

A large, historic stone building with a courtyard, trees, and a white tent at dusk. The scene is illuminated by warm string lights hanging from the trees and the building's windows. A large white tent is set up in the courtyard, and many people are gathered around it. The building has a crenellated roofline and several windows with black frames. The trees are large and leafy, with string lights draped across them. The overall atmosphere is festive and community-oriented.

PRESERVATION
ESTD SOCIETY 1920
of CHARLESTON

SPONSORSHIP OPPORTUNITIES

Support preservation & gain community presence

The FALL TOURS

OCTOBER 1 - 31, 2026

Now in its 50th 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 high quality 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 Revolutionary Charleston. Our traditional *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!



SCAN QR CODE TO
LEARN MORE ABOUT
THE FALL TOURS.

36 Unique Tour Offerings

50+ Houses & Gardens

1,250+ Average Tickets Sold



Fall Tours Presenting Sponsor \$15,000

- All Gold and Annual Sponsor Benefits
- Full Page ad in Fall Tours program book
- 8 VIP passes for all Fall Tours House & Garden Tours
- 4 tickets each to Candlelight 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

plus **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

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.



The Fall Tours



Carolopolis Awards



Candlelight Tours



Preservation Month



Member Meetings

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 73rd Carolopolis Awards in February 2027
- 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 that this level is a one-stop shop that provides convenient year-round exposure at an incredible value.

3 Signature Programs

50+ Programs & Tours

3000+ Program Attendees



AD SPECIFICATIONS

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

The Preservation Society will reach out with advertisement deadlines for all publications. Please submit your advertising files, company logo, and business description (150 word max.) to Rebecca Hoffman at rhoffman@preservationsociety.org.

Annual Sponsors and above may use the same materials year-round, or submit new materials seasonally.

AD APPROVAL

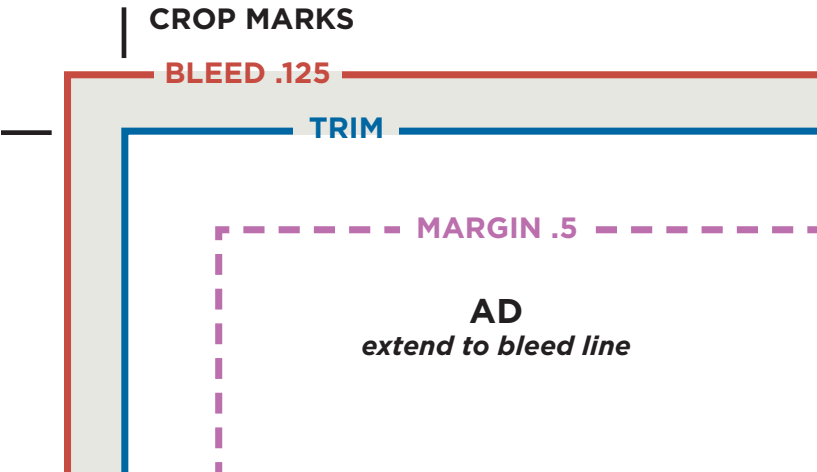
The Preservation Society of Charleston's Communications and Design Team reserves the right to approve or disapprove provided advertisements according to our brand and design standards.

MARGIN: Safe zone for text and images.
TRIM: The "cut" line. This is the actual size of your ad.

BLEED: Extend your ad with a .125 bleed. This ensures everything will be printed.

CROP MARKS: Crop marks serve as a guide when placing/cutting your ad.

Note: Important text and logos should **always** stay within the margin or "safe zone".



FULL
PAGE

HALF
PAGE

QUARTER
PAGE

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

Google	11,217 Searches
Website	318,096 Total Users (past year)
Facebook	11,800+ Followers
Instagram	24,400+ Followers
Preservation Progress Magazine	4,500+
Membership	4,000+
Email Database	15,400+
Print Brochure List	10,000+

PROGRAMS & INITIATIVES

The Carolopolis Awards
The Fall Tours
Preservation Month
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
Fall/Winter Preservation Progress Magazine



CONTACT

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