

**2022**

**CALIFORNIA PRESERVATION CONFERENCE  
JUNE 7<sup>TH</sup> — 12<sup>TH</sup>, 2022**

*Sponsorship Opportunities*

# *Opening Doors*



**CALIFORNIA  
PRESERVATION  
FOUNDATION**



2022 CALIFORNIA PRESERVATION CONFERENCE

# 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.



PRESERVATION  
PRACTICE  
(CONFERENCE SESSIONS)

TECHNOLOGY  
TOOLKIT  
(PRO TRAINING)

DOORS OPEN  
CALIFORNIA  
(TOURS)

JUNE 7-8

JUNE 9-10

JUNE 11-12

# Opening Doors



## CONFERENCE PROGRAMS

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.

**PRESERVATION PRACTICE.** 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.

**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](https://CALIFORNIAPRESERVATION.ORG/SUPPORT/SPONSORSHIP)

OR CALL 415-495-0349 EXT. 202



# Opening Doors

## CONFERENCE SPONSORSHIP OPPORTUNITIES

JUNE 7-10, 2022

EDUCATION BENEFITS	Keystone \$10,000	Capital \$5,000	Pillar \$2,000	Foundation \$1,000	Non Profit \$500
Tickets: <b>Annual Conference</b> Toolkit & Education Sessions	Unlimited	20	10	5	5
MARKETING BENEFITS					
Listing on Conference event website page	Logo	Logo	Logo	Logo	Name
Listing on CPF Sponsors page	Logo	Logo	Logo	Logo	Name
Exclusive sponsor slide	■				
Logo at Conference programs	Logo	Logo	Logo	Logo	Name
Pre-recorded company video presented at conference	■	■			
Conference App Benefits	Logo	Logo	Name	Name	Name
Opt-In Attendee List	■	■			
Inclusion on group post to social media feeds	■	■	■	■	■
Placement on event email invitations	Logo	Logo	Logo	Logo	Logo
Promotion of company discount codes	■	■			
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).



# Doors Open California

## CALIFORNIA WEEKEND SPONSORSHIP OPPORTUNITIES JUNE 11-12, 2022

EVENT BENEFITS	Keystone \$10,000	Capital \$5,000	Pillar \$2,000	Foundation \$1,000	Non Profit \$500
Tickets to the Open Doors California Weekend	Unlimited	40	30	20	10
MARKETING BENEFITS					
Listing on Conference event website page	Logo	Logo	Logo	Logo	Name
Listing on CPF Sponsors page	Logo	Logo	Logo	Logo	Name
Exclusive lead sponsors	Statewide	Regional	Single Event		
Logo at Conference programs	■	■	■	■	Name
Conference App Benefits	Logo	Logo	Name	Name	Name
Opt-In Attendee List	■	■			
Inclusion on group post to social media feeds	■	■	■	■	■
Placement on event email invitations	Logo	Logo	Logo	Logo	Logo
Promotion of company discount codes	■	■			
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).



# Opening Doors

## 2022 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"/> \$10,000 Keystone | <input type="checkbox"/> \$2000 Pillar     | <input type="checkbox"/> \$500 Non-profit |
| <input type="checkbox"/> \$5000 Capital    | <input type="checkbox"/> \$1000 Foundation |   |

### DOORS OPEN CALIFORNIA WEEKEND SPONSORSHIP

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> \$10,000 Keystone | <input type="checkbox"/> \$2000 Pillar     | <input type="checkbox"/> \$500 Non-profit |
| <input type="checkbox"/> \$5000 Capital    | <input type="checkbox"/> \$1000 Foundation |   |

### ANNUAL SPONSORSHIP

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> \$10,000 Keystone | <input type="checkbox"/> \$7500 Pillar | <input type="checkbox"/> \$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](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, 2022**

- 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  
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San Francisco, CA 94105-1215