

CALIFORNIA PRESERVATION FOUNDATION

SPONSORSHIP



2021

ANNUAL SPONSORSHIP

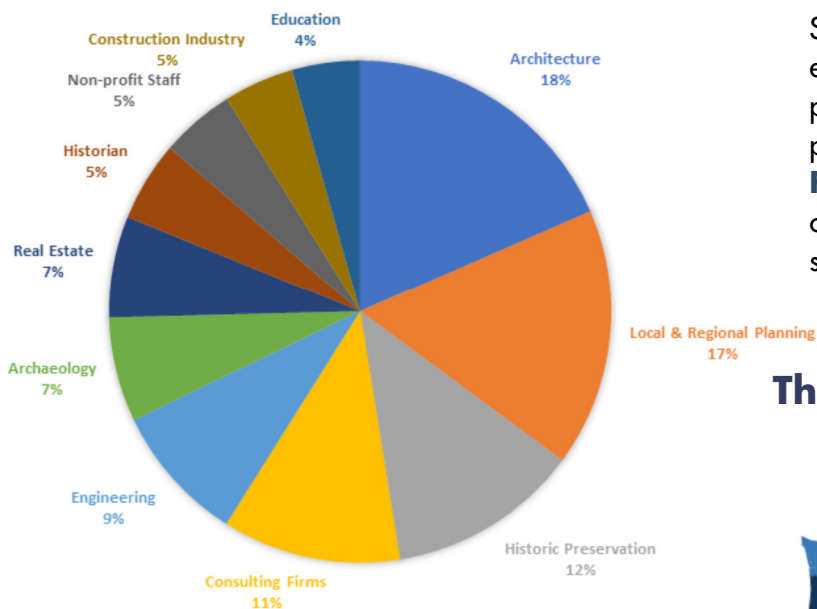


CALIFORNIA
PRESERVATION
FOUNDATION

BENEFITS OF SPONSORSHIP

Sponsors help fund our work throughout the year and receive significant visibility on our website, webinars, and social media streams.

TOP INDUSTRIES REPRESENTED BY OUR AUDIENCE



20,000 in 2020

Sponsors receive unprecedented exposure with target audiences.

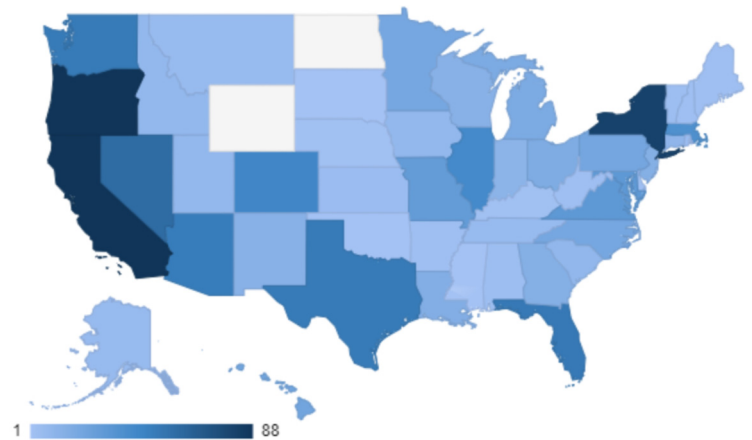
The **California Preservation Foundation** is a national network of members, supporters, and sponsors with participants from **48 states** and **13 countries** who work to protect our irreplaceable architectural and cultural heritage. CPF is a leader in preservation education and advocacy, with program attendance exceeding **20,000 viewers for our 2020 programs via Zoom, Facebook, and YouTube channels.**

The **2021 California Preservation Conference** will be held online from **June 7-10**. Last year's online conference was a phenomenal success and the 2021 slate of programs is guaranteed to break attendance records.

The conference will feature the best in innovative practices, while examining the challenges and opportunities facing historic preservation in California.

Sponsoring firms get national exposure, continuing education support for all staff, plus opportunities to participate in the conference programs. Select conference programs will be open to the public via **Zoom** and **Facebook LIVE**, further expanding the audience and creating larger impacts in the community. Reserve your sponsorship now for maximum exposure!

The California Preservation Foundation is a statewide organization with international reach.



Australia
Bahrain
Brazil
Canada
France

Germany
India
Mexico
Netherlands
New Zealand

Poland
Spain
United Kingdom

Sponsorship highlights your commitment to excellence in heritage conservation and design.

ANNUAL SPONSORSHIP OPPORTUNITIES

	Cornerstone \$20,000	Pediment \$10,000	Cornice \$5,000
Event Benefits			
Annual Conference: Listing on Conference event page on CPF website, linked to company website.	Logo	Logo	Logo
Annual Conference: Company/Organizational Promotional Video, 3 minutes maximum, to be shown online before event (subject to approval).	X		
Annual Conference: Opt-In Attendee List.	X	X	
Annual Conference: Tickets (virtual event); CEU credits included.	30	20	15
Annual Conference: Advertisement on mobile app with link .	Logo	Logo	Logo
Preservation Design Awards			
PDA: Virtual Event Online (October) plus benefits listed below.	Free	Free	Free
PDA: Listing on Awards event page on CPF website, linked to company website.	X	X	X
PDA: Exclusive sponsor slide (single card) at Awards Show live stream event and webinars with company name and logo.	X	X	
PDA: Free attendance at all CEU qualified Award series online events.	Unlimited	Unlimited	25
PDA: Events: Opt-In Attendee List.	X		
PDA: Company/Organizational Promotional Video, 3 minutes maximum, to be shown online before event (subject to approval).	X		
Marketing Benefits			
Placement on all online event and webinar emails (11,000+ mailing list).	X	X	X
Company logo on video pre-roll before CPF webinars; 2021 expected audience 20,000 visitors and recorded views.	X	X	X
Promotion of company discount codes for products and services for event attendees (for example CPF2021).	X	X	X
Membership Benefits*			
Complimentary membership (Listed at corresponding level). Applicable to online events and programs only.	\$1,000	\$1,000	\$1,000
Online Professional Directory Listing (includes web link, firm name, contact information).	Logo, description	Logo, description	Logo, description
Complimentary access to all online programs (AIA, AICP & ASLA CEU reporting included).	X	X	X
President's Circle Reception tickets at Annual Conference (not scheduled for 2021).	n/a	n/a	n/a

*Applicable to online events only

Sponsor commitment form attached.
For more information, visit our website:
californiapreservation.org/support/sponsorship
or call 415-495-0349 ext. 202



ANNUAL SPONSORSHIP



Thank you for supporting the California Preservation Foundation

Your sponsorship highlights your commitment to protecting and preserving our shared heritage. All proceeds support the California Preservation Foundation's statewide education and advocacy programs.

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

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

Annual Sponsors receive marketing exposure and benefits at the California Preservation Awards, our Annual Conference (to be held online, June 2021), and at our workshops and all online programs throughout the year. For more information about becoming an Annual Sponsor, contact Christine Madrid French at Chris@californiapreservation.org or 415.495.0349 ext 202.

PAYMENT

A 50% deposit is due with this form. Balance must be paid by agreement.

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

Cardholder Name	Cardholder zip code
Credit Card Number	Expiration Date CVV Code
Signature	

Questions?

For more information, contact Christine French
415.495.0349, ext 202
Chris@californiapreservation.org

Please include a copy of this form with payment.

Mail to:

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San Francisco, CA 94105-1215