

# THE FALL TOURS

HOMES, HISTORY & ARCHITECTURE

OCTOBER 4-28, 2018

## The 42nd Annual Fall Tours Sponsorship Opportunities

This fall, more than 4,000 guests will visit Charleston to attend the 42nd Annual Fall Tours of Homes, History & Architecture. They will stay, shop, eat and be entertained locally.

So how will these visitors decide where to spend their money? They visit The Fall Tours website, ask ticket office staff, and use the Fall Tours robust social media platforms to learn about places to eat, stay and shop, as well as the best way to get there.

By sponsoring The Fall Tours, we are offering the opportunity to connect *your* business to *our* guests. Partnering with The Fall Tours is good business.

**The deadline to reserve your spot in our 2018 Fall Tours Program is September 1, 2018.**



## The 42nd Annual Fall Tours Sponsorship Opportunities

The following partnership opportunities are available to both our corporate partners and private donors. Sponsorship packages can be customized to meet your needs.

### FALL TOURS PRESENTING SPONSOR: \$12,000

*The Presenting Sponsor of the Fall Tours has exclusive benefits throughout the Fall Tours, including maximum marketing exposure and category exclusivity.*

- Name, logo, and weblink on the Fall Tours webpage
- Name, logo, and website link in PSC newsletters and eblasts
- Name and logo on all event signage and promotional materials
  - Name and logo exclusivity on all Fall Tours tickets
- Name and logo on all event materials, including the Fall Tours program, maps, and poster
  - Full page ad on back cover or inside front left cover of the Fall Tours program
  - Full page ad in Spring and Fall 2019 *Preservation Progress* magazine
    - Repeat recognition on all PSC social media channels
- Prominent inclusion in all regional PR efforts, including press releases, ads, and editorial pitching
  - 8 all access passes to the Traditional House and Gardens Tours and the “Four for 40” Tours
    - Scheduled Spotlight Tour for up to 20 guests arranged by the Fall Tours Director
  - 8 tickets to all Curated Tours, Guided Walking Tours, and Photography Workshops to be used anytime throughout the month of October (*reservations required*)
    - 4 VIP tickets to the Carolopolis Awards in January 2019
    - 4 VIP Tickets to the Preservation Picnic in May 2019
- Corporate Membership to the Preservation Society of Charleston and the Susan Pringle Frost Circle

# THE FALL TOURS

HOMES, HISTORY & ARCHITECTURE

OCTOBER 4–28, 2018

## TRADITIONAL HOUSE AND GARDEN TOUR SPONSOR: \$6,000

*There are 10 Traditional House and Garden Tours within the Fall Tours program, reaching up to 4,000 visitors and locals. Sponsors receive prominent marketing opportunities and category exclusivity to the most popular Fall Tour offerings.*

- Name, logo, and website link on Fall Tours webpage
- Name and logo on the Fall Tours program and posters
- Name and logo on Traditional House and Gardens map
- Repeat recognition on all PSC social media channels
- Prominent acknowledgement on all other online or print materials pertaining to Traditional House and Garden Tours
  - Full page ad in the Fall Tours program
  - Full page ad in Spring 2019 Preservation Progress magazine
- 6 VIP passes to all Traditional House and Garden Tours and Four for 40 Tours to be used anytime throughout the month of October
  - 8 tickets to a Traditional House and Garden Tour (may be divided into pairs)
- 2 tickets to Curated Tours, Guided Walking Tours, and Photography Workshops (*reservations required*)
  - 2 VIP tickets to the Carolopolis Awards in January 2019
  - 2 VIP tickets to the Preservation Picnic in May 2019
- Corporate Membership to the Preservation Society of Charleston and Susan Pringle Frost Circle

---

## FOUR FOR 40 TOUR SPONSOR: \$2,500 - FILLED

*There are 6 Four for 40 Tours within the Fall Tours program, reaching up to 1,500 visitors and locals. Sponsors receive numerous marketing and recognition opportunities.*

- Name, logo, and website link on Fall Tours webpage
- Name and logo on the Fall Tours program and poster
  - Name and logo on Four for 40 maps
- Repeat recognition on all PSC social media channels
- Prominent acknowledgement on all other online and print materials pertaining to the Four for 40 Tours
  - Full page ad in the Fall Tours program
- 4 VIP passes to all Traditional House and Garden Tours and Four for 40 Tours to be used anytime throughout the month of October
  - 8 tickets to a Four for 40 Tour (may be divided into pairs)
- Corporate membership to the Preservation Society of Charleston and Susan Pringle Frost Circle

# THE FALL TOURS

HOMES, HISTORY & ARCHITECTURE

OCTOBER 4–28, 2018

## **CURATED TOUR “THE PRIVATE GARDENS OF CHARLESTON” SPONSOR: \$1,500 - FILLED**

*The Fall Tours sells a limited number of tickets for exclusive tours through the private gardens of Charleston. Sponsors will benefit from tour guide endorsement and multiple marketing opportunities.*

- Name, logo, and website link on Fall Tours webpage
  - Full page ad in the Fall Tours program
  - Listing on the Fall Tours poster
- Prominent acknowledgement on all other online or print materials pertaining to the Curated Tour “The Private Gardens of Charleston”
  - 6 tickets to the Curated Tour “The Private Gardens of Charleston” (may be divided into pairs)
- 2 VIP passes to all Traditional House and Garden Tours and Four for 40 Tours to be used anytime throughout the month of October
  - Corporate Membership to the Preservation Society of Charleston and Susan Pringle Frost Circle

---

## **HISTORIC WALKING TOUR SPONSOR: \$1,500 - FILLED**

*The Fall Tours offers up to 10 walking tours a week during the Fall Tours schedule. Sponsors would benefit from tour guide endorsement and multiple marketing opportunities.*

- Name, logo, and website link on Fall Tours webpage
  - Full page ad in the Fall Tours program
  - Listing on the Fall Tours poster
- Prominent acknowledgement on all other online or print materials pertaining to the Historic Walking Tours
  - 6 tickets to the Historic Walking Tours (*reservations required*)
- 2 VIP passes to all Traditional House and Garden Tours and Four for 40 Tours to be used anytime throughout the month of October
  - Corporate membership to the Preservation Society of Charleston and Susan Pringle Frost Circle

---

## **FALL TOURS PATRON: \$1,000**

- Name, logo, and website link on Fall Tours webpage
  - Full page ad in the Fall Tours program
  - Listing on the Fall Tours poster
- 2 VIP passes to all Traditional House and Garden Tours and Four for 40 Tours to be used anytime throughout the month of October
  - Corporate membership to the Preservation Society of Charleston and Susan Pringle Frost Circle

# THE FALL TOURS

HOMES, HISTORY & ARCHITECTURE

OCTOBER 4-28, 2018

The Preservation Society of Charleston is dedicated to recognizing, protecting and advocating for the Lowcountry's historic places.

As the oldest community-based historic preservation organization in America, we are the sum total of our members and friends, a dedicated group of residents and supporters of preservation from across the country who believe that some things are worth saving. Community partnerships enable us to preserve the exquisite fabric of the Lowcountry for generations to come.

By partnering with the Society, we are offering the opportunity to connect *your* business to *our* guests. Packages can be customized to fit your needs.



## DEMOGRAPHICS

Through Membership and Fall Tours patrons, The Preservation Society delivers an audience that is:

- **AFFLUENT:** 60% reported incomes > \$100,000
- **EDUCATED:** 94% hold Bachelor's degree or higher
- **FREE to EXPLORE:** 72% are approaching or at retirement
- **LOCAL:** 62% of our members reside south of Calhoun Street; 31% of tour patrons are from South Carolina; 23% are within a day's drive
- **FEMALE:** 62% are educated and affluent decision-makers

## EXPOSURE 2015 TO PRESENT

- Website ..... 335,000 + Page views
- Facebook ..... 6,250+ Likes  
post reach up to 15,000
- Twitter ..... 1,900+ Followers
- Instagram ..... 4,700+ Followers
- Progress Mag ..... 2,000+ distribution
- Membership ..... 1,200+ Members
- Email Database ..... 1,500+ Recipients
- Tours Database ..... 15,000+ Recipients

## PROGRAMS & INITIATIVES

- The Carolopolis Awards
- The Fall Tours of Homes, History & Architecture
- The Charleston Heritage Symposium
- The Halsey Map
- The Thomas Mayhem Pinckney Alliance
- Easements
- Lunch Lecture Series
- Historic Markers & Sites
- Seven to Save
- Susan Pringle Frost Circle
- Keep Charleston REAL
- Advocacy

## CONTACT

Preservation Society of Charleston  
Kaylee Dargan  
147 King Street, Charleston, SC 29401  
843.722.4630 x21  
kdargan@preservationsociety.org  
www.preservationsociety.org

## FOLLOW US



The Preservation Society of Charleston is a South Carolina registered 501(c)(3) non-profit organization.

# THE FALL TOURS

HOMES, HISTORY & ARCHITECTURE

OCTOBER 4-28, 2018

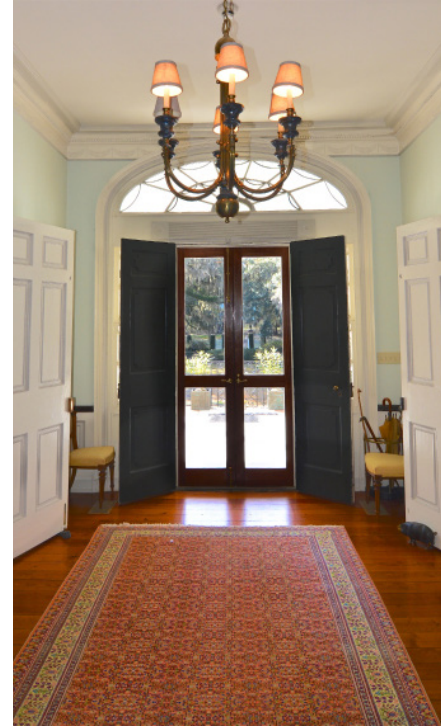
Yes, please include me as a 2018 Fall Tours Sponsor!

DEADLINE: This contract and materials must be submitted by September 1, 2018.

RETURN FORM AND PAYMENT TO: Kaylee Dargan  
Preservation Society of Charleston  
147 King Street, Charleston, SC 29401  
[kdargan@preservationsociety.org](mailto:kdargan@preservationsociety.org)  
843-722-4630 x21

I WOULD LIKE: I would like to sponsor at the following level:

- Presenting Sponsor.....\$12,000
- Traditional House & Garden Sponsor ..... \$6,000
- Four for 40 Tour Sponsor ..... FILLED
- Curated Tour Sponsor..... FILLED
- Walking Tour Sponsor..... FILLED
- Fall Tours Patron..... \$1,000



Program Listing: *(please submit your listing in approximately 50 words)*

---

---

---

---

---

---

---

---

Your Business's Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_