



PRESERVATION MONTH

2024 SPONSORSHIP OPPORTUNITIES

Each year the Preservation Society celebrates National Preservation Month in May by hosting a series of programs designed 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 PSC celebrates the role of historic preservation in Charleston all month long. This diverse lineup of events is designed to showcase preservation both on and off the peninsula. We hope 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 our members, community partners, residents, local businesses, and friends of the PSC. We hope you will join us in support of this program!

2024 SPONSORSHIP LEVELS AND BENEFITS

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

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

- Google12,322 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





2024 AD SIZING & DEADLINES

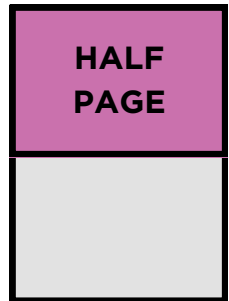
PRESERVATION PROGRESS MAGAZINE AD SPECS

- 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"



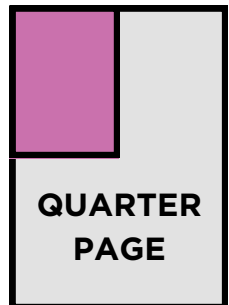
ACCEPTED FILE FORMATS

- 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 by the relative deadline listed below:

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

DEADLINE Commitment forms and advertising materials must be submitted by March 15, 2024 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): _____

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