

# CALIFORNIA PRESERVATION CONFERENCE



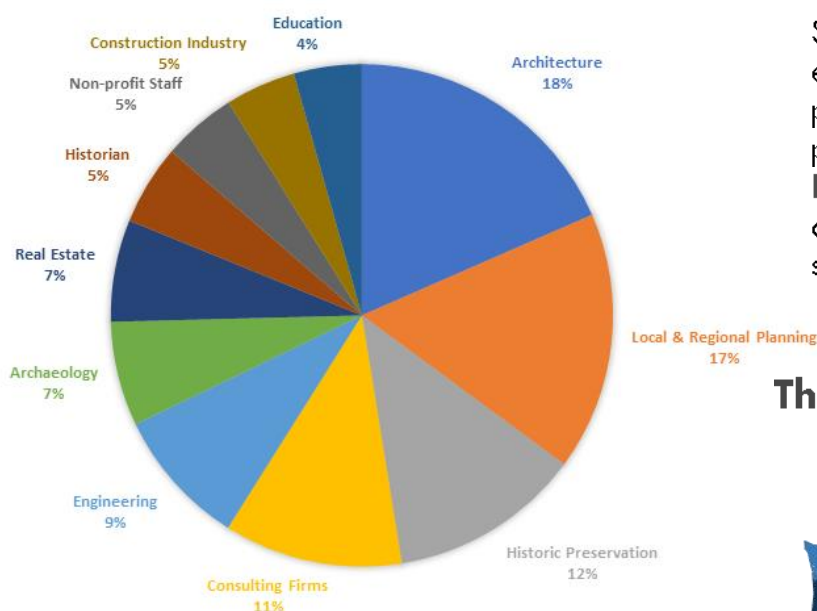
REFRAMING PRESERVATION:  
LEADING FROM THE WEST COAST  
JUNE 8–10, 2021 | ONLINE  
SPONSORSHIP OPPORTUNITIES



# 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.**

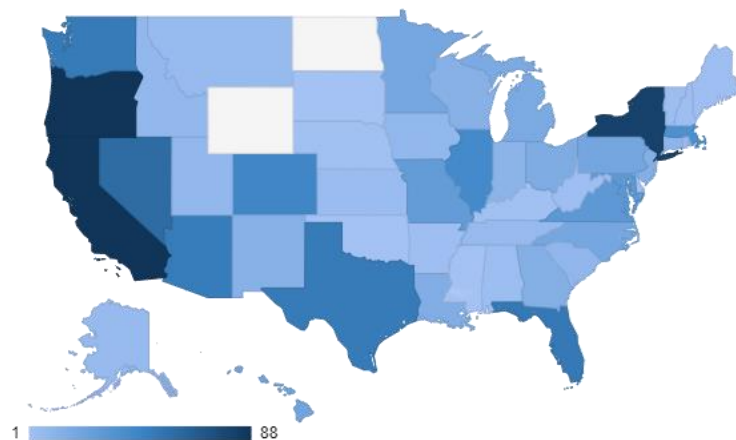
The **California Preservation Foundation** is a national network of members, supporters, and sponsors with participants from **48 states** and **13 countries** who work to protect our irreplaceable architectural and cultural heritage. CPF is a leader in preservation education and advocacy, with program 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 8-10**. 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

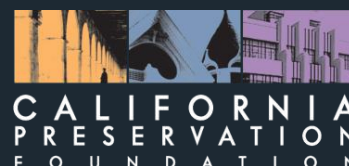
**Sponsorship highlights your commitment to excellence in heritage conservation and design.**

# CONFERENCE SPONSORSHIP OPPORTUNITIES

	Gable \$20,000	Keystone \$10,000	Capital \$5,000	Pillar \$2,500	Foundation \$1,500	Non Profit \$500
<b>Event Benefits</b>						
Tickets to the <b>Annual Conference</b> (virtual, online event)	Unlimited	Unlimited	20	15	10	5
<b>Marketing Benefits</b>						
Listing on Conference event website page, linked to your company or organizational website.	Logo	Logo	Logo	Logo	Logo	Name
Listing on CPF Sponsors page for one year, linked to your company or organizational website.	Logo	Logo	Logo	Logo	Logo	Name
Exclusive sponsor slide (single card) at Conference live stream events, keynotes, lectures, and webinars with company name and logo.	X	X				
Logo at Conference live stream events, keynotes, lectures, and webinars with company name and logo during pre-roll.	X	X	X	X	X	X
Opportunity to broadcast a pre-recorded video (one or two-minute video or promo showcased during Conference; subject to approval).	X	X				
Conference App Benefits - Advertisement on the Online Conference App with link to company or organization website	Logo	Logo	Logo	Name	Name	Name
Opt-In Attendee List.	X	X	X			
<b>Preservation Advertisers Directory.</b>	2 page spread	Full page	Half page	Quarter	Quarter	
Inclusion on group post to social media feeds: Facebook, Instagram, LinkedIn, & Twitter.	X	X	X	X	X	X
Placement on event email invitations (11,000+ mailing list).	Logo	Logo	Logo	Logo	Logo	Name
Promotion of company discount codes for products and services for event attendees customized for your name.	X	X	X			
<b>Education Benefits</b>						
Complimentary access to all online programs associated with the Annual Conference, including training opportunities (AIA, AICP & ASLA CEU reporting included).	X	X	X			
<b>Membership Benefits*</b>						
One year membership included at the following levels (if not already a member)	\$1,000	\$1,000	\$1000	\$500	\$250	\$100
Online Professional Directory Listing (includes web link, firm name, contact information)	Logo, description	Logo, description	Logo	Firm name		

\*Applicable to online events only

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



# CALIFORNIA PRESERVATION CONFERENCE



## Thank you for supporting the California Preservation Conference

Your sponsorship highlights your commitment to protecting and preserving our shared heritage. All proceeds from the California Preservation Conference 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

### CALIFORNIA PRESERVATION CONFERENCE SPONSORSHIP

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> \$20,000 Gable    | <input type="checkbox"/> \$5,000 Capital | <input type="checkbox"/> \$1,500 Foundation |
| <input type="checkbox"/> \$10,000 Keystone | <input type="checkbox"/> \$2,500 Pillar  | <input type="checkbox"/> \$500 Non-profit   |

### ANNUAL SPONSORSHIP

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> \$10,000 Cornerstone | <input type="checkbox"/> \$7,500 Pediment | <input type="checkbox"/> \$5,000 Cornice |
|---|---|--|

*Annual Partners receive marketing exposure and benefits at the California Preservation Awards, our Annual Conference (to be held in 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](mailto:Chris@californiapreservation.org) or 415.495.0349 ext 202.*

## PAYMENT

A 50% deposit is due with this form. Balance must be paid by **MAY 15, 2021**

- ☐ 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](mailto:Chris@californiapreservation.org)

**Please include a copy of this form with payment.**

### Mail to:

California Preservation Foundation  
101 The Embarcadero, Suite 120  
San Francisco, CA 94105-1215