



OCTOBER 1 - 31, 2025

THE FALL TOURS

ARCHITECTURE, HISTORY & GARDENS



2025 SPONSORSHIP OPPORTUNITIES

Now in its 49th year, the Fall Tours is one of the Preservation Society's signature programs, designed to celebrate Charleston's connections between past and present. 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, both locals and visitors alike can learn about our city's unique cultural heritage and architectural legacy.

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. This program would not be possible without the generosity of homeowners, volunteers, and sponsors - we hope you will consider supporting this year's Fall Tours!

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 Fall Tours program book Business description in the program book Logo on Fall Tours signage Logo and link on PSC event webpage Recognition during Fall Tours 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 pass for all Saturday House & Garden Tours (valued at \$75 each) in 2025. Invitation to PSC Sponsor Happy Hour Tickets to the Charleston Symposium in March 2026 (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 Circle 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 (Carolopolis Awards, Preservation Month, and PSC Membership Meetings) Exposure and recognition at all other annual events Tickets to the Carolopolis Awards and a Preservation Month event Logo and link on PSC website, event webpages, and monthly email newsletters 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 Courtney Theis, Director of Advancement, at ctheis@preservationsociety.org or 843.722.4630 ext. 117.



DEMOGRAPHICS

Through members and event attendees, The Preservation Society delivers to audiences that are:

- AFFLUENT: 75% reported incomes > \$100,000
- FREE TO EXPLORE: 70% are approaching or at retirement
- LOCAL: 74% Charleston & Lowcountry residents
- HERITAGE TOURISTS: 10% other SC residents, 13% outside of SC, and 3% international

DIGITAL EXPOSURE

- Google13,790 Searches
.....855,174 Impressions
- Website.....132,126 Total Users
.....410,802 Page Views
- Facebook.....11,000+ Followers
.....95,100 User Reach
- Instagram.....22,600+ Followers
.....552,084 User Reach
- Preservation Progress Magazine.....4,500+
- Membership.....4,000+
- Email Database.....15,400+
- Print Brochure List.....10,000+

CONTACT

Courtney Theis, Director of Advancement
ctheis@preservationsociety.org
843-722-4630 ext. 117

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

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





2025 - 2026 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

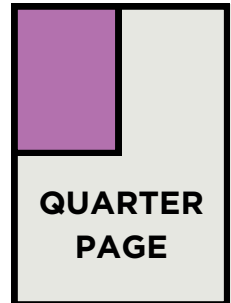
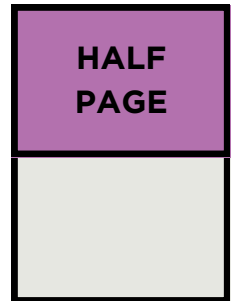
Please submit your advertising files, company logo, and business description (150 word max.) to Rebecca Hoffman at rhoffman@preservationsociety.org by the relative deadline listed below:

- Fall Publications: August 31, 2025
- Winter Publications: December 31, 2025
- Spring Publications: March 31, 2026

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 commitment form using the enclosed envelope or by emailing a scanned copy to Rebecca Hoffman at rhoffman@preservationsociety.org

DEADLINE Please submit commitment forms ASAP. Advertising materials must be submitted by August 31, 2025 to be included in our Fall Tours 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

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