

CALIFORNIA PRESERVATION CONFERENCE



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

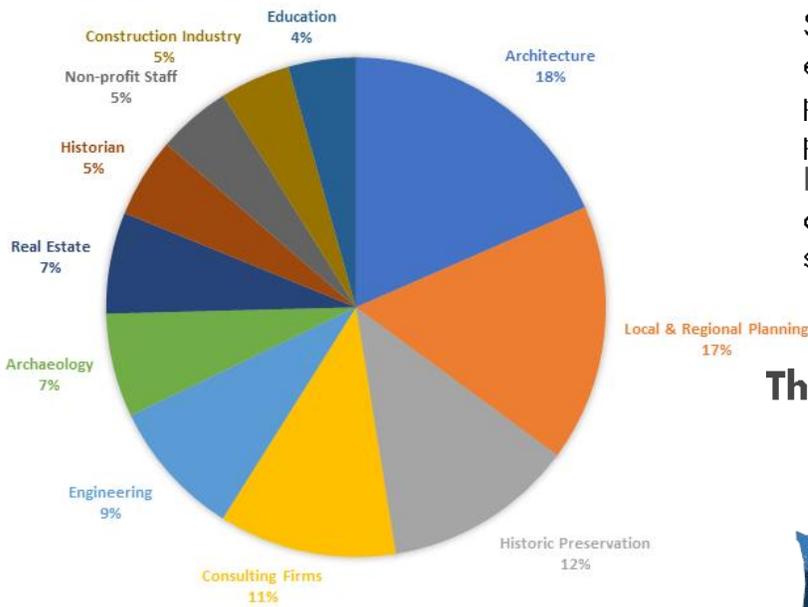


CALIFORNIA
PRESERVATION
FOUNDATION

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.

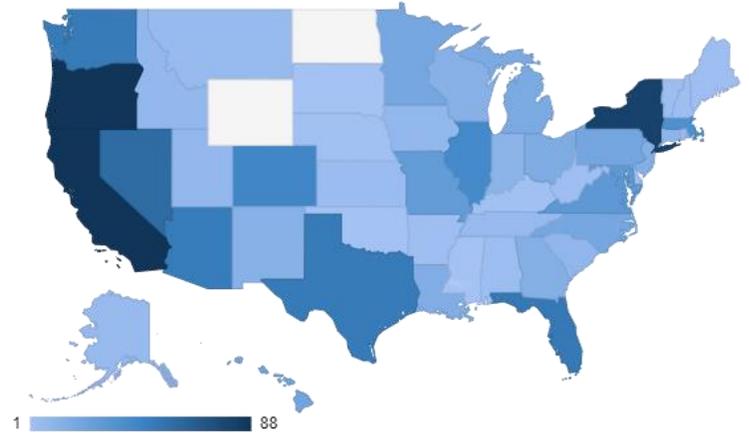
The **California Preservation Foundation** is a national network of members, supporters, and sponsors with participants from **48 states** and **13 countries** who work to protect our irreplaceable architectural and cultural heritage. CPF is a leader in preservation education and advocacy, with program 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 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 | Germany | Poland |
| Bahrain | India | Spain |
| Brazil | Mexico | United Kingdom |
| Canada | Netherlands | |
| France | New Zealand | |

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 |
|--|-------------------|----------------------|--------------------|-------------------|-----------------------|---------------------|
| Event Benefits | | | | | | |
| Tickets to the Annual Conference (virtual, online event) | Unlimited | Unlimited | 20 | 15 | 10 | 5 |
| Marketing Benefits | | | | | | |
| 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 | | | |
| Preservation Advertisers Directory. | 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 | Logo |
| Promotion of company discount codes for products and services for event attendees customized for your name. | X | X | X | | | |
| Education Benefits | | | | | | |
| Complimentary access to all online programs associated with the Annual Conference, including training opportunities (AIA, AICP & ASLA CEU reporting included). | X | X | X | | | |
| Membership Benefits* | | | | | | |
| 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
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 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

Please include a copy of this form with payment.

Mail to:

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