

CALIFORNIA PRESERVATION FOUNDATION  
SPONSORSHIP



2022

ANNUAL SPONSORSHIP



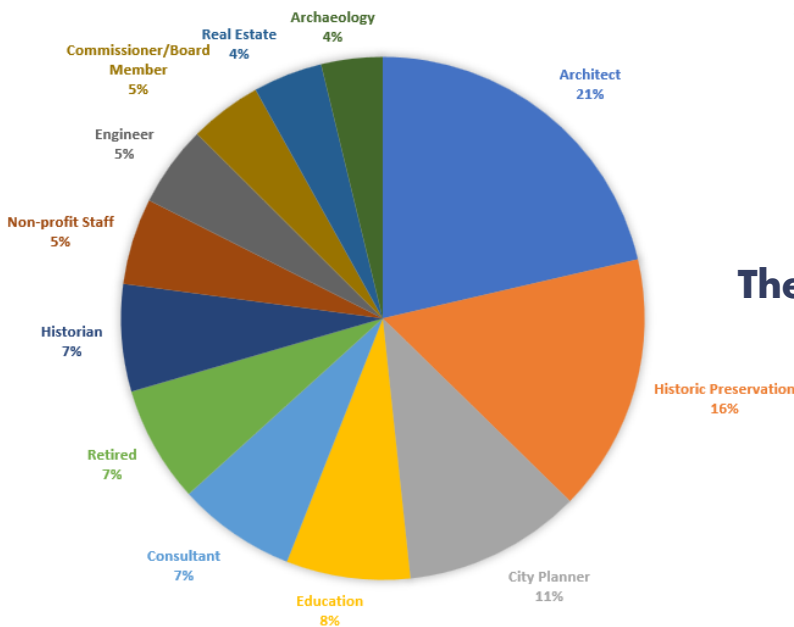
CALIFORNIA  
PRESERVATION  
FOUNDATION

# BENEFITS OF SPONSORSHIP

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

Our programs include people from many professions, with Architects, Historic Preservation Professionals, and City Planners representing almost 50% of our audience.

TOP INDUSTRIES REPRESENTED BY OUR AUDIENCE



20,000 in 2021

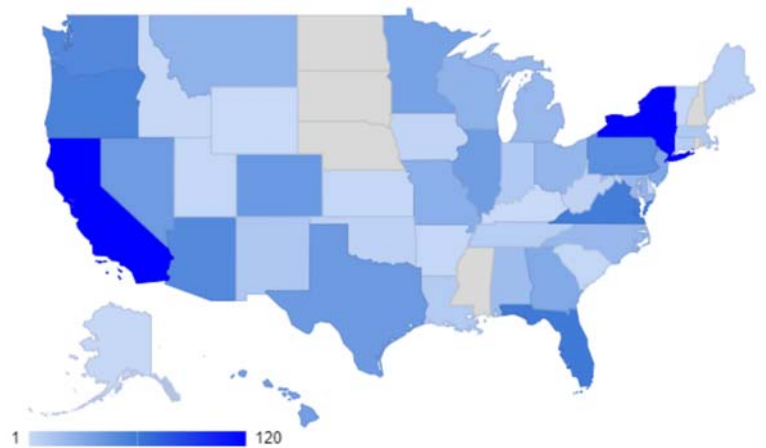
**Sponsors receive unprecedented exposure with target audiences.**

The **California Preservation Foundation** is a national network of members, supporters, and sponsors with participants from **46 states and 21 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 2021 programs via Zoom, Facebook, and YouTube channels.**

**Our Sponsors** receive 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 our online platforms, further expanding the audience and creating larger impacts. Reserve your sponsorship now for maximum exposure.

The **CPF 2022 Annual Conference** will feature the best in innovative practices, while examining the challenges and opportunities facing historic preservation in California. This year we are introducing **Doors Open California**, to connect communities across the state through tours of local historic sites.

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



- |                  |                |                       |
|------------------|----------------|-----------------------|
| <b>Australia</b> | <b>France</b>  | <b>New Zealand</b>    |
| <b>Brazil</b>    | <b>Germany</b> | <b>South Africa</b>   |
| <b>Canada</b>    | <b>India</b>   | <b>Spain</b>          |
| <b>China</b>     | <b>Mexico</b>  | <b>United Kingdom</b> |

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



# ANNUAL SPONSORSHIP OPPORTUNITIES

Cornerstone	Pediment	Cornice
\$10,000	\$7,500	\$5,000

## Event Benefits

<b>Annual Conference:</b> Listing on Conference event page on CPF website, linked to company website.	Logo	Logo	Logo
<b>Annual Conference:</b> Company/Organizational Promotional Video, 3 minutes maximum, to be shown online before event (subject to approval).	X		
<b>Annual Conference:</b> Opt-In Attendee List.	X	X	
<b>Annual Conference:</b> Tickets (virtual event); CEU credits included.	30	20	15
<b>Annual Conference:</b> Advertisement on mobile app with link .	Logo	Logo	Logo
<b>Preservation Design Awards</b>			
<b>PDA:</b> Virtual Event Online plus benefits listed below.	Free	Free	Free
<b>PDA:</b> Listing on Awards event page on CPF website, linked to company website.	X	X	X
<b>PDA:</b> Exclusive sponsor slide (single card) at Awards Show live stream event and webinars with company name and logo.	X	X	
<b>PDA:</b> Free attendance at all CEU qualified Award series online events.	Unlimited	Unlimited	25
<b>PDA:</b> Events: Opt-In Attendee List.	X		
<b>PDA:</b> 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 (13,000+ mailing list).	X	X	X
Company logo on video pre-roll before CPF webinars; 2022 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 CPF2022).	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 2022).	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](http://californiapreservation.org/support/sponsorship)

or call 415-495-0349 ext. 202



**CALIFORNIA**  
PRESERVATION  
FOUNDATION

# 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, and all online and in-person 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 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](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