



# THE FALL TOURS

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## 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

	PRESENTING \$10,000	ANNUAL \$5,000	GOLD \$3,000	SILVER \$1,500	PATRON \$750
<b>Event Specific Recognition</b> <ul style="list-style-type: none"> <li>Ad in Fall Tours program book</li> <li>Business description in program book</li> <li>Logo on Fall Tours signage</li> <li>Logo and link on PSC event webpage</li> <li>Recognition during all Fall Tours events</li> <li>Inclusion on all marketing efforts</li> </ul>	Full Page ✓ ✓ ✓ ✓ ✓	Half Page ✓ ✓ ✓ ✓ ✓	Half Page ✓ ✓ ✓ ✓ ✓	Quarter Page ✓ ✓ ✓ ✓ ✓	Quarter Page ✓
<b>Complimentary Tickets</b> <ul style="list-style-type: none"> <li>VIP pass for all Saturday House &amp; Garden Tours during 2023 Fall Tours</li> <li>Invitation to PSC Sponsor Happy Hour</li> <li>Tickets to the Charleston Symposium in March 2024</li> <li>Private, curated tour for up to 20 guests</li> </ul>	8 Guests 4 Guests 2 Guests ✓	4 Guests 2 Guests	4 Guests 2 Guests	2 Guests 2 Guests	
<b>Preservation Progress Magazine</b> <ul style="list-style-type: none"> <li>Logo in Fall Preservation Progress</li> <li>Ad in Fall Preservation Progress</li> <li>Logo in Spring Preservation Progress</li> <li>Ad in Spring Preservation Progress</li> </ul>	✓ Full Page ✓ Full Page	✓ Half Page ✓ Half Page	✓ Half Page	✓ Quarter Page	
<b>Membership Exposure</b> <ul style="list-style-type: none"> <li>Ad in Membership Meeting program books</li> <li>1-yr PSC Business Membership (\$250 value, tax-deductible)</li> <li>1-yr PSC Susan Pringle Frost Membership (\$1,000 value, tax-deductible)</li> <li>Recognition in PSC Annual Report</li> <li>Listing in online Business Member Directory</li> </ul>	Full Page ✓ ✓ ✓	Half Page ✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
<b>Other Annual Benefits</b> <ul style="list-style-type: none"> <li>Ad in all other annual event program books (Carolopolis Awards, Preservation Month, and PSC Membership Meetings)</li> <li>Recognition and marketing benefits during all other annual events</li> <li>Tickets to Carolopolis Awards and Preservation Month Picnic</li> <li>Logo and link on PSC website and event webpages year-round</li> <li>Complimentary PSC Gift Memberships</li> </ul>	Full Page ✓ 4 Guests ✓ 20	Half Page ✓ 2 Guests ✓ 10			

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](mailto: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
- 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





# 2023 AD SIZING & DEADLINES

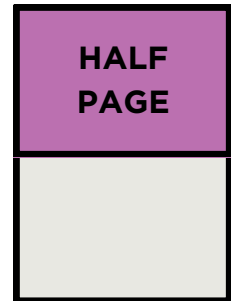
## PRESERVATION PROGRESS MAGAZINE AD SPECS

- 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"



## EVENT 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"



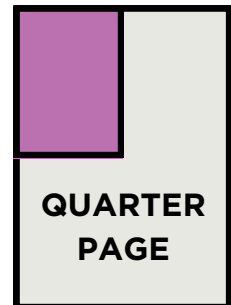
## ACCEPTED FILE FORMATS

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

## SUBMISSION AND DEADLINES

Please submit your advertising files, company logo, and business description (150 word max.) to Virginia Swift at [vswift@preservationsociety.org](mailto: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

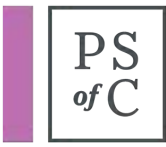


Annual Sponsors may choose to use the same materials year-round, or submit new materials seasonally.

## AD 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](mailto: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](http://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