

2021 PRESERVATION MONTH

Preservation Society of Charleston



Welcome to the Preservation Society of Charleston's 2021 Preservation Month. 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. Charleston has become synonymous with the work of historic preservation, not only because it is one of America's oldest cities, but because of the role it has played in establishing the preservation field. Founded in 1920, the PSC was the first grassroots historic preservation organization in the country, and subsequently, Charleston was the first city to pass a local zoning ordinance that protected historic buildings. This ordinance served as a model for hundreds of municipalities in the U.S., and has made Charleston the unique and beloved city that it is today.

For this reason, the Society celebrates the role of historic preservation in Charleston all month long. With this year's line-up of events, the Society hopes to spark interest in the city's rich and storied past, shine a light on the pressing advocacy issues facing Charleston, and showcase the remarkable preservation projects taking place in and around the city. Best of all, Preservation Month events provide a wonderful opportunity to connect with all our community partners, residents, local businesses, and friends of the Society.

We hope you will join us!

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Your sponsorship not only supports the Preservation Society's annual Preservation Month 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

- Full page ad and Presenting Sponsor listing and logo in Preservation Month program
- Full page ad and Presenting Sponsor listing and logo in Fall 2021 *Preservation Progress*
- Recognition during all Preservation Month in-person and virtual events as Presenting Sponsor
- Opportunity to provide branded collateral at in-person events
- Prominent inclusion in all PR efforts, including press releases, ads, and editorial pitching
- Name and logo on all event signage and promotional materials
- Name, logo, and website link on multiple website pages
- Mention on PSC social media outlets
- Recognition in PSC Annual Report
- 6 tickets to Sponsors-Only Happy Hour in Fall 2021
- Private, curated tour for up to 20 guests or clients
- One-year Susan Pringle Frost Membership to the Preservation Society of Charleston

\$5,000 - GOLD SPONSOR

- Full page ad and Gold Sponsor listing and logo in Preservation Month program
- Half page ad and Gold Sponsor listing and logo in Fall 2021 *Preservation Progress*
- Recognition during all Preservation Month in-person and virtual events as Gold Sponsor
- Opportunity to provide branded collateral at in-person events
- Name and logo on all event signage and promotional materials
- Name, logo, and website link on multiple website pages
- Mention on PSC social media outlets
- Recognition in PSC Annual Report
- 4 tickets to Sponsors-Only Happy Hour in Fall 2021
- 2 tickets to a Preservation Month Hard Hat Tour
- One-year Susan Pringle Frost Membership to the Preservation Society of Charleston

\$2,500 - SILVER SPONSOR

- Half page ad and Silver Sponsor listing and logo in Preservation Month program
- Silver Sponsor listing and logo in Fall 2021 *Preservation Progress*
- Recognition during all Preservation Month in-person and virtual events as Silver Sponsor
- Name and logo on event signage
- Name, logo, and website link on multiple website pages
- Mention on PSC social media outlets
- Recognition in PSC Annual Report
- 2 tickets to Sponsors-Only Happy Hour in Fall 2021
- One-year Business Membership to the Preservation Society of Charleston

\$1,000 - BRONZE SPONSOR

- Quarter page ad and Bronze Sponsor listing and logo in Preservation Month program
- Bronze Sponsor listing and logo in Fall 2021 *Preservation Progress*
- Recognition during all Preservation Month in-person and virtual events as Bronze Sponsor
- Name and logo on event signage
- Name, logo, and website link on multiple website pages
- Recognition in PSC Annual Report
- 2 tickets to Sponsors-Only Happy Hour in Fall 2021
- One-year Business Membership to the Preservation Society of Charleston

\$500 - PATRON SPONSOR

- Quarter page ad and Patron Sponsor listing and logo in Preservation Month program

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. Call 843-722-4630 ext. 18 with advertising questions.

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PRESERVATION MONTH EVENT SCHEDULE

Spring Membership Meeting
Thursday, April 22nd | 6:00 - 8:00 PM | The Bend, North Charleston

*The Preservation Society invites its members to The Bend on the banks of the Ashley River for an exciting presentation and drive-in movie special! Author, historic preservation professor, and restoration consultant Christina Butler will join us to discuss her book, *Lowcountry at High Tide: A History of Flooding, Drainage, and Reclamation in Charleston, South Carolina*.*

The Spring Membership Meeting is a chance to receive updates on current issues in the city and includes a reception.

Membership Appreciation Day
Saturday, May 1st | 10:00 AM - 5:00 PM + online | PSC Shop, 147 King St

Members can shop in-person or online and receive an additional discount!

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 determined by mid-March)

Live Q & A: Advocacy Town Hall
Date and Time TBD | Virtual Webinar

For those who want to know more about the Preservation Society's role in public meetings and our work to influence major projects in Charleston, tune in for a Q&A with our advocacy team. Learn the answers to our members' most frequently asked questions.

Piccolo Spoleto Walking Tours
Date and Time TBD | Location TBD

Virtual Educational Series
All month long

The Preservation Society has developed a series of quick reads, podcasts, and virtual tours which tell the stories of historic preservation and advocacy in Charleston. Explore Charleston's rich history and learn about some of the important events which impacted the preservation movement.

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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 Preservation Month 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 second century!

DEMOGRAPHICS

Through Membership and Preservation Month 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
- Facebook8,900+ Likes
post reach up to 25,000+
- Twitter2,200+ Followers
- Instagram.....14,500+ Followers
- Progress Magazine2,500+ Distribution
- Membership1,500+ Members
- Email Database.....4,500+ Recipients
- Tours Database15,000+ 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.



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Yes, please include me as a 2021 Preservation Month Sponsor!

DEADLINE: Please submit this confirmation sheet using the enclosed envelope. We request graphics for print materials by March 19.

RETURN FORM AND PAYMENT TO: Courtney Theis, Advancement Department
Preservation Society of Charleston
147 King Street, Charleston, SC 29401
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
- Patron Sponsor\$500

Your Business Name: _____

Contact: _____

Address: _____

Phone: _____

Email: _____



The Bend in North Charleston, South Carolina