONSOR: $1,500

Bronze sponsors enjoy a full page advertisement in the Fall Tours Program and quarter page ad in Preservation Progress along with marketing opportunities and complimentary tickets.

- Full page ad and listing in the Fall Tours Program
- Quarter page ad in the Preservation Progress, our bi-annual membership publication
- Opportunity to provide branded collateral on a tour signs at site locations
- Business name, logo, and website link on the Fall Tours webpage
- Business name, logo, and website link in the Preservation Society’s e-Progress, a monthly electronic newsletter
- Business name and logo on all event signage and collateral, including maps and poster
- Recognition on Preservation Society social media platforms
- 2 complimentary tickets to the Porches, Piazzas, and Gardens Tours
- Business membership to the Preservation Society of Charleston

FALL TOURS PATRON: $1,000

Fall Tours Patrons enjoy a full page advertisement in the Fall Tours Program and complimentary tickets.

- Full page ad and listing in the Fall Tours Program
- Business name, logo, and website link on the Fall Tours webpage
- 2 complimentary tickets to the Porches, Piazzas, and Gardens Tours
- Business membership to the Preservation Society of Charleston

ADVERTISERS

$750 ADVERTISER

- Half page ad listing in the Fall Tours Program
- Business name and website link on the Fall Tours webpage

$500 ADVERTISER

- Quarter page ad listing in the Fall Tours Program
- Business name and website link on the Fall Tours webpage

$250 ADVERTISER

- Listing in the Fall Tours Program
- Business name and website link on the Fall Tours webpage

ADS IN THE FALL TOURS PROGRAM GUIDE:

Camera-ready ad needs to be in CMYK color space and submitted in a PDF, JPG, TIFF, or EPS format. All images should be 300dpi. Preservation Society does not create ads in house. All ads must be created by the participating business.
The mission of the Preservation Society of Charleston is to serve as a strong advocacy leader for citizens concerned about preserving Charleston’s distinctive character, quality of life, and diverse neighborhoods. As the oldest community-based preservation organization in the country, we understand the value of our local economy. Your sponsorship of the Fall Tours Program not only connects our visitors to your business, but it helps us grow as a community. Unite with the PSC as we celebrate our 100th year!

EXPOSURE 2015 TO PRESENT

- Website................................. 197,500 + Users
- ........................................... 597,000 + Page Views
- Facebook ......................... 8,900+ Likes  
  post reach up to 15,000+
- Twitter ................................. 2,200+ Followers
- Instagram ........................... 12,500+ Followers
- Progress Magazine ........ 2,500+ Distribution
- Membership ....................... 1,200+ Members
- Email Database ............... 4,500+ Recipients
- Tours Database ............... 15,000+ Recipients

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 SC: 23%
- MAKER MONDAY: 63% purchase locally made products

PROGRAMS & INITIATIVES

- Interactive Advocacy Toolkit
- Charleston Justice Journey
- Community Advocacy & Engagement
- The Caroopolis Awards
- Technical Preservation Resource Toolkit
- The Fall Tours of Architecture, History & Gardens
- The Charleston Heritage Symposium
- The Halsey Map
- Conservation Easements
- Historic Markers & Sites
- Preservation Month
- Susan Pringle Frost Circle

CONTACT

Preservation Society of Charleston
Kaylee Dargan  
147 King Street, Charleston, SC 29401  
O: 843.722.4630 x21  
M: 757.903.7133  
kdargan@preservationsociety.org

www.preservationsociety.org

FOLLOW US

The Preservation Society of Charleston is a South Carolina registered 501(c)(3) non-profit organization.
THE FALL TOURS
ARCHITECTURE, HISTORY & GARDENS
OCTOBER 8–NOVEMBER 7, 2020

Yes, please include me as a 2020 Fall Tours Sponsor!

DEADLINE: This contract and materials must be submitted by September 4, 2020.

RETURN FORM AND PAYMENT TO: Kaylee Dargan
Preservation Society of Charleston
147 King Street, Charleston, SC 29401
kdargan@preservationsociety.org
O: 843.722.4630 x 21 | M: 757.903.7133

I WOULD LIKE:

I would like to sponsor or advertise at the following level:

- Presenting Sponsor ...........................................$10,000
- Gold Sponsor ..................................................$5,000
- Silver Sponsor ..................................................$2,500
- Bronze Sponsor ...............................................$1,500
- Patron Sponsor ...............................................$1,000

- $750 Advertiser  - $500 Advertiser  - $250 Advertiser

Program Listing: (please submit your listing in approximately 50 words)

__________________________________________________________________________________________
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__________________________________________________________________________________________
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Your Business Name: ________________________________________________________________

Contact: __________________________________________________________________________

Address: __________________________________________________________________________

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Phone: _____________________________________________________________________________

Email: ____________________________________________________________________________