THE FALL TOURS

2023 SPONSORSHIP OPPORTUNITIES

Now in its 47th year, the Fall Tours are one of the Preservation Society’s signature programs, providing locals and visitors alike access to inspiring properties and neighborhoods throughout the city. Established in 1920, the Preservation Society of Charleston (PSC) is the oldest grassroots preservation organization in the nation. Our Fall Tours offerings are powered by the mission and initiatives of the Preservation Society today, and our program closely models the sustainable tourism practices for which we advocate. With smaller group sizes and high-quality educational content, guests can truly enjoy immersing themselves in Charleston’s historic architecture, distinctive landscapes, urban neighborhoods, and unique cultural heritage.

The Fall Tours provide a wonderful opportunity for local businesses to connect with area residents, visitors, and friends of the PSC during this month-long, citywide series. All proceeds benefit the Preservation Society’s mission to advocate for the preservation of Charleston’s distinctive character, quality of life, and diverse neighborhoods. We hope you will consider joining us in support of this year’s Fall Tours!
# 2023 Sponsorship Levels and Benefits

<table>
<thead>
<tr>
<th>Event Specific Recognition</th>
<th>Presenting $10,000</th>
<th>ANNUAL $5,000</th>
<th>Gold $3,000</th>
<th>Silver $1,500</th>
<th>Patron $750</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ad in Fall Tours program book</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td>Quarter Page</td>
</tr>
<tr>
<td>• Business description in program book</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Logo on Fall Tours signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Logo and link on PSC event webpage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Recognition during all Fall Tours events</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Inclusion on all marketing efforts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<table>
<thead>
<tr>
<th>Complimentary Tickets</th>
<th>8 Guests</th>
<th>4 Guests</th>
<th>4 Guests</th>
<th>2 Guests</th>
<th>2 Guests</th>
</tr>
</thead>
<tbody>
<tr>
<td>• VIP pass for all Saturday House &amp; Garden Tours during 2023 Fall Tours</td>
<td>4 Guests</td>
<td>2 Guests</td>
<td>2 Guests</td>
<td>2 Guests</td>
<td>2 Guests</td>
</tr>
<tr>
<td>• Invitation to PSC Sponsor Happy Hour</td>
<td>2 Guests</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• Tickets to the Charleston Symposium in March 2024</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Private, curated tour for up to 20 guests</td>
<td>✓</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Preservation Progress Magazine</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Logo in Fall Preservation Progress</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Ad in Fall Preservation Progress</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Logo in Spring Preservation Progress</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Ad in Spring Preservation Progress</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Membership Exposure</th>
<th>Full Page</th>
<th>Half Page</th>
<th>✓</th>
<th>✓</th>
<th>✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ad in Membership Meeting program books</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 1-yr PSC Business Membership ($250 value, tax-deductible)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 1-yr PSC Susan Pringle Frost Membership ($1,000 value, tax-deductible)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Recognition in PSC Annual Report</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Listing in online Business Member Directory</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Other Annual Benefits</th>
<th>Full Page</th>
<th>Half Page</th>
<th>✓</th>
<th>✓</th>
<th>✓</th>
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</thead>
<tbody>
<tr>
<td>• Ad in all other annual event program books (Carolopolis Awards, Preservation Month,</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and PSC Membership Meetings)</td>
<td>4 Guests</td>
<td>2 Guests</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Recognition and marketing benefits during all other annual events</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Tickets to Carolopolis Awards and Preservation Month Picnic</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Logo and link on PSC website and event webpages year-round</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Complimentary PSC Gift Memberships</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

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The membership included with your sponsorship package is considered a tax-deductible donation (amount varies by level). Sponsorships can be considered fully tax-deductible by waiving advertising and marketing benefits. For questions or more information, please contact Director of Advancement, Courtney Theis, at ctheis@preservationsociety.org or 843.722.4630 ext. 17.
DEMOGRAPHICS
Through members and event attendees, The Preservation Society delivers to an audience that is:
- AFFLUENT: 75% reported incomes > $100,000
- FREE TO EXPLORE: 70% are approaching or at retirement
- LOCAL: 74% Charleston & Lowcountry residents
- HERITAGE TOURISTS: 3% residents of other SC cities, 23% outside SC

ANNUAL DIGITAL EXPOSURE
- Google ....................................................12,322 Searches .........................................................646,295 Impressions
- Website.............................................132,126 Total Users ..........................................................287,655 Page Views
- Facebook..........................................10,600+ Followers ..........................................................276,336 User Reach
- Twitter..................................................2,100+ Followers ..........................................................552,084 User Reach
- Instagram..........................................18,900+ Followers ..........................................................552,084 User Reach
- Preservation Progress Magazine....................5,000+
- Membership............................................................5,000+
- Email Database...................................................14,000+
- Print Mailing List...................................................5,000+

SPONSORSHIP CONTACT
Virginia Swift, Manager of Programs
vswift@preservationsociety.org
843-722-4630 ext. 21

Preservation Society of Charleston
147 King Street
Charleston, SC 29401
www.preservationsociety.org

PROGRAMS & INITIATIVES
- The Carolopolis Awards
- The Fall Tours
- Preservation Month
- Seasonal Membership Meetings
- Charleston Heritage Symposium
- Community Advocacy & Engagement
- Historic Markers
- Conservation Easements
- Charleston Justice Journey
- Mapping Charleston’s Black Burial Grounds
- Black Businesses of Charleston Oral Histories
- Resilience Guidelines for Charleston
- Preservation Resources & Advocacy Toolkit
- Susan Pringle Frost Donor Circle

PRINT PUBLICATIONS
- Carolopolis Awards: Postcard, Program, Signage
- Winter Membership Meeting: Postcard, Program
- Susan Pringle Frost Circle Party: Invite, Program
- Spring Membership Meeting: Postcard, Program
- Preservation Month: Brochure, Program, Signage
- Spring Preservation Progress Magazine
- Fall Tours: Brochure, Program, Signage
- PSC Annual Report
- Annual Membership Meeting: Postcard, Program
- Fall Preservation Progress Magazine

FOLLOW US
@preservationsociety    @ThePSofC

facebook    instagram    twitter    linkedin    youtube
2023 AD SIZING & DEADLINES

PRE servation Progress Magazine Ad Specs
- Full Page: Trim: 8.5” x 11” / Bleed: 8.75” 11.25” / Margins 0.5”
- Half Page: Trim: 8.5” x 5.5” / Bleed: 8.75” x 5.75” / Margins: 0.5”
- Quarter Page: Trim: 4.25” x 5.5” / Bleed: 4.5” x 5.75” / Margins: 0.5”

E vent Program Booklet Ad Specs
- Full Page: Trim: 5.5” x 8.5” / Bleed: 5.75” x 8.75” / Margins 0.5”
- Half Page: Trim: 5.5” x 4.25” / Bleed: 5.75” x 4.5” / Margins: 0.5”
- Quarter Page: Trim: 2.75” x 4.25” / Bleed: 3.0” x 4.5” / Margins: 0.5”

A ccepted File Formats
- File Type: PDF, JPG, or PNG
- Color: CMYK
- Resolution: 300 dpi

S ubmission and Deadlines
Please submit your advertising files, company logo, and business description (150 word max.) to Virginia Swift at vswift@preservationsociety.org by the relative deadline listed below:

- The Fall Tours: August 15, 2023
- Fall Preservation Progress Magazine: August 15, 2023
- Carolopolis Awards: December 15, 2023
- Preservation Month: March 15, 2024
- Spring Preservation Progress Magazine: March 15, 2024

Annual Sponsors may choose to use the same materials year-round, or submit new materials seasonally.

A d Approval
The Preservation Society of Charleston’s Communications and Design Team reserves the right to approve or disapprove provided advertisements according to our brand and design standards.
SPONSORSHIP COMMITMENT FORM

Yes! Please include me as a Preservation Society Sponsor!

Please submit this confirmation form using the enclosed envelope or emailing a scanned copy to Virginia Swift, Manager of Programs, at vswift@preservationsociety.org

DEADLINE
Commitment forms and advertising materials must be submitted by August 15, 2023 to be included in print publications.

PAYMENT
Please make checks payable to:
Preservation Society of Charleston
147 King Street
Charleston, SC 29401
or pay online (checks preferred) at preservationsociety.org/payment

I would like to sponsor at the following level:

☐ Presenting Sponsor.................$10,000
☐ Annual Sponsor.....................$5,000
☐ Gold Sponsor.........................$3,000
☐ Silver Sponsor.......................$1,500
☐ Patron Sponsor......................$750

Business Name: ____________________________

Marketing Contact: ____________________________

Address: ____________________________

Phone: ____________________________

Email: ____________________________

Business Description (<150 words for directory of supporters):

________________________________________

________________________________________

________________________________________

________________________________________

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________________________________________

Please let us know your advertising preference (Annual & Presenting Sponsors only):

☐ I would like to provide one ad design to reuse during the year

☐ I would like the opportunity to update my ad designs seasonally