

2015 PARTNERSHIP OPPORTUNITIES

Preservation Works in the District of Columbia!



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.

DCPL's *Annual Partnership* program will enable your company to support multiple events throughout the year, and provide you with exposure to an even broader audience.

With a single commitment, your company can be included as a sponsor of a variety of events tailored to your marketing interests and audience.

DCPL Can Represent and Expand Your Market

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 (70.4% new visitors)
- 6,100 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: 1642 Facebook Fans; 3173 Foursquare Followers; 1075 Twitter Followers

Protecting Resources by Providing Service

DCPL professional staff 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. This work includes providing technical assistance, advice to owners and architects on the local regulatory process and delivering testimony before the DC Historic Preservation Review Board and the Council of the District of Columbia. DCPL works with the District Government, neighborhood groups, and property owners on the protection of historic resources important to communities. In addition, DCPL creates educational programs, events and conducts tours that highlight preservation projects that have the potential to revitalize communities, drive economic development and contribute to the local quality of life.

Your Financial Support is Vital to Our Work

The expansion of the network of informed community members, property owners, the building industry, and policy makers, requires financial resources. Sponsorship of DCPL enables us to support and promote what's important to you. In return, we recognize your tax-deductible donation through acknowledgement on DCPL's website and email communications with our members, and through a variety of annual events that connect you to your audience.

2015 PROGRAM SCHEDULE OF EVENTS AND SPONSORSHIP OPPORTUNITIES

Signature Sponsorship Opportunities

The following is a list of opportunities that provide the broadest exposure for our sponsors:

Bricks and Mortar Ball

Friday, March 27, 2015

Manhattan Laundry, 1346 Florida Avenue, NW

Expected Attendance: 400+

Audience: DCPL Supporters, Preservationists, Development and Design Community.

Marketing: 2,500 print invitations, 5,000 email invitations, 4 reminder emails, 2 e-newsletters leading up to, one following the event, all thank you correspondence. Facebook and Twitter posts included.

The Bricks and Mortar Ball is DCPL's primary source of revenue for the year. Funds received from the event are used to further DCPL's mission of outreach and education.

Manhattan Laundry is a complex that originally housed the traction facility for a streetcar company. The oldest building on the site was built in 1877. The complex became a printing plant in 1892 and it was converted into a laundry in 1905. The site represents the expansion of Washington's urban core and industrial development along the city's edge at Florida Avenue.

*Participation as a sponsor must be confirmed no later than **February 17, 2015** for inclusion in the print invitation.*

District of Columbia Awards for Excellence in Historic Preservation Ceremony and Reception

Wednesday, May 6, 2015

Daughters of the American Revolution Constitution Hall

Expected Attendance: 500+

Audience: , Preservationists, Property Owners, Developers, Architects, Contractors, Engineers

Marketing: 2,500 mailed invitations, 5,000 email invitations, 2 reminder emails, 3 e-newsletters leading up to and one following the event, all thank you correspondence published on list-serves, Facebook and Twitter posts included.

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.

Daughters of the American Revolution, DAR Constitution Hall welcomes more than 500,000 visitors each year. The Hall opened in 1929, and was designed to house the annual DAR convention. DAR Constitution Hall was designated a National Historic Landmark in 1985.

*Participation as a sponsor must be confirmed no later than **March 25, 2015** for inclusion in the print invitation.*

Annual Membership Meeting/ Citywide Conference/ Most Endangered Places Announcement

October 2015

Location: TBD

Expected Attendance: 150 (Each Event)

Audience: DCPL Members and supporters

Marketing: 1,000 post cards mailed, 5,000 email invitations, 2 reminder emails, 2 e-newsletters leading up to and one following the event, all thank you correspondence, Facebook and Twitter posts included.

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 to highlight DCPL's efforts over the previous year in either a property poised for rehabilitation or a recently completed project. 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.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Throughout the year, there are additional opportunities to reach DCPL's audience. These include and not limited to:

Annual 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 8-10 tours of neighborhoods and in-progress or recently completed rehabilitation projects throughout the year.

Preservation Workshops – DCPL organizes 4 free one-day workshops that bring together preservation trade professionals and property owners to provide public information and promote available services.

Preservation Month (May) – highlighted sponsorship of DCPL's activities planned to celebrate National Historic Preservation Month. Activities include, continuing education training for members of the DC Board of Real Estate and Board of Appraisers, walking tours, and a historic house research program.

New Member Event

TBD

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 benefits of membership and opportunities to become more involved in the organization's activities.

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.

Picnic on the Potomac

August 2015

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, all thank you correspondence.

Attendees of the event enjoy networking and a barbeque.

PARTNERSHIP PACKAGES

The following packages reflect what DCPL believes to be the most cost-effective use of your annual sponsorship pledge:

For your 2015 pledge as a Landmark Partner (\$25,000) you will receive the following ANNUAL benefits:

- Admission for 20 guests to the Bricks and Mortar Ball, Annual Meeting, **AND** reserved seating for 20 guests at the Preservation Awards Ceremony and Reception
- Recognition as Landmark Partner from the stage during the event program
- Recognition with logo as Landmark Partner in the invitation and on event signage
- Company Logo with link on DCPL homepage-crawler for 12 month period and homepage banner for the event
- Company name and link on DCPL's Corporate Sponsors' webpage for 12 months
- Company Logo with link on DCPL 's event webpage
- A full-page advertisement in each event program, distribution of co-branded materials to attendees
- Opportunity to display project board in event space
- Acknowledgement in event press release sent to local, regional and national media
- Company logo and link on DCPL's monthly e-newsletter and monthly upcoming event e-blast for 12 months
- Sponsorship mention in all Twitter, Facebook and Thank yous

For your 2015 pledge as a Capstone Partner (\$10,000) you will receive the following ANNUAL benefits:

- Admission for 10 Guests for the Bricks and Mortar Ball, Annual Meeting, and reserved seating for 10 guests at the Preservation Awards Ceremony
- Recognition as Capstone Partner in invitation and on event signage
- Company Logo with link on DCPL homepage-crawler for 12 month period
- Company name and link on DCPL's Corporate Sponsors' webpage for 12 months
- Company Logo with link on DCPL's event webpage
- Opportunity to display project board in event space
- One half-page advertisement in each event program
- Acknowledgement in event press release sent to local, regional and national media
- Sponsorship mention in all Twitter and Facebook

For your 2015 pledge as a Keystone Partner (\$5,000) you will receive the following benefits:

- Admission for 6 Guests to the Bricks and Mortar Ball, Annual Meeting, and reserved seating for 6 guests at the Preservation Awards Ceremony and Reception
- Company name and link on DCPL's event webpage
- Company name and link on DCPL's Corporate Sponsors' webpage for 12 months
- Recognition as a Keystone Partner in event invitations and event signage
- One-half-page advertisement in each event program
- Acknowledgement in event press release sent to local, regional and national media

For your 2015 pledge as a Cornerstone Partner (\$2,500) you will receive the following benefits:

- Admission for 4 Guests to **ONE** of the following events: the Bricks and Mortar Ball, Annual Meeting, or reserved seating for 4 guests at the Preservation Awards Ceremony
- Recognition as Cornerstone Partner in invitation
- Company name and link on DCPL's Corporate Sponsors' webpage for 12 months
- Company name and link on DCPL's event webpage
- One-quarter-page advertisement in the event program

For your 2015 pledge as a Foundation Partner (\$1,000) you will receive the following benefits:

- Admission for 2 Guests to **ONE** of the following events: the Bricks and Mortar Ball, Annual Meeting, or reserved seating for 2 guests at the Preservation Awards Ceremony
- Company name recognition as Foundation Partner in one event program
- Company name and link on DCPL's Corporate Sponsors' webpage for 12 months
- Company name and link on DCPL's event webpage

*All Sponsorship packages include a one-year DCPL Membership.

**All Sponsors are eligible to purchase discounted tickets to the Bricks & Mortar Ball. Contact the office for details.

We would be happy to tailor a specific package of sponsorship opportunities to target your desired audience.

If you have any questions about sponsorship opportunities, please contact DCPL's Executive Director Rebecca Miller at 202.783.5144 or rebecca@dcpreservation.org

2015 SPONSORSHIP PLEDGE FORM

(See Partners Packages or Sponsorship Benefits Breakdown for recognition benefits & number of tickets accompanying each level)

Partner Pledge Level

- Landmark Partner - \$25,000**
- Capstone Partner - \$10,000**
- Keystone Partner - \$5,000**
- Cornerstone Partner - \$2,500** (check the single event below you wish to sponsor)
 - Bricks & Mortar Ball
 - Mayor's Awards
 - Annual Meeting
- Foundation Partner - \$1,000** (check the single event below you wish to sponsor)
 - Bricks & Mortar Ball
 - Mayor's Awards
 - Annual Meeting
- Individual Partner - \$500** (check the event below you wish to sponsor)
 - Includes (1) one single event ticket and listing in program*
 - **Restricted to individuals (company name will not be listed at this level)**
 - Bricks & Mortar Ball
 - Mayor's Awards
 - Annual Meeting

Partner Information

Sponsor Name (as you wish it to appear)

Contact

Address

Phone

Email

Payment Information

Check (Make checks payable to DC Preservation League) Credit card Billing/Invoice

Card Number

Exp. Date

Security code

Signature

[Click Here](#) to send your pledge online

Or

Fax to: 202.783.5596