

# 2018 Carolopolis Awards

*Celebrating the Very Best of Preservation in Charleston*

JANUARY 24, 2019 | 6PM | THE RIVIERA THEATRE

## 65th Annual Carolopolis Awards Sponsorship Opportunities

Now in its 65th year, the Preservation Society of Charleston has recognized in its Carolopolis Award program outstanding achievement in exterior preservation, restoration, rehabilitation, and new construction in the city of Charleston. We award projects that fit our key goals of protecting places and preserving character

Your sponsorship not only supports the annual Carolopolis Awards but also provides funding to help The Preservation Society in fulfilling our mission to recognize, protect, and advocate for the Lowcountry's historic places.

Please review the sponsorship opportunities below and choose the level that best demonstrates your support for the Society's mission.

*\* Custom sponsorship packages are available upon request.*



### **\$1,000 - BRONZE SPONSOR**

- 2 Carolopolis tickets
- Quarter page ad in the Carolopolis program
- Name, logo, and website link on website
- Name and logo included on screen at event
- Bronze Sponsor listing and logo in Preservation Progress
- Name and logo on event signage
- Recognition in Annual Report
- One year Corporate Membership to the Preservation Society of Charleston and Susan Pringle Frost Circle

### **\$2,500 - SILVER SPONSOR**

- 4 Carolopolis tickets
- Half page ad in the Carolopolis program
- Name, logo, and website link on website
- Name and logo included on screen at event
- Silver Sponsor listing and logo in Preservation Progress
- Mention on PSC social media outlets
- Name and logo on event signage
- Recognition in Annual Report
- One year Corporate Membership to the Preservation Society of Charleston and Susan Pringle Frost Circle

### **\$5,000 - GOLD SPONSOR - FILLED**

- 8 Carolopolis tickets
- Full page ad in the Carolopolis program
- Name, logo, and website link on website
- Name and logo included on screen at event
- Gold Sponsor listing and logo in Preservation Progress
- Opportunity to provide branded collateral at event
- Mention on PSC social media outlets
- Name and logo on event signage
- Recognition in Annual Report
- One year Corporate Membership to the Preservation Society of Charleston and Susan Pringle Frost Circle

### **\$10,000 - 1953 FOUNDER'S PRESENTING SPONSOR - FILLED**

- 15 Carolopolis tickets
- Full page ad in the Carolopolis program - back cover or inside front left cover
- Name, logo, and website link on website
- Name and logo included on screen at event
- 1953 Founder's Presenting Sponsor listing and logo in Preservation Progress
- Opportunity to provide branded collateral at event
- Mention on PSC social media outlets
- Name and logo on all event signage and promotional materials
- Full page ad in spring and fall Preservation Progress
- Recognition from stage as 1953 Founder's Presenting Sponsor
- Prominent inclusion in all PR efforts, including press releases, ads, and editorial pitching
- Recognition in Annual Report
- One year Corporate Membership to the Preservation Society of Charleston and Susan Pringle Frost Circle

### **ADS IN THE EVENT PROGRAM**

Camera-ready ad needs to be CMYK color space and submitted in a PDF, JPG, TIFF or EPS format. All images should be 300dpi. Please email your high-res, full color ad to Kaylee Dargan at [kdargan@preservationsociety.org](mailto:kdargan@preservationsociety.org). Call 843-722-4630 ext. 21 with questions.

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*Yes, please include me as a 2018 Carolopolis Sponsor!*

RETURN  
FORM TO:

Kaylee Dargan  
Preservation Society of Charleston  
147 King St Charleston, SC 29401  
[kdargan@preservationsociety.org](mailto:kdargan@preservationsociety.org)  
843-722-4630 ext 21



SPONSOR LEVEL:

I would like to sponsor at the following level with all the benefits listed on the sponsorship opportunity page:

- 1953 Founder's Presenting Sponsor ..... FILLED
- Gold Sponsor ..... FILLED
- Silver Sponsor ..... \$2,500
- Bronze Sponsor ..... \$1,000

*Submission deadline for sponsorship materials is Friday, January 4th*

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## SPONSOR INFORMATION

Business Name: \_\_\_\_\_

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

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

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

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

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## PRESERVATION ESTD SOCIETY 1920 of CHARLESTON

*The Preservation Society of Charleston serves as a strong advocacy leader for citizens concerned about preserving Charleston's distinct character, quality of life, and diverse neighborhoods.*

As the oldest grassroots preservation organization in America, we are the sum total of our members and friends, a dedicated group of residents and supporters from across the country who believe that some things are worth saving.



### 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

### EXPOSURE 2015 TO PRESENT

- Website .....80,000 + Users  
237,000 + Page views
- Facebook .....5,000+ Likes  
post reach up to 15,000
- Twitter .....1,600+ Followers
- Instagram.....2,500+ Followers
- Progress Mag.....2,500+ distribution
- Membership ..... 1200+ Members
- Email Database..... 1500+ Recipients
- Tours Database ..... 15,000+ Recipients

### PROGRAMS & INITIATIVES

- Historic Preservation
- Community Advocacy & Engagement
- The Carolopolis Awards
- The Fall Tours of Homes, History & Architecture
- The Charleston Heritage Symposium
- The Halsey Map
- The Thomas Mayhem Pinckney Alliance
- Conservation Easements
- Historic Markers & Sites
- Seven to Save
- Susan Pringle Frost Circle

### CONTACT

Preservation Society of Charleston  
c/o Kaylee Dargan  
147 King St, Charleston, South Carolina 29401  
843.722.4630 ext 21  
kdargan@preservationsociety.org  
www.preservationsociety.org

### FOLLOW US



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