



SPONSORSHIP OPPORTUNITIES

Support preservation and gain community presence



PRESERVATION
ESTD SOCIETY 1920
of CHARLESTON



Why Support the Preservation Society?

PRESERVATION ESTD SOCIETY 1920 of CHARLESTON

Join the Preservation Society of Charleston as a valued sponsor and help protect our city's architectural and historic legacy. Your support fuels education, advocacy, and preservation efforts across the region while connecting you with a passionate audience in architecture, heritage tourism, design, and urban planning.

Your involvement is not just a financial contribution; it's an alignment with a global membership network united in the goal of safeguarding Charleston's historic resources, now and for generations to come. By choosing to sponsor the PSC, you are investing in our city's future and joining a legion of fellow preservation-minded individuals and businesses.

As a sponsor, you will enjoy exclusive visibility, event access, and year-round marketing benefits. Whether sponsoring a single event or becoming an Annual Sponsor, your commitment helps provide free student attendance, promote historic places, and educate communities.

Thank you for your careful consideration. The PSC is happy to work with you to align your needs with available sponsorship opportunities.

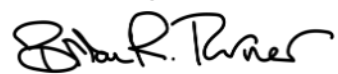
Warm regards,

Brian R. Turner
President & CEO

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For more details or questions about sponsorship, contact Courtney Theis, at ctheis@preservationsociety.org; 843.722.4630 ext.117.

Who are we...

Founded in 1920, The Preservation Society of Charleston is the nation's oldest grassroots historic preservation organization. Our founders' advocacy efforts were first just to preserve old dwellings at risk of demolition, but our mission has now expanded far beyond that over 105 years of operation.

Through public advocacy efforts, digital research initiatives, engaging educational programs, the PSC's mission is to protect Charleston's distinctive character, quality of life and diverse neighborhoods.

A 501(c)(3) nonprofit, the PSC is comprised of nearly 4,000 passionate members from across country, as well as our talented professional staff. Join the PSC and become part of Charleston's preservation legacy.

Join a coalition of Charleston businesses that stand for preservation...



**WE VALUE
COMMUNITY
PARTNERSHIPS**



**WE ARE
SOLUTIONS-
ORIENTED**



**WE ENSURE
INTEGRITY IN
CIVIC PROCESS**



**WE CHAMPION
DIVERSE
PERSPECTIVES**

ANNUAL SPONSOR

ONE FULL YEAR OF BENEFITS

Join the Preservation Society of Charleston as an Annual Sponsor to maximize your partnership with exclusive year-round exposure, event access, and marketing.

Your business will benefit from a high-profile presence at all three of the PSC's signature programs: The Fall Tours, Carolopolis Awards, and Preservation Month. Annual Sponsorship also includes advertising in both issues of our bi-annual magazine *Preservation Progress*, recognition at three membership meetings, and enrollment in our Susan Pringle Frost Circle.

As an Annual Sponsor, you play a vital role in our advocacy efforts to protect Charleston's finite historic resources and elevate untold stories of those who came before us. Your commitment allows us to lead by example, upholding excellence in our programs and outreach.

As an Annual Sponsor, you will connect with the Preservation Society's global network of members and demonstrate your shared passion for Charleston's past and future.

3 Signature Programs

50+ Programs & Tours

3,000+ Program Attendees

Annual Sponsor | \$5,000

- Half page ad and business description in all PSC program books
- Recognition and logo featured during all PSC events
- Inclusion on all PSC event marketing efforts
- 4 tickets to The Fall Tours House & Garden Tours, Holiday Candlelight Tour, Preservation Month Community Event
- 2 tickets to the 72nd Carolopolis Awards in February 2026
- Half page ad and logo in both editions of *Preservation Progress*
- Logo featured in monthly email newsletter, *PSC Progress*
- Logo and link on PSC website and event webpages year-round
- 10 complimentary PSC Gift Memberships
- 1-year membership in the PSC Susan Pringle Frost Circle
- Recognition in PSC Annual Report
- Listing and link in online Business Member Directory

Advertising materials may be reused throughout the year for your convenience, or updated seasonally according to your preferences!

Past Annual Sponsors have said this level is a one-stop shop that provides convenient year-round exposure at an incredible value.



The Fall Tours



Carolopolis Awards



Member Meetings



Candlelight Tour



Preservation Month

THE FALL TOURS

OCTOBER 1 - 31, 2025

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. 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 highquality educational content, both locals and visitors alike can learn about our city's unique cultural heritage and architectural legacy.

Participants gain a deeper understanding of Charleston's evolving streetscapes through specialty **Walking Tours**, focusing on topics ranging from classical ironwork to mid-century architecture. Our traditional Saturday **House & Garden Tours**, featuring a new neighborhood each weekend, are a chance to access exclusive private properties. For those interested in a behind-the-scenes experience, learn directly from local historians and project professionals on our **Insider's Tours**. This year's tours also feature neighborhoods off the peninsula, including Sullivan's Island and Old Village Mt. Pleasant.

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. 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!

38 Unique Tour Offerings

50+ Houses & Gardens

1,250+ Average Tickets Sold

Standard Sponsor Benefits

- Business description in Fall Tours program book
- Logo on all Fall Tours signage
- Logo and link on Fall Tours event webpage
- Recognition at Fall Tours events
- Recognition in PSC Annual Report
- Listing in online Business Member Directory



**LEARN MORE ABOUT
THE FALL TOURS**

Fall Tours Presenting Sponsor | \$10,000

- All Gold and Annual Sponsor Benefits
- Full Page ad in Fall Tours program book
- 8 VIP passes for all Fall Tours Saturday House & Garden Tours
- 4 tickets each to Candlelights Tour, Carolopolis Awards, & Preservation Month Community Event
- Full page ad and logo in both editions of *Preservation Progress*
- 20 Complimentary PSC Gift Memberships
- 1-year membership in the PSC Susan Pringle Frost Circle

Fall Tours Gold Sponsor | \$3,000

- All Silver and Standard Sponsor Benefits
- Half Page ad in Fall Tours program book
- 4 VIP passes for all Fall Tours Saturday House & Garden Tours
- Half Page ad and logo in Fall/Winter *Preservation Progress*
- 5 Complimentary PSC Gift Memberships

Fall Tours Silver Sponsor | \$1,500

- All Patron and Standard Sponsor Benefits
- Quarter Page ad in Fall Tours program book
- 2 VIP passes for all Fall Tours Saturday House & Garden Tours
- Quarter Page ad and logo in Fall/Winter *Preservation Progress*
- Invitation to PSC Sponsor Happy Hour

Fall Tours Patron | \$750

- All Standard Sponsor Benefits
- Quarter Page ad in Fall Tours program book
- 1-year PSC Business Membership



CAROLOPOLIS AWARDS

FEBRUARY 27, 2026

The Carolopolis Awards recognize exceptional exterior and interior restoration, rehabilitation, new construction, and resilience projects in Charleston and the Lowcountry.

The distinctive “Caro” plaques have come to symbolize excellent craftsmanship, quality 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 **72nd anniversary of the Carolopolis Awards**, and we are excited to honor this year’s recipients in Febuary during our beloved awards ceremony. The Carolopolis Awards is a celebratory event including networking opportunities between local business leaders and project design teams, as well as PSC members, donors, and patrons. This event sells out each year, and is regularly featured in local news and social media following the award announcements.

Sponsorship support not only helps produce the annual Carolopolis Awards, but provides your company with significant brand recognition associated with the PSC’s longest running program. We hope you will join us in support of this year’s Carolopolis Awards!

20+ Local
Media
Features

100+ Project
Teams
Recognized

400+ Award
Ceremony
Attendees

Standard Sponsor Benefits

Business description in the Carolopolis Awards program
Logo on all Carolopolis Awards signage
Logo and link on the Carolopolis Awards event webpage
Recognition at the Carolopolis Awards
Recognition in PSC Annual Report
Listing in online Business Member Directory



LEARN MORE ABOUT
CAROLOPOLIS

Carolopolis Awards Presenting Sponsor | \$10,000

- All Gold and Annual Sponsor Benefits
- Full Page ad in the Carolopolis Awards program book
- 10 tickets for the Carolopolis Awards
- 4 tickets each to Fall Tours, Candlelights Tour, & Preservation Month Community Event
- Full page ad and logo in both editions of *Preservation Progress*
- 20 Complimentary PSC Gift Memberships
- 1-year membership in the PSC Susan Pringle Frost Circle

Carolopolis Awards Gold Sponsor | \$3,000

- All Silver and Standard Sponsor Benefits
- Half Page ad in the Carolopolis Awards program book
- 2 tickets to the Carolopolis Awards
- Half Page ad and logo in Spring/Summer *Preservation Progress*
- 5 Complimentary PSC Gift Memberships

Carolopolis Awards Silver Sponsor | \$1,500

- All Patron and Standard Sponsor Benefits
- Quarter Page ad in the Carolopolis Awards program book
- 2 tickets to the Carolopolis Awards
- Quarter Page ad and logo in Spring/Summer magazine, *Preservation Progress*
- Invitation to PSC Sponsor Happy Hour

Carolopolis Awards Patron | \$750

- All Standard Sponsor Benefits
- Quarter Page ad in the Carolopolis Awards program book
- 1-year PSC Business Membership



PRESERVATION MONTH

MAY 2026

Preservation Month is celebrated nationally each year to shine a light on historic resources while inspiring future preservation efforts. This month-long program includes a full calendar of engaging educational programs and events, held in partnership with other local organizations.

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 1,000 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.

As a sponsor of Preservation Month, you can demonstrate your company's dedication to historic preservation and gain valuable exposure and recognition within our community and beyond. A sponsorship for Preservation Month extends the entirety of May. We hope you will join us in support of this program!

1,000+ Annual Participants

**2025
Program
Highlights**

Eastside Hard Hat Tour
Member Happy Hour
Spirited Brunch
Elizabeth Kirkland Cahill Distinguished Lecture
Resilience Workshop with M.A.R.S.H. Project
St. Philips Church's Restoration Lecture

**Standard
Sponsor
Benefits**

- Business description in the Preservation Month program
- Logo on all Preservation Month signage
- Logo and link on the Preservation Month webpage
- Recognition at Preservation Month events
- Recognition in PSC Annual Report
- Listing in online Business Member Directory



**LEARN MORE ABOUT
PRESERVATION MONTH**

Preservation Month Presenting Sponsor | \$10,000

- All Gold and Annual Sponsor Benefits
- Full Page ad in the Preservation Month program book
- 8 tickets for a Preservation Month Event
- 4 tickets each to Fall Tours, Candlelight Tour, & Carolopolis Awards
- Full page ad and logo in both editions of *Preservation Progress*
- 20 Complimentary PSC Gift Memberships
- 1-year membership in the PSC Susan Pringle Frost Circle

Preservation Month Gold Sponsor | \$3,000

- All Silver and Standard Sponsor Benefits
- Half Page ad in the Preservation Month program book
- 4 tickets to a Preservation Month Event
- Half Page ad and logo in Spring/Summer *Preservation Progress*
- 5 Complimentary PSC Gift Memberships

Preservation Month Silver Sponsor | \$1,500

- All Patron and Standard Sponsor Benefits
- Quarter Page ad in the Preservation Month program book
- 2 tickets to a Preservation Month event
- Quarter Page ad and logo in Spring/Summer *Preservation Progress*
- Invitation to PSC Sponsor Happy Hour

Preservation Month Patron | \$750

- All Standard Sponsor Benefits
- Quarter Page ad in the Preservation Month program book
- 1-year PSC Business Membership



ANNUAL MEETING

OCTOBER 28, 2025

Members of the Preservation Society of Charleston are invited to three membership meetings per year, including our Annual Meeting held each October. This year's Annual Meeting will be held at Union Pier, offering members exclusive access to this consequential development site.

The PSC's Annual Meeting is our largest and most important membership gathering of the year, bringing together hundreds of engaged citizens who are deeply committed to protecting Charleston's historic character. This dynamic event features key organizational updates from our President & CEO and board committee chairs, as well as the election of new board members - underscoring our grassroots, member-driven governance. The evening concludes with a lively members' reception, offering sponsors direct visibility and connection to a discerning audience of preservation-minded homeowners, civic leaders, and community advocates.

As the exclusive Featured Sponsor for this annual event, your business is provided with a unique opportunity to align with Charleston's oldest preservation nonprofit and build meaningful relationships with our influential, locally invested audience.

**Virtual
Option
Available**

3,500 Members
Invited

500 Venue
Capacity

**Standard
Sponsor
Benefits**

- Business description in the Annual Meeting program
- Logo on all Annual Meeting signage
- Logo and link on the Annual Meeting event webpage
- Recognition at the Annual Meeting
- Recognition in PSC Annual Report
- Listing in online Business Member Directory



New Opportunity!

Annual Meeting Featured Sponsor | \$7,500

- All Annual Sponsor Benefits
- Full Page ad in the Annual Meeting program book
- 10 reserved seats at the Annual Meeting
- Tickets to Fall Tours, Candlelights Tour, Carolopolis Awards, & Preservation Month Event
- Half page ads in both editions of *Preservation Progress*
- 10 Complimentary PSC Gift Memberships
- 1-year membership in the PSC Susan Pringle Frost Circle



CANDLELIGHT TOUR

DECEMBER 4, 2025

One of the PSC's most cherished traditions returns after over 15 years! For one night only, properties surrounding Colonial Lake will come alive under the glow of candlelight.

Guests are invited on a self-guided evening tour of 8-10 properties, each thoughtfully decorated and presented for the holiday season. This event is sure to sell out with an expected 400 attendees experiencing the charm of Charleston at night. There are limited sponsorship opportunities available for this exciting event, and we encourage you to pledge your support early.

As a Featured Sponsor or Patron of the Candlelight Tour, you will maximize your exposure to eager attendees seeking inspiration for their own homes and projects. We hope you will join the PSC as we revive this beloved annual event!

8-10 Properties
On Tour

400 Ticketed
Attendees

1 Night
Only

Standard Sponsor Benefits

- Business description in the Candlelight Tour program
- Logo on all Candlelight Tour signage
- Logo and link on the Candlelight Tour event webpage
- Recognition at the Candlelight Tour
- Recognition in PSC Annual Report
- Listing in online Business Member Directory

New Opportunity!

Candlelight Tour Featured Sponsor | \$7,500

- All Annual Sponsor Benefits
- Full Page ad in the Candlelight Tour program book
- 10 VIP passes for Candlelight Tour
- Tickets to Fall Tours, Carolopolis Awards, & Preservation Month event
- Half page ads in both editions of *Preservation Progress*
- 10 Complimentary PSC Gift Memberships
- 1-year membership in the PSC Susan Pringle Frost Circle

Candlelight Tour Patron Sponsor | \$750

- All Standard Sponsor Benefits
- Quarter Page ad in the Preservation Month program book
- 1-year PSC Business Membership

ADD-ON OPPORTUNITY | \$500

Existing PSC Sponsors (at any level for any event) or PSC Business Members can opt to add-on a Candlelight Tour Patron Sponsorship for just \$500.



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” 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 and above may 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.



DEMOGRAPHICS

Through members and event attendees, the PSC 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

- Google7,200 Searches
.....1.59M Impressions
- Website.....63,000+ Total Users
.....143,000 Page Views
- Facebook.....11,000+ Followers
.....158,000 User Reach
- Instagram.....22,800+ Followers
.....552,084 User Reach
- Preservation Progress Magazine.....4,500+
- Membership.....4,000+
- Email Database.....16,500+
- Print Brochure List.....10,000+

CONTACT

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ctheis@preservationsociety.org
843-722-4630 ext. 117

Preservation Society of Charleston
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Charleston, SC 29401
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PROGRAMS & INITIATIVES

- The Carolopolis Awards
- The Fall Tours
- Preservation Month
- Candelight Tour
- Seasonal Membership Meetings
- Charleston Symposium
- Community Advocacy & Public Meetings
- 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
- Candlelight Tour: Brochure, Program, Signage
- Fall/Winter *Preservation Progress* Magazine

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