



PRESERVATION
ESTD SOCIETY 1920
of CHARLESTON

PRESERVATION MONTH 2020

Sponsorship Packet

STANDING UP
For Charleston Since 1920



Preservation Society of Charleston Preservation Month 2020

Welcome to the Preservation Society's Centennial Year and to Preservation Month 2020. In its long and storied history, Charleston has survived wars, fires, earthquakes, hurricanes, and now we face the uncertainty and anxiety of COVID-19.

As the nation's first community-based preservation organization, we have been through tough times before, and we are committed to carrying forward our mission and celebrating Preservation Month. Since our members can't come to us, we will be going out to our members virtually, offering a variety of online events, meetings, and lectures designed to educate and raise awareness about the important role of historic preservation and vigilant advocacy in Charleston.

All funds raised during Preservation Month support our efforts to stay at the forefront of the discussion about Charleston's growth and preservation. We also believe that now, more than ever, it is extremely important that we stay connected to one another and create the best possible outcomes for the city we love.

Preservation Month 2020 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.

PRESERVATION MONTH PRESENTING SPONSORS: \$10,000

Industry Exclusivity

The Presenting Sponsors of Preservation Month have exclusive rights for the entire month. These sponsors will receive maximum exposure through all marketing channels and will have the opportunity to virtually attend each event.



- Full-page ad in the centennial edition of Preservation Progress (Fall 2020)
- Logo in all print and online advertising as Presenting Sponsor for our Centennial year Preservation Month
- Logo on all event promotional materials
- Logo and on all event collateral, including postcard
- Logo and weblink in PSC website and e-blasts
- Repeat recognition on all PSC social media channels
- Acknowledgement during online presentations
- Sponsor spotlight featured on PSC social media channels
- One-year membership in the Susan Pringle Frost Circle

Preservation Month 2020 Event 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.

GOLD SPONSOR: \$5,000

- Full-page ad in Preservation Progress (Fall 2020)
- Logo in all print and online advertising as Gold Sponsor for our Centennial year Preservation Month
- Logo on all event promotional materials
- Logo on event collateral, including postcard
- Logo on PSC website and e-blasts
- Repeat recognition on all PSC social media channels
- Acknowledgement during online presentations
- One-year membership in the Susan Pringle Frost Circle

SILVER SPONSOR: \$2,500

- Half-page ad in Preservation Progress
- Logo in all print and online advertising as Silver Sponsor for our Centennial year Preservation Month
- Logo on all event promotional materials
- Logo on event collateral
- Logo on PSC website and e-blast
- Acknowledgement during online presentations
- Recognition on all PSC social media channels
- Prominent inclusion in all regional PR efforts including press releases and media alerts
- One-year membership in the Susan Pringle Frost Circle

BRONZE SPONSOR: \$1,000

- Quarter-page ad in Preservation Progress
- Logo in all print and online advertising as Bronze Sponsor for our centennial year Preservation Month
- Logo on all event promotional materials
- Name on PSC newsletters and e-blasts
- Recognition on all PSC social media channels
- One-year membership in the Susan Pringle Frost Circle

EVENT SPONSORS

If you are interested in sponsoring an individual Preservation Month event (see attached event schedule), we can create a customized plan to best fit your needs.

Please contact Jane McCullough at jmccullough@preservationsociety.org or call 843.722.4630, ext. 23



For more information, please contact Jane McCullough at 843-722-4630 ext. 23 or jmccullough@preservationsociety.org

Preservation Society of Charleston

Preservation Month 2020

Lecture: PSC @ 100: A Brief History of the Preservation Society

Early Release for Members – Monday, April 27 | Public Release – Friday, May 1 | Virtual

Kickstart Preservation Month with PSC Executive Director, Kristopher King, as he leads us through the history of the Preservation Society of Charleston. What issues faced Charleston in the 1920s and what compelled our founder, Susan Pringle Frost, to form the Society for the Preservation of Old Dwellings? Learn how the grassroots historic preservation movement got started in Charleston and why our members drive our mission.

The PSC Shop Membership Appreciation Day

Saturday, May 2 | All Day | Online

Since our members can't come to the Shop, the Shop is coming to them! All current Preservation Society Members will receive a special promo code for 20% off all purchases online through our website. This promotion includes our popular local makers such as Brackish, Smithey Ironware, J. Stark, and more! As always, purchases are tax-free.

Spring Membership Meeting

Tuesday, May 5 | 5:00 - 6:00 PM | Virtual Webinar

The Preservation Society invites its members to a virtual Spring Membership Meeting to celebrate its Centennial anniversary. On May 5, 1920, a group of citizens gathered under the leadership of Susan Pringle Frost to form the first community-based preservation organization in the nation. Learn how this legacy informs our current advocacy work in Charleston and what our goals are for the Preservation Society's second century. Join us to commemorate this historic moment and hear the latest updates from the Preservation Society of Charleston.

Lecture: History of the King Street Masonic Temple

Early Release for Members – Monday, May 11 | Public Release – Wednesday, May 13 | Virtual

The old Masonic Temple building at the intersection of King Street and Wentworth Street has quite the storied past. Designed by John Henry Devereux in 1871, the Tudor Gothic building served as the Grand Lodge of Ancient Free Masons of South Carolina. Join PSC Executive Director, Kristopher King, as he discusses the building's distinctive architectural features, explains how the building has changed over time to accommodate new uses, and shows us the exciting potential for adaptive re-use moving forward.

Lecture: The Carolopolis Award

Early Release for Members – Monday, May 18 | Public Release – Friday, May 22 | Virtual

You may have noticed the small, round Carolopolis plaques around town proudly displayed on the front of some of Charleston's most prominent buildings. Join PSC Manager of Preservation Initiatives, Anna-Catherine Carroll, as she explores the history of our annual Carolopolis Awards in Charleston and shares some of our notable winners from years past.

Live Q&A: Advocacy Town Hall

Friday, May 29 | 10 AM | Virtual Webinar

For those who want to know more about the Preservation Society's role in public meetings and our work to influence major projects in Charleston, tune in for a Q&A with our advocacy team over your morning coffee. Learn the answers to our members' most frequently asked questions from how Certificates of Appropriateness are granted to how the city's new hotel ordinance works.

Preservation Month Educational Series

Month of May | Virtual

The Preservation Society has developed a series of weekly quick reads on a number of historic preservation topics. We will tell the stories of historic preservationists from years past, discuss the design principles of urbanist and architect, Christian Sottile, highlight important city-wide advocacy updates, demonstrate how to research the historical significance of a property, and provide new and engaging content for all!

Preservation Society of Charleston Preservation Month 2020

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY | STATE | ZIP _____

EMAIL _____

PHONE _____

Are you currently a member of the Preservation Society? YES \ NO

Deadline for submission is April 10

PAYMENT:

- Please send me an invoice
- I have enclosed a check (payable to Preservation Society of Charleston)
- I will call in my credit card payment to 843-722-4630
- Credit Card (circle one) VISA | MASTERCARD | DISCOVER | AMEX

Name on Card _____

Card Number _____

Signature _____ Exp Date _____

Security Code _____

Preservation Month May 2020

- Presenting Sponsor
(\$10,000)
- Gold Sponsor (\$5,000)
- Silver Sponsor
(\$2,500)
- Bronze Sponsor
(\$1,000)
- Event Sponsor
Event:
- In-Kind Sponsorship
Value:

Please return the completed form to jmccullough@preservationsociety.org or mail to:

The Preservation Society of Charleston Attn:

Jane McCullough
147 King Street
Charleston, SC 29401

PRESERVATION
ESTD **SOCIETY** 1920
of **CHARLESTON**

Preservation Society of Charleston Preservation Month 2020

PRESERVATION ESTD SOCIETY 1920 of CHARLESTON



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.

DEMOGRAPHICS

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

- **AFFLUENT:** 75% reported incomes >\$100,000
- **FREE to EXPLORE:** 70% are approaching or at retirement
- **LOCAL:** Charleston and Surrounding Areas (within 90 mile radius): 74%; Other SC Cities: 3%; Outside of SC: 23%
- **MAKER MONDAY:** 63% purchase locally made products

EXPOSURE 2015 TO PRESENT

- Website..... 197,500 + Users
597,000 + Page views
- Facebook 7,500+ Likes
posts reach up to
15,000+
- Twitter..... 2,100+ Followers
- Instagram..... 11,700+ Followers
- Progress Mag 2,500+ distribution
- Membership 1,400+ Members
- Email Database 2,700+ 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

INTERNET USAGE DURING COVID-19

Latest data suggests that internet usage is up 50-70% with so many people ordered to stay home, streaming of many planned events such as Preservation Month, are being consumed at higher rates.

- Broadband traffic surge up 70%
- Wi-Fi Calls are up 82%
- 46% increase in social media use during quarantine
- 106 Million hours of streaming content in one day of quarantine nationwide
- 800,000 South Carolina students now homeschooling educational content via internet

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