

# 67TH CAROLOPOLIS AWARDS

*Celebrating the Very Best of Preservation in Charleston*

JANUARY 21, 2021 | COLLEGE OF CHARLESTON SOTTILE THEATRE



## *67th Carolopolis Awards Sponsorship Opportunities*

Now in its 67th year, the Preservation Society of Charleston's Carolopolis Award program has recognized outstanding achievement in exterior and interior preservation, restoration, rehabilitation, and new construction projects in the city of Charleston.

This year's challenges have allowed the Preservation Society to creatively innovate our offerings of the Carolopolis Awards, enabling our sponsors to reach more people than ever before. Our change in venue to the Sottile Theatre will allow our typical audience size of 220 people to gather under theatre-managed, social-distancing guidelines. A live-stream ticket option will also be available to Charleston residents and beyond, allowing us to capture a wider audience than in years past. We hope you will take advantage of this unique opportunity to engage with Preservation Society members and digital audiences.



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Your sponsorship not only supports the annual Carolopolis Awards, but also provides funding to help the Preservation Society of Charleston in fulfilling our mission to serve as a strong advocacy leader for citizens concerned about preserving Charleston's distinctive character, quality of life, and diverse neighborhoods.

Please review the sponsorship opportunities below and choose the level that best demonstrates your support for the Society's mission.

## **\$10,000 - PRESENTING SPONSOR**

- 8 Carolopolis tickets for premium event seating
- Full page ad in the Carolopolis program
- Name and logo included on replaying screen at event during preshow
- Recognition from stage during the Awards Ceremony as Presenting Sponsor
- Recognition during event live-stream to the event's digital audience (potential real-time reach over 10,000+ online users)
- Opportunity to provide branded collateral at event
- Name, logo, and website link on website
- Presenting Sponsor listing and logo in *Preservation Progress*
- Mention on PSC social media outlets
- Name and logo on all event signage and promotional materials
- Full page ad in Spring 2021 Preservation Progress
- Prominent inclusion in all PR efforts, including press releases, ads, and editorial pitching
- Recognition in Annual Report
- One year Business Membership to the Preservation Society of Charleston

## **\$5,000 - GOLD SPONSOR**

- 4 Carolopolis tickets for premium event seating
- Name and logo included on replaying screen at event during preshow
- Recognition from stage during the Awards Ceremony as Gold Sponsor
- Full page ad in the Carolopolis program
- Recognition during event live-stream to the event's digital audience (potential real-time reach over 10,000+ online users)
- Name, logo, and website link on website
- Gold Sponsor listing and logo in *Preservation Progress*
- Opportunity to provide branded collateral at event
- Mention on PSC social media outlets
- Name and logo on event signage
- Recognition in Annual Report
- One year Business Membership to the Preservation Society of Charleston

## **\$2,500 - SILVER SPONSOR**

- 2 Carolopolis tickets for premium event seating
- Half page ad in the Carolopolis program
- Name, logo, and website link on website
- Name and logo included on replaying screen at event during preshow
- Recognition during event live-stream to the event's digital audience (potential, digital, real-time reach over 10,000+ online users)
- Silver Sponsor listing and logo in *Preservation Progress*
- Mention on PSC social media outlets
- Name and logo on event signage
- Recognition in Annual Report
- One year Business Membership to the Preservation Society of Charleston

## **\$1,000 - BRONZE SPONSOR**

- 2 Carolopolis tickets for premium event seating
- Quarter page ad in the Carolopolis program
- Name, logo, and website link on website
- Name and logo included on replaying screen at event during preshow
- Recognition during event live-stream to the event's digital audience (potential real-time reach over 10,000+ online users)
- Bronze Sponsor listing and logo in *Preservation Progress*
- Name and logo on event signage
- Recognition in Annual Report
- One year Business Membership to the Preservation Society of Charleston

## **\$250-\$750 - PATRON SPONSOR**

- Listing by giving level in Carolopolis Program
- Recognition in live-stream digital program to the event's digital audience (potential real-time reach over 10,000+ online users)

## **ADS IN THE EVENT PROGRAM**

Ad needs to be CMYK color space and submitted in a PDF, JPG, TIFF or EPS format. All images should be 300dpi. Please email your high-res, full color ad to Victoria Futrell at [vfutrell@preservationsociety.org](mailto:vfutrell@preservationsociety.org). Call 843-722-4630 ext. 18 with advertising questions.

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**Yes, please include me as a 2021 Carolopolis Sponsor!**

**DEADLINE:** *For premium event seating, please submit this form by December 1.* Sponsorship deadline is December 12, 2020.

**RETURN FORM AND PAYMENT TO:** Courtney Theis, Advancement Department  
Preservation Society of Charleston  
147 King Street, Charleston, SC 29401  
[ctheis@preservationsociety.org](mailto:ctheis@preservationsociety.org)  
O: 843.722.4630 x 17



**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 .....\$1,000

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

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Your Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

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

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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 Carolopolis 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!

## DEMOGRAPHICS

Through Membership and Carolopolis 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

## EXPOSURE 2015 TO PRESENT

- Website..... 403,670 + Users
- ..... 889,684 + Page Views
- Facebook ..... 8,900+ Likes  
post reach up to 25,000+
- Twitter ..... 2,200+ Followers
- Instagram ..... 14,500+ Followers
- Progress Magazine ..... 2,500+ Distribution
- Membership ..... 1,500+ Members
- Email Database ..... 4,500+ Recipients
- Tours Database ..... 15,000+ Recipients

## PROGRAMS & INITIATIVES

- Interactive Advocacy Toolkit
- Charleston Justice Journey
- Community Advocacy & Engagement
- The Carolopolis 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  
Courtney Theis  
147 King Street, Charleston, SC 29401  
O: 843.722.4630 x 17  
ctheis@preservationsociety.org  
www.preservationsociety.org

## FOLLOW US



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

