2022
CALIFORNIA PRESERVATION CONFERENCE
JUNE 7TH — 12TH, 2022

Sponsorship Opportunities
Opening Doors
The California Preservation Foundation (CPF) and its partners are pleased to announce the dates, themes and events of the 2022 California Preservation Conference: **Opening Doors**. The theme is derived from our commitment to make this conference accessible, inclusive and relevant to everyone who cares about heritage conservation. The theme also embodies a new addition to the conference: *Doors Open California*, a series of curated tours spanning the state.

CPF has firmly established itself as a national leader in preservation education, with annual program attendance exceeding 20,000 viewers from 46 states and 21 countries. At the heart of our programs is the California Preservation Conference. Over the past 45 years, this single event has provided opportunities for people to learn, network and experience the rich cultural diversity in California. Annual surveys reveal what attendees value and expect from the conference:

- **Professional development programs** that fulfill requirements for continuing education.
- **Content that pushes the boundaries** of our understanding of significance, integrity and context of cultural resources.
- **Current and best practices in preservation technology** that facilitate the preservation of historic buildings and structures to ensure use for ours and future generations.
- **Learning from the experiences of others** to increase our understanding of complex issues facing heritage conservation with examples of successful outcomes.
- **Networking and interaction with peers** that strengthen friendships and professional associations.
- **Experiencing new places** to broaden our understanding of our diverse heritage and its important role in promoting community identity.

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**2022 CALIFORNIA PRESERVATION CONFERENCE**

**Opening Doors**

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**Preservation Practice** (Conference Sessions)  
**Technology Toolkit** (Pro Training)  
**Doors Open California** (Tours)

**June 7-8**  
**June 9-10**  
**June 11-12**
2022 CALIFORNIA PRESERVATION CONFERENCE

The 2022 Conference provides a unique opportunity to address the enormous issues facing historic preservation in California and beyond. The conference is split into three segments: Materials and Technology sessions, Conservation Values sessions and Doors Open California tours. This innovative program provides unprecedented opportunities for sponsors.

CPF asserts our role as a thought leader, bringing people together to address the intersection of heritage stewardship and current critical issues. The programs within this two-day educational track are based on values that define the challenges before us as preservationists:

- **Excellence & Innovation.** Overcoming technical challenges using the latest and best practices in preservation.
- **Imagination & Vision.** Promoting creative solutions to move preservation in new directions.
- **Relevance.** Demonstrating heritage conservation’s role in improving the quality of life throughout the state.
- **Repair.** Engaging in constructive dialogue to address sites of conflict and erasure while supporting communities in the historic preservation movement.

The first day of sessions target design professionals looking for training and new perspectives on materials and technology. On day two, we will host a meeting of the California State Parks Cultural Resources Climate Change Task Force, free for the public. All programs meet the standards for AIA HSW continuing education units.

**TECHNOLOGY TOOLKIT.** The first day of sessions target design professionals looking for training and new perspectives on materials and technology. On day two, we will host a meeting of the California State Parks Cultural Resources Climate Change Task Force, free for the public. All programs meet the standards for AIA HSW continuing education units.

**DOORS OPEN CALIFORNIA.** A new exclusive event for 2022. Partners across the state will open their doors during this in-person weekend of fun suitable for professionals in the field, friends, and families. Sites not usually open to the public will be included as well as unusual places you have not seen before. Don’t miss this one-of-a-kind opportunity to explore your community!

SPONSOR COMMITMENT FORM ATTACHED.

FOR MORE INFORMATION, VISIT OUR WEBSITE: CALIFORNIAPRESERVATION.ORG/SUPPORT/SPONSORSHIP
OR CALL 415-495-0349 EXT. 202
# CONFERENCE SPONSORSHIP OPPORTUNITIES

**JUNE 7-10, 2022**

## EDUCATION BENEFITS

<table>
<thead>
<tr>
<th>Tickets: <strong>Annual Conference</strong> Toolkit &amp; Education Sessions</th>
<th>Keystone</th>
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<th>Pillar</th>
<th>Foundation</th>
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## MARKETING BENEFITS

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<tr>
<th>Listing on Conference event website page</th>
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<td>Exclusive sponsor slide</td>
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## MEMBERSHIP BENEFITS

| One year membership included at the following levels | $1,000 | $1,000 | $500  | $250  | $250  |

## BENEFITS DESCRIPTION

### EDUCATION BENEFITS

- **Tickets to the Annual Conference Toolkit & Education Sessions** (virtual, online events, Value $175 per person). **Open Doors tickets not included.**

### MARKETING BENEFITS

- **Listing on Conference event website page**, linked to your company or organizational website.
- **Listing on CPF Sponsors page** for one year, linked to your company or organizational website.
- **Exclusive sponsor slide** (single card) at Conference live stream events, keynotes, lectures, and webinars with company name and logo.
- **Logo at Conference live stream events**, keynotes, lectures, and webinars with company name and logo during pre-roll.
- **Opportunity to broadcast a pre-recorded video** (one or two-minute video or promo showcased during Conference; subject to approval).
- **Conference App Benefits** - Advertisement on the Online Conference App with link to company or organization website.
- **Opt-In Attendee List**.
- **Inclusion on group post to social media feeds**: Facebook, Instagram, LinkedIn, & Twitter.
- **Placement on event email invitations** (14,000+ mailing list).
- **Promotion of company discount codes** for products and services for event attendees (for example CPF2022).
## CALIFORNIA WEEKEND SPONSORSHIP OPPORTUNITIES
### JUNE 11-12, 2022

### EVENT BENEFITS

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### MARKETING BENEFITS

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### MEMBERSHIP BENEFITS

One year membership included at the following levels: $1,000 $1,000 $500 $250 $250

### BENEFITS DESCRIPTION

#### EVENT BENEFITS

- **Tickets to the Open Doors California Weekend** ($20 Value per person). Conference Educational tickets not included. Not including special events or separately ticketed sites.

#### MARKETING BENEFITS

- **Listing on Conference event website page**, linked to your company or organizational website.
- **Listing on CPF Sponsors page** for one year, linked to your company or organizational website.
- **Exclusive Lead Sponsor** for all promotion during and leading up to event. Firm promotional materials at event sites.
- **Logo at Conference live stream events**, keynotes, lectures, and webinars with company name and logo during pre-roll.
- **Conference App Benefits** - Advertisement on the Online Conference App with link to company or organization website.
- **Opt-In Attendee List**.
- **Inclusion on group post to social media feeds**: Facebook, Instagram, LinkedIn, & Twitter.
- **Placement on event email invitations** (14,000+ mailing list).
- **Promotion of company discount codes** for products and services for event attendees (for example CPFDoors2022).
# 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

<table>
<thead>
<tr>
<th>Company/Affiliation</th>
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<td>Signature</td>
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## SPONSORSHIP LEVEL

### CALIFORNIA PRESERVATION CONFERENCE SPONSORSHIP

- $10,000 Keystone
- $5000 Capital
- $2000 Pillar
- $1000 Foundation
- $500 Non-profit

### DOORS OPEN CALIFORNIA WEEKEND SPONSORSHIP

- $10,000 Keystone
- $5000 Capital
- $2000 Pillar
- $1000 Foundation
- $500 Non-profit

### ANNUAL SPONSORSHIP

- $10,000 Keystone
- $7500 Pillar
- $5000 Non-profit

Annual Partners receive marketing exposure and benefits at the California Preservation Awards, our Annual Conference 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, 2022.

- [ ] Check Enclosed  
- [ ] Visa  
- [ ] MasterCard  
- [ ] Amex  
- [ ] Discover

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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