

# CALIFORNIA PRESERVATION FOUNDATION ANNUAL SPONSORSHIP



CALIFORNIA  
PRESERVATION  
FOUNDATION





Annual Sponsors receive access and exposure at CPF events throughout the year, including:

#### CALIFORNIA PRESERVATION AWARDS

October 19, 2018 | Los Angeles

Celebrating the best in preservation, this event attracts hundreds each year.

#### CALIFORNIA PRESERVATION CONFERENCE

May 8-11, 2019 | Palm Springs

Attracts more than 500 professionals from across California to learn, share, and network.

#### TOURS AND EDUCATIONAL EVENTS

CPF events run year round, training more than 1,000 people annually.

**BECOME A SPONSOR**, by visiting [californiapreservation.org/sponsorship](http://californiapreservation.org/sponsorship), or contacting Andrew Shaffer [ashaffer@californiapreservation.org](mailto:ashaffer@californiapreservation.org) 415.495.0349 x202

The **California Preservation Foundation** is a network of more than 15,000 members and supporters from across California and around the world, who work to protect our shared architectural and cultural heritage. CPF is a leader in preservation education and advocacy, annually training more than 1,000 people and responding to hundreds of requests for assistance. Your sponsorship helps to fund our work throughout the year, and we greatly appreciate your support!



**CALIFORNIA  
PRESERVATION  
FOUNDATION**

Web: [californiapreservation.org](http://californiapreservation.org)

Email: [cpf@californiapreservation.org](mailto:cpf@californiapreservation.org)

Phone: 415.495.0349

Fax: 415.495.0265

[californiapreservation.org/sponsorship](http://californiapreservation.org/sponsorship)

## SPONSORSHIP LEVELS

Annual Sponsors receive significant marketing and educational benefits, including:

- Listing on all printed and digital marketing material
- Inclusion in our online Resources Directory
- The opportunity to collaborate on a marketing campaign for a Preservation Design Award winning project (for Pediment sponsors and above)
- CPF membership with unlimited free access to our webinars and workshops

### \$30,000 EDUCATIONAL SPONSOR

Significant exposure at all CPF educational events

Includes a presentation at every workshop and webinar, name and logo on all promo and educational materials, a full page ad in the conference program book, and a database of opt-in registrant emails  
2 tickets to the **Annual Conference**, Opening and President's Circle Reception  
2 tickets to the **California Preservation Awards** and short presentation on stage

### \$10,000 CORNERSTONE SPONSOR

8 tickets to the **Annual Conference**, 6 to Opening and President's Circle Reception

Significant exposure at the **Annual Conference**

Includes a full page ad in the program book, name and logo on all promo materials, exhibit booth, and database of opt-in registrant emails

6 tickets to the **California Preservation Awards** and significant exposure at the event

Includes name and logo on all promotional materials, and a full page ad in the program book

### \$7,500 PEDIMENT SPONSOR

6 tickets to the **Annual Conference**, 4 to Opening and President's Circle Reception

Significant exposure at the **Annual Conference**

Includes a full page ad in the program book, name and logo on all promo materials, and exhibit booth  
4 tickets to the **California Preservation Awards** and significant exposure at the event

Includes name and logo on all promotional materials, and a half page ad in the program book

### \$5,000 CORNICE SPONSOR

4 tickets to the **Annual Conference**, 2 to Opening and President's Circle Reception

Enhanced exposure at the **Annual Conference**

Includes a half page ad in the program book, name and logo on all promo materials, and exhibit booth  
2 tickets to the **California Preservation Awards** and enhanced exposure at the event

Includes name and logo on all promotional materials

## LEARN MORE

Interested in additional ways of getting involved? Visit us online at [californiapreservation.org/sponsorship](http://californiapreservation.org/sponsorship) for a complete list of opportunities.

## DEADLINES & EXPIRATIONS

Sponsorship commitments received before **October 1** will receive benefits until **September 30** of the following year.

Sponsorship commitments received before **May 1** will receive benefits until **April 30** of the following year.

*Image of the Commercial Exchange Building, winner of a 2018 Preservation Design Award.  
Photo Credit: Jim Simmons, [jimsimmonsphotography.com](http://jimsimmonsphotography.com)*

# California Preservation Awards

## Marketing Benefits

The California Preservation Foundation (CPF) is proud of every Preservation Design Award Project and we work to share these stories of preservation excellence around the state. New this year, we are offering the chance for select sponsors to work with CPF on a marketing campaign to highlight both the award winning project, and the firms responsible.

All Preservation Design Award Winning projects receive a dedicated page on our website, a post on our social media accounts, and listing in our monthly newsletter and website. Annual Sponsors at the \$7,500 level and up receive:

- Your logo and link on your project's webpage and a Google AdWords campaign to drive traffic to the page, with an annual budget of up to one quarter of your sponsorship amount.
- Posts on all of our social media pages, incorporating tags to drive more people to your business, and the opportunity to select a time for these posts.
- An email blast from CPF about the project, with a short sponsor bio and links.

### Our Reach

We have an engaged audience of more than **15,000** members and supporters across California and around the world.

- Our website receives more than **100,000** hits per year.
- Nearly **10,000** people receive our newsletter each month.
- CPF's social media accounts have more than **4,000** followers.

### Our Audience

We have a diverse audience, drawing from every community across the state. Our audience is:

- Predominantly located in the San Francisco Bay Area and Los Angeles region, but we have followers and supporters throughout California.
- Mostly between 35-55, with members ranging from students to retirees.
- Largely mid-career professionals, including decision makers at hundreds of firms, nonprofits, and cities throughout California.

For more information about how CPF can work with you on promoting your project and your work, contact Andrew Shaffer at [ashaffer@californiapreservation.org](mailto:ashaffer@californiapreservation.org)

# CALIFORNIA PRESERVATION FOUNDATION

## Sponsorship Commitment



### Thank you for supporting the California Preservation Foundation

Your sponsorship highlights your commitment to protecting and preserving our shared heritage.  
Visit [californiapreservation.org/sponsorship](http://californiapreservation.org/sponsorship) for additional information about each level of sponsorship.

## SPONSORSHIP COMMITMENT FORM

Company/Affiliation		Website/URL
Billing Address		
City	State	Zip Code
Contact Name	E Mail	
Phone	Fax	
Signature	Date	

## SPONSORSHIP LEVEL

### ANNUAL SPONSORSHIP

- ☐ \$30,000 Educational      ☐ \$10,000 Cornerstone      ☐ \$7,500 Pediment      ☐ \$5,000 Cornice

### CALIFORNIA PRESERVATION AWARDS SPONSORSHIP

- ☐ \$20,000 Lead      ☐ \$2,500 Pillar      ☐ \$750 Foundation  
☐ \$5,000 Capital      ☐ \$1,500 Supporting

Visit [californiapreservation.org/awards](http://californiapreservation.org/awards) for additional details. Sponsorship commitment and full payment are due September 21, 2018.

### CALIFORNIA PRESERVATION CONFERENCE SPONSORSHIP

- ☐ \$20,000 Lead      ☐ \$2,500 Pillar      ☐ \$500 Nonprofit  
☐ \$5,000 Capital      ☐ \$1,500 Supporting      ☐ Other \$\_\_\_\_\_

Visit [californiapreservation.org/conference](http://californiapreservation.org/conference) for additional details. Sponsorship commitment and full payment are due April 15, 2019.

## PAYMENT

A 50% deposit is due with this form.

- ☐ Check Enclosed      ☐ Visa      ☐ MasterCard      ☐ Amex      ☐ Discover

Cardholder Name		
Credit Card Number	Expiration Date	CVV Code
Signature		

### Questions?

For more information, contact Andrew Shaffer  
415.495.0349, ext 202  
[ashaffer@californiapreservation.org](mailto:ashaffer@californiapreservation.org)

Please include a copy of this form with payment.

Mail to:  
California Preservation Foundation  
5 3rd St., Suite 424  
San Francisco, CA 94103