

# PARTNERSHIP OPPORTUNITIES WITH PRESERVATION MARYLAND

**P**eople who understand the importance of preserving our history are an important market niche for your business. Preservationists are highly educated, professionally successful, and financially secure. Demographic surveys have proven the link. Ask us for the numbers if you would like to see our research.

You can reach this prosperous and influential network by showcasing your company's support of Preservation Maryland. As a corporate sponsor, you can reach our 8700 donors and followers through a variety of print, on-line, and social media platforms.

*Here is a list of opportunities:*

## Events

### FALL IN LOVE WITH PRESERVATION

Thursday, February 11, 2016

Our Valentine's send-up is an after-work party for everyone who loves Maryland's historic places and communities. The event is held in a historic venue and features a variety of gourmet sweet treats, hot chocolate, non-alcoholic punch, huge hearts, and lively entertainment. It is an ideal way to get out of the house in the dead of winter to socialize and celebrate with other people who love Maryland's history.

AUDIENCE: 8700    ATTENDANCE: 50+  
TICKETS: *no cost*



*How **big is your heart** for preservation?*

	<u>Corporate</u>	<u>Individual/Family</u>
<b>Platinum Sponsors</b>	\$1000	\$500
<b>Gold Sponsors</b>	\$500	\$250

## BEST OF MARYLAND AWARDS

Thursday, May 19, 2016 ■ Location to be Determined

May is National Preservation Month. In Maryland, we celebrate by honoring the successes of the people and projects that have inspired the preservation movement in the last year. We honor the architects, developers, volunteers, companies, civic leaders, and artisans who bring Maryland's history to life. This casual event includes a brief program celebrating our honorees followed by food, beer, wine, and revelry. Higher sponsorship levels receive increasing visibility, recognition, and free tickets.

AUDIENCE: 8700    ATTENDANCE: 250+    TICKETS: \$20-\$30, *free for students*

*Can you hang with the **best of Maryland?***

	<u>Corporate</u>	<u>Individual/Family</u>
Presenting Sponsors	\$3000+	\$2000+
Platinum Sponsor	\$2500	\$1000
Gold Sponsor	\$1000	\$500
Silver & Student Sponsor	\$500	\$250

## SUMMER SCHOOL FOR PROFESSIONALS

Wednesday, July 20, 2016 ■ Frederick

Maryland's preservation professionals return to school each summer for a one-day intensive training program. We gather the leaders of Maryland's 35 Main Street towns and neighborhoods, 13 heritage tourism areas, architects, developers, preservation and urban planners, researchers, and educators to learn best practices in our field.

Thanks to the ongoing support of the *Middendorf Foundation*, Preservation Maryland is able to underwrite the cost of bringing exemplary speakers from across the country to this extraordinary professional development event. Show your company's support of preservation to the civic and business leaders of Maryland's preservation community. Higher sponsorship levels receive increasing visibility, recognition, and free tickets. Lunch provided for all participants.

AUDIENCE: 8700    ATTENDANCE: 150+    TICKETS: \$50 - \$65

*Head to the **top of the class** with your sponsorship!*

	<u>Corporate</u>	<u>Individual/Family</u>
Presenting Sponsors	\$3000+	\$2000+
Platinum Sponsor	\$2500	\$1000
Gold Sponsor	\$1000	\$500
Silver & Student Sponsor	\$500	\$250



## SIX-TO-FIX GALA

Friday, October 14, 2016 ■ Location to be Determined

The capstone of Preservation Maryland's year is our annual gala where we celebrate the historic properties we have saved and select six more to tackle. The sites we save are located in every corner of Maryland and face threats ranging from decades of neglect, willful demolition, changing economic use, sea level rise, and more. The funds raised at this high profile, high energy event support the Six-to-Fix program for the upcoming year. Higher sponsorship levels receive increasing visibility, recognition, and free tickets.

AUDIENCE: 10,000

ATTENDANCE: 200+

TICKETS: \$60 - \$75

*Are you **part of the fix!**?*

	<u>Corporate</u>	<u>Individual/Family</u>
<b>Presenting Sponsors</b>	\$5000+	\$2000+
<b>Platinum Sponsor</b>	\$2500	\$1000
<b>Gold Sponsor</b>	\$1000	\$500
<b>Silver &amp; Student Sponsor</b>	\$500	\$250

## Gatherings

Each year, Preservation Maryland hosts more than a dozen gatherings of our network of supporters to promote preservation education and civic engagement. These gatherings provide our sponsors with the opportunity to meet Maryland's preservationists in a more intimate setting. Sponsors of all gatherings will be recognized in all printed and on-line media and a representative of the company will be introduced at the start of each gathering.

## TOWN HALLS

Five Dates in January ■ Baltimore, Easton, Takoma Park, Frederick & St. Mary's City

Starting in January, Preservation Maryland partners with local preservation groups from across the state to hold community Town Hall meetings to discuss state and local preservation priorities.

These gatherings typically attract dozens of people. *Details follow:*

Monday, January 4, 2016, 6:30pm, Church & Company store, Baltimore

Wednesday, January 6, 2016, 6:30pm, Eastern Shore Land Conservancy HQ, Easton

Saturday, January 9, 2016, 11am, Historic Takoma offices, Takoma Park

Tuesday, January 12, 2016, 6:30pm, Visit Frederick visitor's center, Frederick

Saturday, January 16, 2016, 11am, Historic St. Mary's City offices, St. Mary's City

AUDIENCE: 8700 ATTENDANCE: 150+ TICKETS: *free*

***Proclaim your support of preservation by sponsoring the Town Hall 2016 series!***

	<u>Corporate</u>
Gold Sponsor	\$500

## CIVIC ENGAGEMENT FORUM

Tuesday, February 9, 2016 ■ Brice House operated by Historic Annapolis

Partner: *Maryland Association of Historic Preservation Commissions*

This daylong forum in Annapolis attracts the leadership of a diverse audience of community and civic organizations and agencies from across Maryland. In partnership with the Maryland Association of Historic District Commissions, the gathering features presentations by public policy experts and provides participants with an opportunity network with their elected officials in Annapolis. The event is held in the historic Brice House and includes a cocktail reception at a historic restaurant at the end of the day.

AUDIENCE: 8700 ATTENDANCE: 200+  
TICKETS: *no cost*



***Effective advocacy saves thousands of buildings!***

	<u>Corporate</u>
Presenting Sponsors	\$2000+
Platinum Sponsor	\$1000
Gold Sponsor	\$500



## EDUCATIONAL FIELD TRIP SERIES & HARD HAT TOURS

Year Round 2016 ■ All Across Maryland

Preservation Maryland's most popular gatherings are our behind-the-scenes, educational field trips and tours. Each event allows a small group to explore a unique, off the beaten path historic spot in Maryland. The trips are truly unique and have included kayaking expeditions to sunken historic ships, abandoned silk mills, as well as historic post-World War II, mid-century modern architecture.

Each group typically ranges in size from 25 to 50 people, corporate sponsors have the opportunity to get to know Preservation Maryland's members and donors in a casual setting. Client discounts for corporate supporters are also available.

AUDIENCE: 8700 ATTENDANCE: 200  
TICKETS (depending on complexity of tour): *no cost* to \$90

***Put your company on the map with our field trips and tours!***

	<u>Corporate</u>
Gold Sponsor	\$1000
Silver Sponsor	\$500



## SUMMER PUNCH FOR MAJOR DONORS

July 2016 ■ Date and Location to be Determined

In July, Preservation Maryland hosts an invitation-only cocktail party for its major donors. This casual height-of-the-summer gathering is held in a historic restaurant or venue where our most generous donors get to rub elbows with the Preservation Maryland board of directors, staff, and each other. This exclusive event is underwritten by a select group of corporate sponsors who want to help us thank our donors for their ongoing commitment to preservation.

ATTENDANCE: 350 TICKETS: *no cost*

***Celebrate the summer with Preservation Maryland!***

	<u>Corporate</u>
Platinum Sponsor	\$1500
Gold Sponsor	\$750

## FRIEND-RAISING PARTIES

July 2016 ■ Dates and Locations to be Determined

Several times a year major supporters of Preservation Maryland host gatherings on our behalf. They range from a Sunday brunch for a few dozen friends, a garden party with a noted historian as the speaker, to a birthday party where guests make a donation to Preservation Maryland in lieu of a gift to the host/hostess. These festive gatherings give sponsors the opportunity to meet and mingle with Preservation Maryland supporters in a casual setting. *Contact us to discuss upcoming opportunities!*



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## Megaphone

Preservation Maryland's communication program keeps our members and supporters up to date on what is happening around Maryland and across the country.

Underwriting some or all of the elements of our communication program is an ideal way to show how much you support the cause you believe in.

## ***THE PHOENIX NEWSLETTER***

Quarterly Print Edition ■ Monthly Digital Edition

Our acclaimed newsletter accepts only a limited number of corporate sponsors. A year's sponsorship includes one display advertisement in one of the quarterly printed newsletters, plus recognition in all monthly digital editions, plus web link to your logo at two places on our organizational website. Our designers handle all the layout and production of your print advertisement.

12 MONTH SPONSORSHIP AVAILABLE: \$1000

## ***PRESERVECAST PODCAST***

Weekly ■ Released on iTunes and our Website

Starting in 2016, Preservation Maryland will be producing weekly podcasts which will be accessible through a variety of digital media platforms. Our on-the-go supporters can download our 25-30 minute podcast for their listening enjoyment while they commute to work, exercise at the gym, or relax on the weekend. Corporate sponsors will be mentioned twice during each podcast.

SPONSORSHIP: \$100/EPISODE; 5 EPISODE MINIMUM

## **MARYLAND HISTORIC TAX CREDIT COALITION & THE CAMPAIGN FOR MARYLAND HISTORY**

Preservation Maryland supports the advocacy work of two important networks, the Maryland Historic Preservation Tax Credit Coalition and the Campaign for Maryland History. The Coalition champions the expansion of the Maryland historic preservation tax credit program which stimulates private investment in historic residential and commercial buildings. The Campaign supports full funding for the state's historic preservation programs. Corporations and collegial organizations are encouraged to join either, or both groups. A voluntary minimum financial contribution of \$150 is encouraged.

### **To become a partner, contact:**

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