Achieve Your Company’s Historic Preservation Market Potential

PRESERVATION MARYLAND

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Dear Fellow Marylander,

Thank you for supporting Preservation Maryland.

We understand that preservation means business. Preserving Maryland’s historic buildings creates jobs, investment, and opportunities. We are therefore pleased to offer you this menu of ways to showcase your company so that you can get your name in front of people who value your work.

The table at the bottom provides a snapshot of the demographics of preservationist households in Maryland and across America. More than any other group, the people who understand the value of historic preservation are highly educated, professionally successful, and believe in investing in historic properties. They are a market segment that we want to help you cultivate.

Preservation Maryland is the state’s foremost statewide preservation organization. Our members are the customers you want to reach with your message. Because we are proud to support businesses that help us preserve Maryland’s historic properties, we have developed a wide range of ways to showcase your support.

Please take a few minutes to look through these opportunities. Then give us a call. We want to help you use our network of members and donors to build your business.

Thanks for your support.

Sincerely,

[Signature]

Nicholas A. Redding
Executive Director

**MARKET DEMOGRAPHICS**

<table>
<thead>
<tr>
<th></th>
<th>National Households</th>
<th>Maryland Households</th>
<th>Preservationist Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Degree</td>
<td>29%</td>
<td>37%</td>
<td>83% graduated from college</td>
</tr>
<tr>
<td>Postgraduate Degree</td>
<td>10%</td>
<td>16%</td>
<td>43% have postgraduate degrees</td>
</tr>
<tr>
<td>Avg. Annual Household Income</td>
<td>$53,046</td>
<td>$73,538</td>
<td>$184,000 annual income</td>
</tr>
<tr>
<td>Average Household Net Worth</td>
<td>$68,828</td>
<td>$180,899</td>
<td>$1,606,000 in net worth</td>
</tr>
<tr>
<td>Owns Principal Residence</td>
<td>65%</td>
<td>68%</td>
<td>92% own their home</td>
</tr>
<tr>
<td>Avg. Value of Principal Residence</td>
<td>$176,700</td>
<td>$292,700</td>
<td>$489,100 average home value</td>
</tr>
<tr>
<td>Owns Second Residence</td>
<td>2%</td>
<td>4%</td>
<td>15% own a second home</td>
</tr>
</tbody>
</table>

*Sources: US Census Bureau; 2012 Report and the US Federal Reserve; National Trust for Historic Preservation; 2013 Member Survey*
In Maryland, historic preservation means business. Preservation households add billions of dollars to the state’s economy every year as they maintain their historic properties, travel to historic sites and invest in the preservation of Maryland’s historic sites and communities. Because of Maryland’s close association with the founding of our nation, the preservation of our diverse history and heritage is honored and celebrated everywhere in the Old Line State. Preservation Maryland is pleased to give the companies that support our work the opportunity to promote their support of preservation to our members and supporters. You can tell your story to our audience by either developing a joint marketing program with us, or by sponsoring one or more of our programs or events. Here is how:

Joint Marketing

Preservation Maryland wants to develop a joint marketing program with your company. In a nutshell, we will tell our members and supporters about your company’s products and services through our wide-ranging communication program and, your customers can receive a free, one-year introductory membership in Preservation Maryland. In addition, your company only pays for this service if Preservation Maryland brings you new business.

Thanks to our exceptional communication team and an on-going grant from Google, our reach is broad, deep, and growing fast. Contact us, and we will develop a specially tailored package for your consideration.

It will include an aggressive internet marketing campaign using Google AdWords, discounts on program and event sponsorships, and a range of print, online, and broadcast media opportunities.

Energy Services Group and Indow are two companies that are already participating in our joint marketing campaigns.

Contact us so that we can design a joint marketing campaign for your company today!
Sponsorships

Showcase your support for preservation by sponsoring our communication media, our major events, and our special programs. All sponsors are included in event-specific materials and on Preservation Maryland’s digital sponsor page for a full year at: presmd.org/partners.

MEGAPHONE: COMMUNICATION MEDIA

Preservation Maryland reaches our members and supporters on a weekly, monthly, and quarterly basis via a range of communication megaphone platforms.

- Gold Sponsors $1,000
- Silver Sponsors $500

<< Newsletter: The Phoenix
Printed quarterly, digitally monthly

Our acclaimed newsletter accepts only a limited number of corporate sponsors. Published in print quarterly and digitally monthly, sponsors receive professionally designed ads in the printed newsletter or can provide their own branded ad, plus digital links from the monthly newsletter. Issues of The Phoenix are available for viewing at: presmd.org/publications.

Streaming Podcast: PreserveCast
Released weekly, available at: preservecast.org

Launched in January 2017 with grants from the National Center for Preservation Technology and Training and the National Trust for Historic Preservation, PreserveCast is America’s first podcast on historic preservation. This new 30 minute podcast is professionally produced and released weekly on iTunes, Google Play, and at preservecast.org. Each podcast features an engaging interview on a contemporary topic at the intersection of preservation and technology. Corporate sponsors can be recognized in a number of ways during the podcast.

Benefits vary by publication type and frequency, please contact us for more information.
OUR THREE MAJOR EVENTS

Each year, Preservation Maryland holds three high-profile events. These widely publicized events are promoted to our 100,000+ network of supporters and are held in historic venues across Maryland. *Please check our website for upcoming events at: presmd.org/events.*

Sponsorship is open to corporations, foundations, and agencies of government. Sponsors are recognized on all event invitations and programs, digital announcements, and have the opportunity to display their promotional literature at each event. Higher sponsorship levels receive increased visibility, recognition, and complimentary tickets – also based on event specifics.

Presenting Sponsors  $3,500+
Platinum Sponsors  $2,500
Gold Sponsors  $1,000
Silver Sponsors  $500

Best of Maryland Awards *Annually in May*

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 history to life. This casual event includes a brief program that recognizes the event’s sponsors, celebrates our honorees, and parties with food, beer and wine, lively music, and a celebratory atmosphere – this is not a seated awards ceremony.

AUDIENCE: 100,000+/ATTENDANCE: 200+/COST: $20-$35

Old Line State Summit *Annually in June*

Each year, Maryland’s preservation practitioners gather in July for a one-day intensive professional development training program. We gather the leaders of Maryland’s Main Streets, tourism Heritage Areas, architects, developers, community planners, researchers, and educators to learn best practices. 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. As an event sponsor, you can showcase your company’s support of preservation to the civic and business leaders of Maryland’s preservation community.

AUDIENCE: 100,000+/ATTENDANCE: 150+/TICKETS: $55-$75
Six-to-Fix Reveal Party
Annually in October

The capstone of Preservation Maryland's year is our annual gala where we celebrate the historic properties we have saved and select more to tackle. Six-to-Fix sites 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. All the funds raised at this high profile, high energy event support the Six-to-Fix program. Find out more about the Six-to-Fix program at: sixtofix.org.

AUDIENCE: 100,000+  ATTENDANCE: 200+  TICKETS: $75-$100
SPECIAL GATHERINGS

Throughout the year, Preservation Maryland hosts a series of meetings, gatherings, workshops, and field trips that engage targeted groups of preservationists. Gatherings are either geographically or topically focused, are always held in partnership with colleague organizations, and provide companies with the opportunity to support preservationists in their native habitat. Attendance is typically free, or with a nominally priced ticket. Sponsors are recognized on printed event invitations and programs, digital announcements, and are encouraged to attend.

Sponsorship per Even: $250

Town Halls
*Annually throughout January*

Starting in early January, Preservation Maryland partners with statewide colleague organizations and local preservation groups from across the state to hold community-based Town Hall meeting to discuss state and local preservation priorities and proposed legislation in the upcoming Maryland General Assembly. Meetings are held on weeknights and weekends at historic sites, community meeting halls, and public facilities. Our statewide partners include the Chesapeake Bay Foundation, the League of Conservation Voters, the Eastern Shore Land Conservancy, 1000 Friends of Maryland, Maryland Association of Historic District Commissions, the Chesapeake Conservancy and others.

**AUDIENCE: 100,000+**
**ATTENDANCE: 35-125/each**
**TICKETS: No cost for attendees**

Maryland History Advocacy Day
*Annually in February*

In February, Preservation Maryland partners with Historic Annapolis and members of the Maryland General Assembly to host preservation volunteers from across the state who come to Annapolis to meet with their elected representatives in support of preservation public policy priorities. The day-long forum attracts leaders from diverse communities and civic groups to advocate for the programs that support their local preservation needs. The day concludes with a reception for elected representatives and visiting preservation volunteers which is typically held in a historic site or in a General Assembly office building. Corporate sponsors are encouraged to participate in the day’s events and thank the state’s elected officials for supporting historic preservation in Maryland.

**AUDIENCE: 100,000+**
**ATTENDANCE: 100+**
**TICKETS: No cost for attendees**

Field Trips and Hard Hat Tours
*Annually April through September*

Our most popular gatherings are our educational field trips and tours. Each event allows a small group to explore a unique, off-the-beaten path historic site or grab a hard hat and explore an active rehabilitation project. Past events have included: Rare interior tour of the Conowingo Dam on the Susquehanna River! Kayaking in Mallows Bay discovering the sudden ghost ships! These and other unique expeditions have all been part of Preservation Maryland’s field trips and hard hat tour program. Each season is unique. Corporate sponsors are encouraged to invite their clients and customers to join in the fun.

**AUDIENCE: 100,000+**
**ATTENDANCE: varies**
**TICKETS: Minimal to no cost**