



THE FALL TOURS

2024 SPONSORSHIP OPPORTUNITIES

Now in its 48th year, the Fall Tours are one of the Preservation Society's signature programs, which are designed to celebrate Charleston's connections between past and present. Established in 1920, the Preservation Society of Charleston (PSC) is the oldest grassroots preservation organization in the nation. Our Fall Tours offerings are powered by the mission and initiatives of the Preservation Society today, and our program closely models the sustainable tourism practices for which we advocate. With smaller group sizes and high-quality educational content, both locals and visitors alike can learn about our city's unique cultural heritage and architectural legacy.

The Fall Tours provide a wonderful opportunity for local businesses to connect with area residents, visitors, and friends of the PSC during this month-long, citywide series. All proceeds benefit the Preservation Society's mission to advocate for the preservation of Charleston's distinctive character, quality of life, and diverse neighborhoods. This program would not be possible without the generosity of homeowners, volunteers, and sponsors - we hope you will consider supporting this year's Fall Tours!



2024 SPONSORSHIP LEVELS AND BENEFITS

	PRESENTING \$10,000	ANNUAL \$5,000	GOLD \$3,000	SILVER \$1,500	PATRON \$750
Event Specific Recognition <ul style="list-style-type: none"> Ad in Fall Tours program book Business description in program book Logo on Fall Tours signage Logo and link on PSC event webpage Recognition during all Fall Tours events Inclusion on all marketing efforts 	Full Page ✓ ✓ ✓ ✓ ✓	Half Page ✓ ✓ ✓ ✓ ✓	Half Page ✓ ✓ ✓ ✓ ✓	Quarter Page ✓ ✓ ✓ ✓ ✓	Quarter Page ✓
Complimentary Tickets <ul style="list-style-type: none"> VIP pass for all Saturday House & Garden Tours during 2024 Fall Tours (valued at \$75 each) Invitation to PSC Sponsor Happy Hour Tickets to the Charleston Symposium in March 2025 (valued at \$650 each) 	8 Guests 4 Guests 2 Guests	4 Guests 2 Guests	4 Guests 2 Guests	2 Guests 2 Guests	
Preservation Progress Magazine <ul style="list-style-type: none"> Ad and Logo in Fall/Winter edition of Preservation Progress Ad and Logo in Spring/Summer edition of Preservation Progress 	✓ Full Page ✓ Full Page	✓ Half Page ✓ Half Page	✓ Half Page	✓ Quarter Page	
Membership Exposure <ul style="list-style-type: none"> Ad in Membership Meeting program books 1-yr PSC Business Membership (\$250 value, tax-deductible) 1-yr PSC Susan Pringle Frost Membership (\$1,000 value, tax-deductible) Recognition in PSC Annual Report Listing in online Business Member Directory 	Full Page ✓ ✓ ✓	Half Page ✓ ✓ ✓	 ✓ ✓ ✓	 ✓ ✓ ✓	 ✓ ✓ ✓
Other Annual Benefits <ul style="list-style-type: none"> Ad in all other annual event program books (Carolopolis Awards, Preservation Month, and PSC Membership Meetings) Logo featured at all other annual events and in monthly e-Progress newsletter Tickets to Carolopolis Awards and a TBD Preservation Month event Logo and link on PSC website and event webpages year-round Complimentary PSC Gift Memberships (valued at \$50 each) 	Full Page ✓ 4 Guests ✓ 20	Half Page ✓ 2 Guests ✓ 10	 5		

The membership included with your sponsorship package is considered a tax-deductible donation (amount varies by level). Sponsorships can be considered fully tax-deductible by waiving all other benefits. For questions or more information, please contact Director of Advancement, Courtney Theis, at ctheis@preservationsociety.org or 843.722.4630 ext. 117



DEMOGRAPHICS

Through members and event attendees, The Preservation Society delivers to an audience that is:

- AFFLUENT: 75% reported incomes > \$100,000
- FREE TO EXPLORE: 70% are approaching or at retirement
- LOCAL: 71% Charleston & Lowcountry residents
- HERITAGE TOURISTS: 6% other SC residents, 23% outside SC

ANNUAL DIGITAL EXPOSURE

- Google13,790 Searches
.....855,174 Impressions
- Website.....132,126 Total Users
.....410,802 Page Views
- Facebook.....10,600+ Followers
.....95,100 User Reach
- Instagram.....20,600+ Followers
.....552,084 User Reach
- Preservation Progress Magazine.....5,000+
- Membership.....4,000+
- Email Database.....14,800+
- Print Mailing List.....4,000+

SPONSORSHIP CONTACT

Virginia Swift, Manager of Programs
vswift@preservationsociety.org
843-722-4630 ext. 121

Preservation Society of Charleston
147 King Street
Charleston, SC 29401
www.preservationsociety.org

PROGRAMS & INITIATIVES

- The Carolopolis Awards
- The Fall Tours
- Preservation Month
- Seasonal Membership Meetings
- Charleston Symposium
- Community Advocacy & Public Meeting Engagement
- Historic Markers
- Conservation Easements
- Charleston Justice Journey
- Mapping Charleston’s Black Burial Grounds
- Black Businesses of Charleston Oral Histories
- Resilience Guidelines for Charleston
- Preservation Resources & Advocacy Toolkit
- Susan Pringle Frost Donor Circle

PRINT PUBLICATIONS

- Carolopolis Awards: Postcard, Program, Signage
- Winter Membership Meeting: Postcard, Program
- Spring Membership Meeting: Postcard, Program
- Preservation Month: Brochure, Program, Signage
- Spring/Summer *Preservation Progress* Magazine
- Fall Tours: Brochure, Program, Signage
- PSC Annual Report
- Annual Membership Meeting: Postcard, Program
- Fall/Winter *Preservation Progress* Magazine

FOLLOW US

@preservationsociety @ThePSofC





2024 AD SIZING & DEADLINES

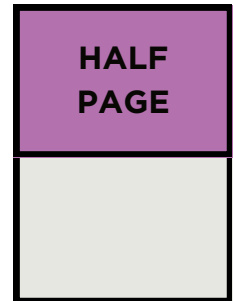
PRESERVATION PROGRESS MAGAZINE AD SPECS

- Full Page: Trim: 8.5" x 11" / Bleed: 8.75" 11.25" / Margins 0.5"
- Half Page: Trim: 8.5" x 5.5" / Bleed: 8.75" x 5.75" / Margins: 0.5"
- Quarter Page: Trim: 4.25" x 5.5" / Bleed: 4.5" x 5.75" / Margins: 0.5"



EVENT PROGRAM BOOKLET AD SPECS

- Full Page: Trim: 5.5" x 8.5" / Bleed: 5.75" x 8.75" / Margins 0.5"
- Half Page: Trim: 5.5" x 4.25" / Bleed: 5.75" x 4.5" / Margins: 0.5"
- Quarter Page: Trim: 2.75" x 4.25" / Bleed: 3.0" x 4.5" / Margins: 0.5"



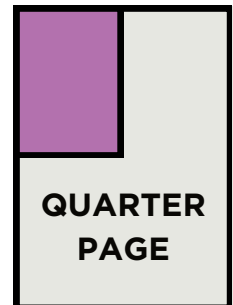
ACCEPTED FILE FORMATS

- File Type: PDF, JPG, or PNG
- Color: CMYK
- Resolution: 300 dpi

SUBMISSION AND DEADLINES

Please submit your advertising files, company logo, and business description (150 word max.) to Virginia Swift at vswift@preservationsociety.org by the relative deadline listed below:

- Fall Publications: August 31, 2024
- Winter Publications: December 31, 2024
- Spring Publications: March 31, 2025



Annual Sponsors may choose to use the same materials year-round, or submit new materials seasonally.

AD APPROVAL

The Preservation Society of Charleston's Communications and Design Team reserves the right to approve or disapprove provided advertisements according to our brand and design standards.





SPONSORSHIP COMMITMENT FORM

Yes! Please include me as a Preservation Society Sponsor!

Please submit this confirmation form using the enclosed envelope or emailing a scanned copy to Virginia Swift, Manager of Programs, at vswift@preservationsociety.org

DEADLINE Commitment forms and advertising materials must be submitted by August 31, 2024 to be included in Fall Tours print publications.

PAYMENT Please make checks payable to:
Preservation Society of Charleston
147 King Street
Charleston, SC 29401
or pay online (checks preferred) at preservationsociety.org/payment

I would like to sponsor at the following level:

- Presenting Sponsor.....\$10,000
- Annual Sponsor.....\$5,000
- Gold Sponsor.....\$3,000
- Silver Sponsor.....\$1,500
- Patron Sponsor.....\$750

Business Name: _____

Marketing Contact: _____

Address: _____

Phone: _____

Email: _____

Business Description (<150 words for directory of supporters): _____

Please let us know your advertising preference (Annual & Presenting Sponsors only):

- I would like to provide one ad design to reuse during the year
- I would like the opportunity to update my ad designs seasonally

We will be in touch via email throughout the year with information and instructions on claiming event tickets!