



## PRESERVATION MONTH

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### 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.

At the Preservation Society of Charleston, we are committed to raising awareness about the importance of preservation through a series of engaging educational programs and community events. Last year's Preservation Month was the largest in our history with over 750 people joining us for Hard Hat Tours, lectures, happy hours, and more. Our efforts aim to inspire individuals and organizations alike to take an active role in preserving our community's historic resources and cultural heritage. By becoming a sponsor of Preservation Month, you can not only demonstrate your company's dedication to historic preservation but also gain valuable exposure and recognition within our community and beyond. 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
<b>Event Specific Recognition</b> <ul style="list-style-type: none"> <li>Ad in Preservation Month program book</li> <li>Business description in program book</li> <li>Logo on Preservation Month signage</li> <li>Logo and link on PSC event webpage</li> <li>Recognition at Preservation Month 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>Tickets for the Preservation Month Community Event</li> <li>Invitation to PSC Sponsor Happy Hour</li> <li>Tickets to the 2025 Charleston Symposium</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	2 Guests
<b>Preservation Progress Magazine</b> <ul style="list-style-type: none"> <li>Logo in Spring Preservation Progress</li> <li>Ad in Spring Preservation Progress</li> <li>Logo in Fall Preservation Progress</li> <li>Ad in Fall 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 (The Fall Tours, Carolopolis Awards, 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  ✓  4 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](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.....20,200+ 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

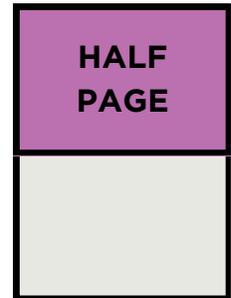
## PRESERVATION PROGRESS MAGAZINE AD SPECS

- 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"



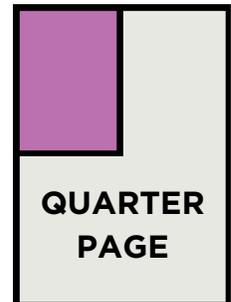
## ACCEPTED FILE FORMATS

- 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](mailto:vswift@preservationsociety.org) by the relative deadline listed below:

- Preservation Month: April 1, 2024
- Spring Preservation Progress Magazine: April 15, 2024
- The Fall Tours: September 1, 2024
- Fall Preservation Progress Magazine: October 1, 2024
- Carolopolis Awards: January 15, 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](mailto:vswift@preservationsociety.org)

**DEADLINE** Commitment forms and advertising materials must be submitted by April 1, 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](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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### (Annual & Presenting Sponsors only)

#### Please let us know your advertising preference:

- I would like to provide one ad design to reuse during the year
- I would like the opportunity to update my ad designs seasonally