



2016 PARTNERSHIP OPPORTUNITIES

Celebrating 45 Years of Preservation Advocacy in the District of Columbia

The DC Preservation League (DCPL) is the only citywide nonprofit solely 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 force for the city's neighborhoods and historic downtown.

Historic property owners...the 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's *Annual Partnership Program* is designed to enable your company to support multiple events throughout the year, and to provide you with significant exposure. *With a single commitment, your company can sponsor a variety of events tailored to your marketing interests and audience.*

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. Sponsorships enable DCPL to support and promote what's important to you. In return, we recognize your tax-deductible donation through acknowledgement on DCPL's website, social media and communications with our members, and through a variety of annual programs and events that connect you to our audience.

DCPL Can Represent and Expand Your Market

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

- 48,000 web visitors per month (70.4% new visitors)
- 6,400 email contacts (including DCPL supporters, Advisory Neighborhood Commissions, City Council members, and various list-serves. Average open-rate of emails is 34.1%)
- Social Media: More than 6,700 Facebook, Twitter and Foursquare followers
- Media list comprised of more than 300 contacts
- 2,500+ annual program and event attendees

Protecting Resources by Providing Service

DCPL professional staff invests significant time and resources to work with a wide range of preservation interests to encourage sound practices regarding the re-use and rehabilitation of historic resources. This work includes providing technical assistance such as project review, providing 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 provides educational programs and conducts tours that highlight preservation projects that have the potential to revitalize communities, drive economic development, and contribute to the quality of life for residents and visitors.

2016 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:

45th Anniversary Celebration and Awards and Reception

Saturday, May 14, 2015

Pennsylvania Avenue, NW

Expected Attendance: 400+

Audience: DCPL Supporters, Preservationists, Development and Design Community, DC Government Officials.

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 Anniversary Celebration 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.

The 2016 event will highlight 45 years of activism that started at the Old Post Office, expanded to include landmarks and districts downtown and ultimately reaches across the entire city. In addition, the organization will honor individuals, organizations, businesses, corporations, and projects that have had a catalytic effect on the city's civic and cultural legacy over the past 45 years.

*Participation as a sponsor must be confirmed no later than **March 18, 2016** for inclusion in the print invitation.*

Note: District of Columbia Awards for Excellence in Historic Preservation will not take place in 2016 due to budget cuts within the Office of Planning.

Annual Membership Meeting

October 2016

Expected Attendance: 150

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 Membership Meeting is held to highlight the previous year's accomplishments is typically held in a property poised for rehabilitation or a recently completed project.

*Participation as a sponsor must be confirmed no later than **August 31, 2016** for inclusion in the print invitation.*

Throughout the year, there are additional opportunities to reach DCPL's audience:

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) –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.

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. Suggested locations for Hot Spot events are always welcome.

Picnic on the Potomac: Attendees of the event enjoy networking and a crab feast at the historic boathouse on the Potomac where Olympic paddle-boarding was born.

PARTNERSHIP PACKAGES*

The following packages represent cost-effective uses of your annual sponsorship pledge:

For your 2016 pledge as a Landmark Partner (\$25,000) you will receive the following ANNUAL benefits:

- 2 reserved tables and admission for 20 guests to the *45th Anniversary Celebration* and the *Annual Meeting*
- Recognition as Landmark Partner from the stage at both events
- Recognition with logo as Landmark Partner in the invitation and on event signage
- 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, and on social media
- Company logo on print and electronic media for ALL events, programs, monthly e-newsletters and link on DCPL's website for 12 months

For your 2016 pledge as a Capstone Partner (\$10,000) you will receive the following ANNUAL benefits:

- 1 reserved table and admission for 10 guests to the *45th Anniversary Celebration* and the *Annual Meeting*
- Recognition as Capstone Partner from the stage at both events
- Recognition with logo as Capstone Partner in the invitation and on event signage
- A half-page advertisement in each event program
- Opportunity to display project board in event space
- Acknowledgement in event press release sent to local, regional, and national media, and on social media
- Company logo on electronic media for All programs and tours, monthly e-newsletters and link on DCPL's website for 12 months.

For your 2016 pledge as a Keystone Partner (\$5,000) you will receive the following benefits:

- Admission for 6 guests to the *45th Anniversary Celebration* and the *Annual Meeting*
- Recognition as Keystone Partner from the stage at both events
- Recognition as Keystone Partner in event invitations and on event signage
- A quarter-page advertisement in each event program
- Opportunity to display project board in event space
- Acknowledgement in event press release sent to local, regional, and national media and on social media
- Company name and link on DCPL's website and in monthly e-newsletters for 12 months.

For your 2016 pledge as a Cornerstone Partner (\$2,500) you will receive the following benefits:

- Admission for 4 Guests to one of the following events: the *45th Anniversary Celebration* or *Annual Meeting*
- Recognition as Cornerstone Partner in invitation and event webpage
- One-quarter-page advertisement in the event program
- Company name and link on DCPL's webpage

For your 2016 pledge as a Foundation Partner (\$1,000) you will receive the following benefits:

- Admission for 2 Guests to one of the following events: the *45th Anniversary Celebration* or *Annual Meeting*
- Company name recognition as Foundation Partner in one event program and webpage
- Company name and link on DCPL's webpage for 12 months

*All Sponsorship packages include a one-year DCPL Membership and are eligible to purchase discounted tickets to the *45th Anniversary Celebration Ball* and *Annual Meeting*.

[Click Here](#) to fill out the online sponsorship pledge form or fill out the form below and email to info@dcpreservation.org

2016 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)
 - 45th Anniversary Celebration
 - Annual Meeting
- Foundation Partner - \$1,000** (check the single event below you wish to sponsor)
 - 45th Anniversary Celebration
 - Annual Meeting
- Individual Partner - \$500 (Restricted to individuals (company name will not be listed at this level))**
Includes two event tickets and listing in program (check the event below you wish to sponsor)
 - 45th Anniversary Celebration
 - Annual Meeting

Partner Information

Sponsor Name (as you wish it to appear) _____

Contact _____

Address _____

Phone _____

Email _____

Payment Information

Check (Payable to DC Preservation League) Credit card Billing/Invoice

Card Number _____

Exp. Date _____

Security code _____

Signature _____

Email to: info@dcpreservation.org

or

Fax to: 202.783.5596

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.