

2014

Events and Partnership Opportunities



Who We Are

The mission of the DC Preservation League is to preserve, protect, and enhance the historic and built environment of Washington, DC, through advocacy and education.

DCPL invests significant time, effort, and funds to work with the development community to encourage sound practices regarding the re-use and rehabilitation of historic resources. Our work includes providing technical assistance and advice to owners and architects on the local regulatory process, as well as delivering testimony before the DC Historic Preservation Review Board and the Council of the District of Columbia. In addition, DCPL works with the District Government, neighborhood groups, and property owners on the protection of historic resources important to communities, and conducts tours, educational programs, and events that highlight preservation projects that have or will have the potential to revitalize communities, and contribute to the local economy and quality of life.

What do we do

Lead the creation of the Historic Landmark and Historic District Protection Act (DC Law 2-144), ultimately one of the strongest preservation ordinances in the nation.

Advocate for the protection of Washington's historic landmarks, districts and significant open spaces.

Education

Enlighten people to Washington, DC's neighborhoods and historic downtown.

Promote sound preservation practices in the architecture and development communities.

Present the case that historic preservation is an economic driver for development in our nation's capital.

Community

Work on behalf of citizens to preserve neighborhoods.

Collaborate with industry partners, neighborhood groups and city government on redevelopment projects and neighborhood development.

About Us

The DC Preservation League (DCPL) is the only citywide nonprofit dedicated to the preservation, protection, and enhancement of Washington's historic and built environment. Founded in 1971 as Don't Tear It Down to save the Old Post Office on Pennsylvania Avenue, DCPL has worked diligently to ensure that preservation remains an economic driver for the city's neighborhoods and historic downtown.

Rebecca Miller, is the Executive Director of the DC Preservation League. She holds a B.A. in History and a Master's in Business Administration and has been with DCPL since 2003. In addition to supervising the day-to-day operations of DCPL, Rebecca represents the organization as a consulting party on Section 106 issues such as the consolidation of the Department of Homeland Security at the National Historic Landmark St. Elizabeths Hospital West Campus, and Union Station. She has also successfully advocated for funding for the restoration of the DC World War I Memorial on the National Mall. Rebecca frequently provides testimony on behalf of DCPL on historic preservation issues before the DC Council, the DC Historic Preservation Review Board, the Commission on Fine Arts, and the National Capital Planning Commission. She also serves as a juror for the annual District of Columbia Awards for Excellence in Historic Preservation.

DCPL Officers

President

Edward D. Dunson, AIA
*Department of Architecture, School of Architecture,
Howard University*

Vice President

John A. Sandor
National Park Service

Treasurer

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US Bancorp Community Development Corporation

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Greenstein Delorme & Luchs, P.C.

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Historic Mount Pleasant

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MNCPPC – Prince George's County

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Property Group Partners

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Historic Preservation Architect

John DeFerrari
Independent Historical Researcher

Scott P. DeMartino, Esq.
Bryan Cave

Hany Hassan, FAIA
Beyer Blinder Belle Architects & Planners LLP

Gerard D. Heiber, LEED AP, BD+C
SIGAL Construction Corporation

Steve Houff
Forrester Construction Company

Donald Beekman Myer, FAIA
Architect

Megan Palmer
Nixon Peabody LLP

D. Peter Sefton
Architectural Historian

Chuck Wagner
Wagner Roofing

Edwin Villegas
Winmar Construction Inc.

Juliet Zucker
Long & Foster

Our Audience

Historic Property Owners

District Government

Developers

Architects

Contractors

Realtors

Tourists

Community and Neighborhood Associations

Anyone involved or interested in historic properties benefits from the work of DCPL.



DCPL delivers the latest information about development, sustainability, tourism, and city policy to:

- 55,000 web visitors per month (62% new visitors)
- 5,000 email contacts (including DCPL supporters, Advisory Neighborhood Commissions, City Council members, and various list-serves. Average open-rate of emails is 32.1%)
- Media list comprised of more than 300 contacts
- 3,500 annual event attendees
- Social Media: 1 320 Facebook Fans; 2,400 Foursquare Followers; 715+ Twitter Followers

Current Partners and Sponsors

Landmark Partner



Capstone Partners



Keystone Partners



Cornerstone Partners



HARTMAN-COX ARCHITECTS



PROPERTY GROUP PARTNERS

Foundation Partners

Beyer Blinder Belle Architects & Planners LLP
The Christman Company
John DeFerrari
Martin Ditto
Forest City Washington
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Greenstein DeLorme & Luchs, P.C.
Grossberg, Yochelson, Fox & Beyda, LLP
Holland & Knight LLP
JM Zell Partners, Ltd.

Kramer Consulting Services, PC
Lorton Stone, LLC
Quadrangle Development Corporation
SK&A Structural Engineers, PLLC
Wagner Roofing
Juliet Zucker
Zuckerman Gravely

Friends

Fay Armstrong
Shalom Baranes
Richard Busch
Zivan Cohen
Farleigh Earhart and Jeff Stensland
Kenneth Golding
Daniel B. Karchem
John F. Olson and Tom J. Kim
Bruce Pascal and Mark Klug
John A. Sandor

Events

Signature Events

Bricks & Mortar Ball
Yesterday and Today
February 11, 2014

DC Preservation Awards
May 2014

DCPL Annual Meeting
October/November 2014

Educational and Outreach Programs

Historic Homeowners Toolbox
TBD June

New Member Reception
June 2014

Preservation Conference
TBD October/November

Tours
8-10 Times a year

Historic Hotspots - Quarterly

TBD March 2014

TBD June 2014

TBD September 2014

TBD December 2014

Preservation Month

St. Elizabeths West Campus Tour
May 2014

Historic Preservation 101/201
May 2014

Tours
May 2014

2014 Signature Event



Yesterday and Today:

The 50th Anniversary Celebration of The Beatles' First North American Concert

Uline Arena (The Washington Coliseum)

February 11, 2014

On February 11, 1964 The Beatles made history with their first North American concert in Washington, DC at the Washington Coliseum (Uline Arena). This event changed the American music scene forever.

Celebrate the 50th Anniversary of this historic event with the DC Preservation League on Tuesday, February 11, 2014 where the tribute band "Beatlemania NOW" will perform the same set list (and other favorites) in the original venue. This event represents the final opportunity to celebrate the diverse history of this iconic Washington venue in its current form before the property will be redeveloped with a combination of commercial uses.

10th Annual District of Columbia Awards for Excellence in Historic Preservation

May 2014

Expected Attendance: 500+

Audience: Developers, Architects, Contractors, Preservationists, Elected Officials.

Marketing: 2,500 mailed invitations, 5,000 email invitations, 2 reminder emails, 3 e-newsletters leading up to and one following the event, published on list-serves.

The annual preservation awards and ceremony are a cooperative event with the DC Office of Planning/Historic Preservation Office. This free event is open to the public and celebrates preservation projects that contribute to the economic vitality of the nation's capital.



Annual Membership Meeting

October 2014

Location: TBD

Expected Attendance: 150 (Each Event)

Audience: DCPL members including Developers, Architects, Contractors, Preservationists

Marketing: 1,000 post cards mailed, 5,000 email invitations, 2 reminder emails, 2 e-newsletters leading up to and one following the event.

DCPL's citywide preservation conference is a one-day program focused on issues affecting historic preservation around the city. The program concludes in the evening with DCPL's Membership Meeting held in either a property poised for rehabilitation or a recently completed project, to highlight DCPL's efforts over the previous year. In addition, with input from individuals and organizations from across the city, DCPL's annual list of Most Endangered Places is announced and released to the media at the meeting.



Educational and Outreach Programming

DCPL provides its members and the public with a range of education and outreach opportunities that address interests and constituencies across the city.

Tour Program

DCPL organizes a minimum of eight – 10 tours of neighborhoods and in-progress or recently completed rehabilitation projects throughout the year.



Preservation Workshops

DCPL organizes one-day workshops that bring together preservation trade professionals and property owners to provide public information and promote available services.



Historic Homeowner Toolbox

An opportunity to receive free individualized attention from contractors and seasoned professionals who will answer homeowners questions on a range of topics including: working with architects and contractors, roofing, wood windows, ironwork, energy efficiency and much more.

Also, two on-site learning sessions focus on researching the history of your property; and energy audits and greening homes without compromising its historic integrity.



New Member Reception

June 2014

Location: TBD

Expected Attendance: 50 -75

Audience: New Members of the DC Preservation League

Marketing: Invitations to new members of DCPL

This event provides the opportunity for new DCPL members to interact with board members and staff, and learn about their membership benefits and opportunities to become more involved in the organization's activities.



Preservation Month

Highlighted sponsorship of DCPL's activities planned to celebrate National Historic Preservation Month. Activities include, realtor training with the DC Board of Real Estate and Board of Appraisers, tour of St. Elizabeths East Campus, and a researching historic house program.

HISTORIC PRESERVATION 101/201
Friday, May 18, 2012 9:00 AM - 12:00 PM
Gallaudet University, Kellogg Conference Center
800 Florida Avenue, NE

NO COST CEC
to
DC Real Estate Licensees
and
DC Real Estate Appraiser Licensees

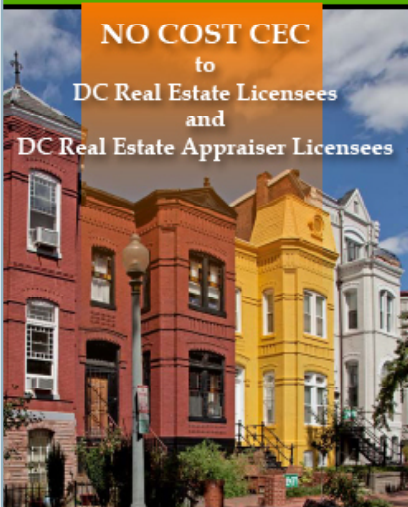

Join the DC Preservation League, DC Real Estate Commission and District of Columbia Board of Real Estate Appraisers for educational sessions that examines historic preservation in Washington, DC.

Historic Preservation 101 provides a historic preservation movement, advancing historic district requirements, tips on zoning and the value of façade easements.

Historic Preservation 201 delves deep into designating historic landmarks and districts, property, the historic preservation review process, and historic resources with new construction.

No Cost 3 Hour Continuing Education for DC Real Estate Licensees and DC Real Estate Appraisers
www.dcpreservation.org

EXPAND YOUR MARKET! **CLICK HERE**



Historic Hot Spots

Throughout the year, DCPL identifies emerging venues (cultural, restaurant, retail, etc.) across the city for after-work and weekend networking events that highlight the connection between historic preservation and economic development. Historic Hot Spots are ideally suited for a single sponsorship or coordinated sponsorships with related partners/tenants. Other suggested locations for Hot Spot events are welcome.

Buildings and Wine Get Better With Age!

Fall 2014

Location: TBD

Expected Attendance: 100

Audience: Young Professionals

Marketing: 5,000 email invitations, 2 reminder emails, 3 e-newsletters leading up to and after event.

Picnic on the Potomac

August 2014

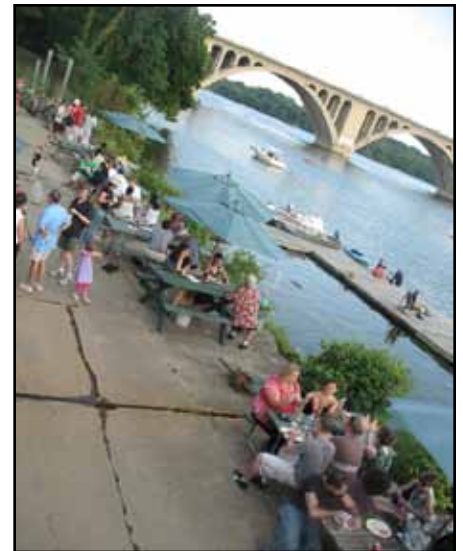
Location: TBD

Expected Attendance: 100

Audience: DCPL Members and open to the public.

Marketing: 5,000 email invitations, 2 reminder emails, 3 e-newsletters leading up to and after event.

Attendees of the event enjoy networking and a barbeque.



Annual Partnership

Landmark Partner

- Industry Exclusivity
- One-year membership to DC Preservation League
- Tickets for twenty (20) guests to Yesterday & Today, Annual Meeting and reserved seating for twenty (20) guests at the Preservation Awards Ceremony
- Logo recognition as a Landmark Partner in all invitations and event collateral (printed and digital)
- Written recognition as a Landmark Partner in all DCPL press releases (as applicable)
- One (1) full-page advertisement in each event program
- Recognition as a Landmark Partner from the stage during each event program
- Opportunity to display project board or model in event space
- Click-able company logo with link on DCPL homepage for twelve (12) months under Landmark Partners
- Click-able company logo with link in DCPL monthly e-newsletter and monthly upcoming event e-blast for twelve (12) months under Landmark Partners
- Minimum ten (10) tweets a month
- Minimum one (1) Facebook post a month
- Attendee list from all events (excluding email addresses)
- Opportunity to include a logo branded item in gift bags at all DCPL events (as applicable)
- Sponsorship Exit Report with analytical measurement of Return On Investment (ROI)

Investment: \$25,000

District Partner

- One-year membership to DC Preservation League
- Tickets for ten (10) guests to Yesterday & Today, Annual Meeting and reserved seating for ten (10) guests at the Preservation Awards Ceremony
- Logo recognition as a District Partner in all invitations and event collateral (printed and digital)
- One (1) full-page advertisement in each event program
- Opportunity to display project board or model in event space
- Click-able company logo with link on DCPL website for twelve (12) months under District Partner
- Click-able company logo with link in DCPL monthly e-newsletter and monthly upcoming event e-blast for twelve (12) months under District Partner
- Minimum five (5) tweets a month
- Minimum six (6) Facebook posts over 12 months
- Opportunity to include a logo branded item in gift bags at all DCPL events (as applicable)
- Sponsorship Exit Report with analytical measurement of ROI

Investment: \$15,000

Capstone Partner

- One-year membership to DC Preservation League
- Tickets for eight (8) guests to Yesterday & Today, Annual Meeting and reserved seating for 8 guests at the Preservation Awards Ceremony
- Logo recognition as a Capstone Partner in all invitations and event collateral (printed and digital)
- One (1) half-page advertisement in each event program
- Opportunity to display project board or model in event space
- Click-able company logo with link on DCPL website for twelve (12) months under Capstone Partners
- Click-able company logo with link in DCPL monthly e-newsletter and monthly upcoming event e-blast for twelve (12) months under Capstone Partners
- Minimum three (3) tweets a month
- Minimum four (4) Facebook posts over 12 months
- Opportunity to include a logo branded item in gift bags at all DCPL events (as applicable)
- Sponsorship Exit Report with analytical measurement of ROI

Investment: \$10,000

Cornerstone Partner

- One-year membership to DC Preservation League
- Tickets for four (4) guests to Yesterday & Today OR Annual Meeting OR reserved seating for four (4) guests at the Preservation Awards Ceremony
- Recognition as a Cornerstone Partner in invitation and event collateral (printed and digital) your organization attends
- One (1) quarter-page ad in the event program your organization attends
- Company name (click-able with link) on chosen event site in addition to DCPL “Organizational and Individual Sponsor” page under Cornerstone Partner for twelve (12) months
- Minimum one (1) tweet a month
- Minimum two (2) Facebook posts over twelve (12) months
- Opportunity to include logo branded item in gift bags at all DCPL events (as applicable)

Investment: \$2,500

Keystone Partner

- One-year membership to DC Preservation League
- Tickets for six (6) guests to Yesterday & Today, Annual Meeting and reserved seating for six (6) guests at the Preservation Awards Ceremony
- Recognition as a Keystone Partner in all invitations and event collateral (printed and digital)
- One (1) half-page advertisement in each event program
- Opportunity to display project board in event space
- Click-able company logo with link on DCPL “Organizational and Individual Sponsor” page under Keystone Partners for twelve (12) months
- Click-able company logo with link in DCPL monthly e-newsletter and month upcoming event e-blast for six (6) alternating months under Keystone Partners
- Minimum two (2) tweets a month
- Minimum three (3) Facebook posts over twelve (12) months
- Opportunity to include logo branded item in gift bags at all DCPL events (as applicable)
- Sponsorship Exit Report with analytical measurement of ROI

Investment: \$5,000

Foundation Partner

- One-year membership to DC Preservation League
- Tickets for two (2) guests to Yesterday & Today OR Annual Meeting OR reserved seating for two (2) guests at the Preservation Awards Ceremony
- Recognition as a Foundation Partner in event program your organization attends
- Company name (click-able with link) on event site organization attends in addition to DCPL “Organizational and Individual Sponsor” page under Foundation Partner for twelve (12) months

Investment: \$1,000

Outreach and Education Sponsorship

Historic Tours Presenting Sponsorship

- Industry Exclusivity (only one sponsorship available to non CRE industry organizations)
- One-year membership to DC Preservation League
- Sponsor logo included in DCPL Historic District Tours logo lock up and mentioned as “Presented By _____”
- Logo recognition in all program announcements, invitations and event collateral (printed and digital)
- Written recognition as Presenting Sponsor in all DCPL press releases for Historic District Tours activities
- One (1) full-page advertisement in DCPL Historic District Tours Booklet(s) (status pending per required additional sponsorship investment)
- Recognition as Presenting Partner at DCPL Historic District Tours in addition
- Opportunity for organization representative to offer welcoming remarks at all DCPL Historic District Tours
- Opportunity for organization representative to offer their own space and refreshments (to be provided by sponsor) as the meeting location and/or ending location as applicable per each individual tour (if available)
- Click-able company logo with link on DCPL Historic District Tours site in addition to click-able company logo with link on DCPL “Organizational and Individual Sponsor” page under Historic District Tours Presenting Sponsor
- Click-able company logo with link on DCPL monthly e-newsletter and monthly upcoming event e-blast for twelve (12) months as Historic District Tours Presenting Sponsor
- Minimum ten (10) tweets per month surrounding program and all tours
- Minimum one (1) Facebook posts per month surrounding program and all tours
- Attendee list from all Historic District Tours events (excluding email addresses) lead in a twelve (12) month period
- Opportunity to include a logo branded item in gift bags at all DCPL events (as applicable)
- Sponsorship Exit Report with analytical measurement of ROI

Investment: \$25,000

Preservation Month Presenting Sponsorship

- Industry Exclusivity
- One-year membership to DC Preservation League
- Sponsor logo included in Preservation Month logo lock up and mentioned as “Presented By _____”
- Logo recognition in all program announcements, invitations and event collateral (printed and digital)
- Written recognition as Presenting Sponsor in all DCPL press releases for Preservation Month activities
- One (1) full-page advertisement in DCPL Preservation Month program (status pending)
- Recognition as Presenting Partner from the stage during any event program (if applicable)
- Click-able company logo with link on DCPL Preservation Month site in addition to click-able company logo with link on DCPL “Organizational and Individual Sponsor” page under Preservation Month Presenting Sponsor
- Click-able company logo with link on DCPL monthly e-newsletter and monthly upcoming event e-blast for twelve (12) months as Preservation Month Presenting Sponsor
- Minimum five (5) tweets surrounding program
- Minimum four (4) Facebook posts surrounding program
- Attendee list from all Preservation Month events (excluding email addresses)
- Opportunity to include a logo branded item in gift bags at all DCPL events (as applicable)
- Sponsorship Exit Report with analytical measurement of ROI

Investment: \$10,000

Individual Historic Tour Sponsorship

- One-year membership to DC Preservation League
- Logo recognition in all individual Historical District Tour program announcements, invitations and event collateral (printed and digital)
- Written recognition as individual Historic District Tour Sponsor in all DCPL press releases for specific Historic District Tour
- One (1) full-page advertisement in individual Historic District Booklet
- Opportunity for organization representative to offer welcoming remarks
- Opportunity for organization representative to offer their own space and refreshments (to be provided by sponsor) as the meeting location and/or ending location as applicable per each individual tour (if available)
- Click-able company logo with link on DCPL monthly e-newsletter and monthly upcoming event e-blast for twelve (12) months as Historical District Tours Presenting Sponsor
- Minimum two (2) tweets per tour given in a twelve (12) month period
- Minimum one (1) Facebook post per tour given in a twelve (12) month period
- Attendee lists from all individual (sponsored) Historic District Tours lead in a twelve (12) month period
- Opportunity to include a logo branded item in gift bags at all DCPL events (as applicable)
- Sponsorship Exit Report with analytical measurement of ROI

Investment: \$7,500

Customizable Sponsorship (such as Decor, Gift Bag and other opportunities)

For Customizable Sponsorship please contact Mike LaRosa at 571.438.3344 or mlarosa@wayfarer-ag.com

**Preserve
Protect
Enhance**

Celebrate May 2014

National Preservation Month!

Customizable Sponsorship

Décor/Lighting Sponsorship

- One-year membership to DC Preservation League
- Customized centerpiece or event décor with branding, showcasing either sponsor's product or collateral about services designed to reflect event theme
- Two (2) tickets to the event
- Recognition as Décor/Centerpiece Sponsor in invitation (written) and event collateral (logo) (printed and digital)
- One (1) quarter-page advertisement in event program
- Click-able company logo with link on event site
- Minimum two (2) tweets (one before and one after the event) mentioning décor/centerpiece
- Minimum one (1) Facebook post and posting photos of décor/centerpiece
- Sponsorship Exit Report with analytical measurement of ROI

Investment: \$5,000

Beverage/Cocktail Sponsorship

- One-year membership to DC Preservation League
- Customized beverage/cocktail named and designed after sponsoring organization
- Two (2) tickets to the event
- Recognition as Beverage/Cocktail Sponsor in invitation (written) and event collateral (logo) (printed and digital)
- Beverage/Cocktail recipe with sponsor logo placed in gift bags (pending gift bag sponsor) or displayed at the bars/displayed on passed trays
- One (1) quarter-page advertisement in event program
- Click-able company logo with link on event site under Beverage/Cocktail Sponsor
- Company name (click-able with link) on DCPL "Organizational and Individual Sponsor" page under Event Sponsors for twelve (12) months
- Minimum two (2) tweets (one before and one after the event) mentioning beverage/cocktail with recipe
- One (1) Facebook post and posting recipe for beverage/cocktail post event
- Sponsorship Exit Report with analytical measurement of ROI

Investment: \$5,000

Dessert Sponsorship

- One-year membership to DC Preservation League
- Customized dessert item or take away item (cookie, chocolate) with logo and/or branding on product
- Two (2) tickets to the event
- Recognition as Dessert Sponsor in invitation (written) and event collateral (logo) (printed and digital)
- One (1) quarter-page advertisement in event program
- Click-able company logo with link on event site under Dessert Sponsor
- Company name (click-able with link) on DCPL “Organizational and Individual Sponsor” page under Event Sponsors for twelve (12) months
- Two (2) tweets (one before and one after the event) mentioning and showcasing dessert
- One (1) Facebook post showcasing dessert
- Sponsorship Exit Report for measuring ROI

Investment: \$5,000

Gift Bag Item

- Opportunity to include a logo branded item in gift bag
- One (1) ticket to the event
- One (1) tweet after event for gift bag item

Investment: *\$200 per event or \$500 for all applicable events over a twelve (12) month period

***Available only in conjunction with partnership or sponsorship**

Gift Bag Sponsorship

- One-year membership to DC Preservation League
- Logo on re-usable and sustainable gift bag to be handed out at sponsored DCPL event
- Opportunity to include a logo branded item in gift bag
- Two (2) tickets to the event
- Recognition as Gift Bag Sponsor in invitation (written) and event collateral (logo) (Printed and digital)
- Click-able company logo with link on event site under Gift Bag Sponsor
- Company name (click-able with link) on DCPL “Organizational and Individual Sponsor” page under Event Sponsors for twelve (12) months
- Two (2) tweets (one before and one after the event) showcasing gift bag
- One (1) Facebook post mentioning gift bag
- Sponsorship Exit Report for measuring ROI

Investment: \$2,500

Annual Gift Bag Sponsorship

- Logo on re-usable and sustainable gift bag handed out at all DCPL events (as applicable)
- Four (4) tickets to the Bricks & Mortar Ball, Annual Meeting, and reserved seating for four (4) at the Preservation Awards Ceremony
- One (1) quarter-page advertisement in each event program
- Recognition as Gift Bag Sponsor in invitation (written) and event collateral (logo) (Printed and digital) for all events
- Click-able company logo with link on all event sites under Gift Bag Sponsor
- Company name (click-able with link) on DCPL “Organizational and Individual Sponsor” page under Event Sponsors for twelve (12) months
- Two (2) tweets (one before and one after the event) mentioning and showcasing gift bag for each event
- One (1) Facebook post for gift bag for each event
- Sponsorship Exit Report for measuring ROI

Investment: \$10,000

2014 Pledge Form

Partner Information

Sponsor Name (as you wish it to appear)

Contact

Address

Phone

Email

Annual Partnerships - Events

- Landmark Partner \$25,000 District Partner \$15,000 Capstone Partner \$10,000 Keystone Partner \$5,000
- Cornerstone Partner \$2,500 (check the event below you wish to sponsor) Foundation Partner \$1,000 (check the event below you wish to sponsor)
- Yesterday and Today Preservation Awards Annual Meeting Yesterday and Today Preservation Awards Annual Meeting

Outreach and Education Sponsorships

- Historic Tour Series Presenting Sponsor \$25,000 Historic Preservation Month Presenting Sponsor \$10,000 Individual Historic Tour Sponsor - \$7,500

Customizable Sponsorship (such as Décor, Gift Bag and other opportunities)

For Customizable Sponsorships please reference the sponsorship package and contact Mike LaRosa at 571.438.3344 or mlarosa@wayfarer-ag.com

Payment Information

- Check (Make checks payable to DC Preservation League) Credit card

Card Number

Exp. Date

Security code

Signature

For more information, contact Rebecca Miller at 202.783.5144 or Rebecca@dcpreservation.org