



THE 70th CAROLOPOLIS AWARDS

2024 SPONSORSHIP OPPORTUNITIES

The Preservation Society of Charleston's signature Carolopolis Awards exist to recognize outstanding achievements in exterior and interior preservation, restoration, rehabilitation, new construction, and resilience projects in the city of Charleston and beyond. The distinctive "Caro" plaques have come to symbolize excellent craftsmanship, good design, and the importance of compatibility in a historic district. The winning projects always inspire and excite the audience with their dramatic transformations, and the PSC is proud to be the steward of this program for decades.

This year will mark the 70th anniversary of the Carolopolis Awards, and we look forward to celebrating this tradition with an elevated awards ceremony on February 29, 2024 in the Charleston Place ballroom. The Carolopolis Awards ceremony and reception provide ample opportunities for networking between local business leaders and project design teams, as well as PSC members, donors, and patrons.

Your sponsorship not only supports the annual Carolopolis Awards, but all funds advance our important mission to advocate for the preservation of Charleston's distinctive character, quality of life, and diverse neighborhoods. We hope you will join us in support of the 70th annual Carolopolis Awards!

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 Carolopolis Awards program book Business description in program book Logo on Carolopolis Awards signage Logo and link on PSC event webpage Recognition during the Carolopolis Awards 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 to the 70th Carolopolis Awards 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 (Preservation Month, The Fall Tours, and PSC Membership Meetings) Recognition and marketing benefits during all other annual events Tickets to Preservation Month Picnic and Fall Tours Saturday House & Garden Tours 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





2023-2024 AD SIZING & DEADLINES

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"

PRESERVATION PROGRESS MAGAZINE AD SPECS

- Full Page: Trim: 8.5" x 11" / Bleed: 8.75" x 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"

ACCEPTED FILE FORMATS

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

SUBMISSION AND DEADLINES

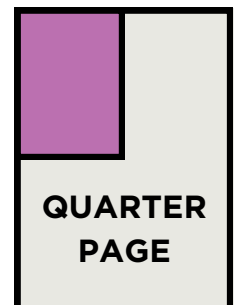
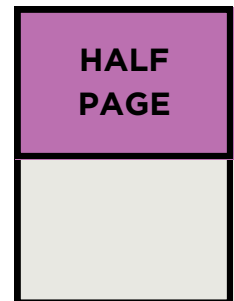
Please submit your advertising files, company logo, and business description (150 word max.) to Virginia Swift at vswift@preservationsociety.org by the relative deadline listed below:

- Carolopolis Awards: January 5, 2024
- 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

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 January 5, 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