



# 2017 CALIFORNIA PRESERVATION CONFERENCE

42<sup>ND</sup> ANNUAL  
CALIFORNIA  
PRESERVATION  
CONFERENCE

**The 42nd Annual California Preservation Conference will be held at the Pasadena Hilton Hotel, May 10-13, 2017**

Well-attended, well-received, and highly regarded, the California Preservation conference provides access to an audience prominent in the field of historic preservation. The California Preservation Conference includes a dynamic mix of over 40 sessions, special events, networking activities and tours of exclusive sites and projects in historic Pasadena and surrounding areas. The Conference will bring together a diverse, multidisciplinary audience of more than 500 participants from across California.

We invite you to join us and support the California Preservation Conference by becoming a Sponsor. Your sponsorship is an easy and affordable way to promote your firm to a targeted professional audience while providing the needed funding to ensure the protection of historic sites across California through our statewide advocacy and education programs.

## **Become a Sponsor Today!**

As a Sponsor, you will receive

**Recognition | Benefits | Social networking opportunities**

The benefits are listed in the sponsorship chart on the reverse side. Please take time to review and select a level that is appropriate for your company. Your support will ensure that California's historic places and its diverse cultural heritage will be enjoyed and protected for future generations of Californians.



**CALIFORNIA  
PRESERVATION  
FOUNDATION**

PRESERVATION  
@the 40  
FRONT

Pasadena Hilton  
Hotel

## California Preservation Conference Sponsorship Opportunities



Sponsorship is ideal for companies and firms wanting visibility and direct marketing exposure at the California Preservation Conference audience which attracts over 500 professionals from across the State. Complimentary registrations and other benefits dramatically increase at the higher levels. Sponsorships include a Professional membership. Exclusive Special Event sponsorship is now available for sponsors who want increased visibility before the conference attendees.

### 2017 Conference Sponsorship Levels

	Legacy Conference Sponsor \$20,000	Capital \$5,000	Pillar \$2,500	Supporting \$1500	Opening Reception Sponsor \$4,500	3 Minute Success Stories \$2,500
<b>Annual Conference*</b>						
California Preservation Conference	10	5	3	2	4	2
President's Circle Reception	8	3	2	1	2	1
Opening Reception	10	4	2	1	4	1
3-Minute Success Stories	10	2			1	4
Presentation on-Stage at Special Event:						
Plenary Session	✓					
Opening Reception	✓				✓	
3-Minute Success Stories						✓
Full-color ad in Conference Program Book	Full page, Inside Cover	1/2 page	1/4 page	1/4 page	1/2 page	1/4 page
Sponsor profile in Annual Conference Program	✓					
Dedicated Principal Conference Sponsor webpage on CPF website including company profile, logo, preservation-related images and link	✓					
Exhibit Booth at Conference Center	✓	✓				
Promotional Items distributed at Conference	✓	✓	✓	✓	✓	✓
Company logo on Conference Bag	✓					
Opportunity to sponsor the Conference lanyard	✓	✓				
Database of opt-in registrant e-mails	✓	✓				
<b>Preservation Design Awards</b>						
VIP Table (8) at the Preservation Design Awards	✓					
<b>Discounted registrations to all CPF Events at member rate*</b>						
Discount Registrations California Preservation Conference	Unlimited	10	8	6	10	8
<b>Webinars + Workshop Educational Benefits*</b>						
eLearning Subscription (live Webinars)	Unlimited	6	6	4	6	6
Field Workshops	Unlimited	6	6	4	6	6
<b>Marketing Benefits</b>						
CPF Sponsorship logo that can be placed on your company website or publications.	✓	✓	✓	✓	✓	✓
Google AdWords	✓					
Prominent placement of company name + logo on CPF website	✓	✓	✓	✓	✓	✓
Name and Logo in Conference Program	✓	✓	✓	✓	✓	✓
All Conference e-mail blasts with links to your website	Name & Logo	Name & Logo	Name	Name	Name & Logo	Name
Conference "Save the Date" Card and Registration Brochure	Name & Logo	Name & Logo	Name	Name	Name & Logo	Name
<b>Online Resource Directory Listing</b>						
Company name, contact + web link	✓	✓	✓	✓	✓	✓
+ Company logo	✓	✓	✓		✓	
+ Company description	✓					
<b>Professional membership</b>						
	Level 4	Level 2	Level 2	Level 1	Level 2	Level 1

\*Combines complimentary registrations and discounts from sponsorship and membership .