



The Preservation Society of Charleston's **71ST CAROLOPOLIS AWARDS** *Celebrating excellence in historic preservation*

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 marks the 71st anniversary of the Carolopolis Awards, and we are excited to honor this year's recipients on Friday, February 21, 2025 during our awards ceremony and celebration at The Charleston Place. The Carolopolis Awards reception is a lively event including dinner, drinks, and ample opportunities for networking between local business leaders and project design teams, as well as PSC members, donors, and patrons.

Sponsorship support not only helps produce the annual Carolopolis Awards gala, but all funds advance our 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 this year's Carolopolis Awards!

SPONSORSHIP LEVELS AND BENEFITS

2024-2025

	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"> Tickets for the 71st Carolopolis Awards on Feb. 21, 2025 (valued at \$125 each) Invitation to PSC Sponsor Happy Hour Tickets to the Charleston Symposium in March 2025 (valued at \$650 each) 	10 Guests 4 Guests 2 Guests	2 Guests 2 Guests 	2 Guests 2 Guests 	2 Guests 2 Guests 	
Preservation Progress Magazine <ul style="list-style-type: none"> Ad and Logo in Fall/Winter edition of Preservation Progress Ad and Logo in Spring/Summer edition of 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, Preservation Month, and PSC Membership Meetings) Exposure and recognition at all other annual events Tickets to The Fall Tours and Preservation Month Cahill Distinguished Lecture Logo and link on PSC website, event webpages, and in monthly e-newsletter Complimentary PSC Gift Memberships (valued at \$50 each) 	Full Page ✓ 4 Guests ✓ 20	Half Page ✓ 2 Guests ✓ 10	 5	 	

In accordance with IRS guidelines, sponsorship payments can be considered tax-deductible, less the value of associated complimentary event tickets. If you would like your sponsorship to be fully tax-deductible, please let us know so we can waive your event tickets and issue a gift receipt. For questions or more information, please contact Director of Advancement, Courtney Theis, at ctheis@preservationsociety.org or 843.722.4630 ext. 117.



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: 71% Charleston & Lowcountry residents
- HERITAGE TOURISTS: 6% other SC residents, 23% outside SC

ANNUAL DIGITAL EXPOSURE

- Google13,790 Searches
.....855,174 Impressions
- Website.....132,126 Total Users
.....410,802 Page Views
- Facebook.....10,600+ Followers
.....95,100 User Reach
- Instagram.....20,800+ Followers
.....552,084 User Reach
- Preservation Progress Magazine.....5,000+
- Membership.....4,000+
- Email Database.....14,800+
- Print Mailing List.....4,000+

SPONSORSHIP CONTACT

Virginia Swift, Manager of Programs
vswift@preservationsociety.org
843-722-4630 ext. 121

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 Symposium
- Community Advocacy & Public Meeting Engagement
- Historic Markers
- Conservation Easements
- Charleston Justice Journey
- Mapping Charleston's Black Burial Grounds
- Black Businesses of Charleston Oral Histories
- Resilience Guidance for Charleston
- Preservation Resources & Advocacy Toolkit
- Susan Pringle Frost Donor Circle

PRINT PUBLICATIONS

- Carolopolis Awards: Postcard, Program, Signage
- Winter Membership Meeting: Postcard, Program
- Spring Membership Meeting: Postcard, Program
- Preservation Month: Brochure, Program, Signage
- Spring/Summer *Preservation Progress* Magazine
- Fall Tours: Brochure, Program, Signage
- PSC Annual Report
- Annual Membership Meeting: Postcard, Program
- Fall/Winter *Preservation Progress* Magazine

FOLLOW US

@preservationsociety @ThePSofC





2024 - 2025 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

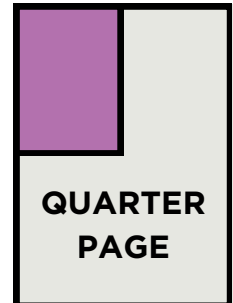
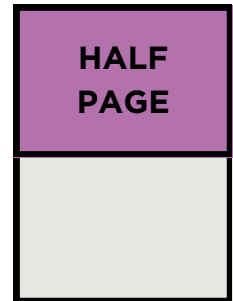
Please submit your advertising files, company logo, and business description (150 word max.) to Virginia Swift at vswift@preservationsociety.org by the relative deadline listed below:

- Fall Publications: August 31, 2024
- Winter Publications: December 31, 2024
- Spring Publications: March 31, 2025

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 December 31, 2024 to be included in our Carolopolis and winter 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

We will be in touch via email throughout the year with information and instructions on claiming event tickets!