

## ***Preservation Pennsylvania 2018 Workshop Sponsorship Opportunities***

Sponsorship opportunities remain for the Philadelphia and Harrisburg workshops (Harrisburg workshop includes an exhibit hall) targeted to preservation professionals to enhance their knowledge and skills. Philadelphia's "Investing in History" covers the federal tax credit, while Harrisburg offers an all-day focus on Cultural Resource Management. (For details of each visit preservationpa.org). The Pennsylvania Conference on Heritage will return in 2019.

MAY 16 | PHILADELPHIA

### **Investing in History: How Federal and State Tax Credits Make Historic Properties Viable**

*PA Attorney CLEs - 3 hours substantive - credits approved*

*PA Real Estate CEUs - 3.5 hours - pending approval*

JUNE 14 | HARRISBURG

### **Byways to the Past: Cultural Resource Management Workshop**

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## **Bundled sponsorships still available!**

With two workshops remaining, your company has an opportunity to reach a targeted group of preservation professionals with your marketing message!

Sponsorship enables your company to:

- Demonstrate your support of historic preservation and continuing education
- Promote your program or services to your target audience
- Increase your exposure and brand recognition in Lancaster, Harrisburg and Philadelphia
- Associate your company with leadership in historic preservation practice
- Anticipated audience at each event is 75-100 attendees (potential audience of 200)

A-la-carte deadlines are:

Philadelphia: DEADLINE May 4

Harrisburg: DEADLINE May 21

See sponsor package options below.

Sponsorship options and details start on the next page.

## \$5,000 Keystone Super Bundle - ONE & ONLY OPPORTUNITY!

Deadline: May 4

Get premier visibility with this special, exclusive sponsorship level. As *the* Keystone sponsor, your benefits include:

- Top billing in all materials
- Opportunity to appear, in person or via video message, to welcome attendees and open the proceedings at each workshop
- Your logo and full page ad featured in the program for each workshop
- Your logo as part of the welcome signage
- Your logo in the greeting slideshow
- Booth or poster in Exhibit Hall at the CRM workshop in Harrisburg
- Five free registrations to each event
- Listing in Preservation Pennsylvania's annual report

## \$3,500 Commonwealth Bundle: Two remaining workshops

Deadline: May 4

- Your logo and ½ page ad featured in the program for each of the three workshops
- Your logo as part of the welcome signage
- Your logo in the greeting slideshow
- Booth or poster in Exhibit Hall in Harrisburg
- Listing in Preservation Pennsylvania's annual report
- Two free registrations to each event

## A-la-carte Options

### \$2,500 A-la-carte Option (select Philadelphia or Harrisburg)

- Your logo and full page ad featured in the program for one workshop of your choice
- Your logo as part of the welcome signage
- Your logo in the greeting slideshow
- Booth or poster in Exhibit Hall in Harrisburg
- Listing in Preservation Pennsylvania's annual report
- Four free registrations to sponsored event

### \$1,000 A-la-carte Option (select Philadelphia or Harrisburg)

- Your logo and ½ page ad featured in the program for one workshop of your choice
- Your logo as part of the welcome signage
- Your logo in the greeting slideshow
- Listing in Preservation Pennsylvania's annual report
- Two free registrations to sponsored event

## \$500 A-la-carte Option (select Philadelphia or Harrisburg)

- Your logo and business card ad featured in the program for one workshop of your choice
- Your logo as part of the welcome signage
- Your logo in the greeting slideshow
- Listing in Preservation Pennsylvania's annual report
- One free registration to sponsored event

## \$300 Harrisburg Workshop Individual Session Sponsor

DEADLINE May 21 – Limited availability!

- Opportunity to give opening remarks at session
- Booth or poster at Exhibit Hall
- Business card ad in Harrisburg publication
- Logo in greeting slideshow
- Listing in Preservation Pennsylvania's annual report
- One free registration to Harrisburg workshop

## \$250 Booth or Poster at Exhibit Hall during Harrisburg Workshop

DEADLINE May 21 – Table and tablecloth provided

- Booth or BYO poster at Exhibit Hall in Keystone Building
- Business card ad in Harrisburg event publication
- Listing in Preservation Pennsylvania's annual report

### Advertise (prices are per workshop publication)

Ad size	\$ for 1 publication	\$ for 2
A: Inside Cover/Full Page (8.25" x 10.75")	\$400	\$770
B: Full Page (8.25" x 10.75")	\$350	\$675
C: Half Page (horizontal 8.25" x 5.25")	\$225	\$425
D: Quarter Page (vertical 4" x 5.25")	\$175	\$325
E: Business Card (3.5" x 2" or 4" x 2.5")	\$75	\$125

On the order form, indicate your workshop location preferences and fill in ad size letter (ABCDE) and quantity number (12) – for example, two full page ads = B2

Submit hi-res logos and ads to [ssmith@preservationpa.org](mailto:ssmith@preservationpa.org) by the deadline(s) above

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### Customized Sponsorship Packages Available

We can customize a sponsorship package to fit your company's promotional goals and budget.

Please contact Sabra Smith at [ssmith@preservationpa.org](mailto:ssmith@preservationpa.org) or call 717-234-2310 x5

or Mindy Crawford at [mcrawford@preservationpa.org](mailto:mcrawford@preservationpa.org) or 717-234-2310 x2



## 2018 WORKSHOPS

### APRIL 20 | LANCASTER

#### **Balancing Development and Protection:**

#### **Workshop for Local Government & Citizen Advocates Lancaster History**

230 North President Avenue

8:30am - 4:30pm

Developers, planners, historic preservation advocates, all municipalities, and nonprofit organizations located in or working with Lancaster County are invited to this all-day workshop to discuss how to balance the need for development with the value of maintaining Lancaster's unique sense of place. Free to Lancaster residents; \$25 other; member discount available.

### MAY 16 | PHILADELPHIA

#### **Investing in History: How Federal and State Tax Credits Make Historic Properties Viable**

1200 Chestnut Street

8:30am - 12:30pm

The federal Historic Tax Credit (HTC) was modified by 2017 tax legislation yet remains a powerful tool for preserving and rehabilitating historic buildings. This half-day workshop will feature tax credit experts and representatives from the State Historic Preservation Office discussing the strategies and mechanics of utilizing HTCs for development, including case studies and how to evaluate potential projects. Featured speaker Renee Kuhlman, from the National Trust for Historic Preservation, will highlight the recent advocacy effort to save the federal tax credit and the importance of strong state credits. Tickets \$65; member discount available.

*PA Attorney CLEs - 3 hours substantive - credits approved*

*PA Real Estate CEUs - 3.5 hours - pending approval*

Planning Partners: Preservation Alliance for Greater Philadelphia and Temple University Real Estate Institute

### JUNE 14 | HARRISBURG

#### **Byways to the Past: Cultural Resource Management**

Keystone Building, 400 North Street

8:30am - 5:00pm

This all-day workshop is an opportunity for CRM consultants and PennDOT staff to learn about new policies and procedures, innovative technologies, and best industry practices. Opening plenary session will focus on the future of transportation in Pennsylvania. The remainder of the day will offer a two-track program for archaeologists and architectural historians. Vendor exhibition hall. Tickets \$75; group & member discounts available.

[The Pennsylvania Conference on Heritage will return in 2019]

For more information or to reserve your spot, visit [preservationpa.org](http://preservationpa.org) or call 717-234-2310.

**REPLY FORM & AGREEMENT**

*DEADLINES: Philadelphia May 4 \* Harrisburg May 21*

*Submit hi-res logos and ads to [ssmith@preservationpa.org](mailto:ssmith@preservationpa.org) by the deadline above*

**1. Select your Sponsorship Level**

**BUNDLE OPTIONS**

	\$5,000 Keystone Super Bundle		\$5,000 Totebag Sponsor		\$3,500 Commonwealth Bundle
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**A LA CARTE OPTIONS**

#	Level	Location selection(s) – Philadelphia, Harrisburg
	\$2,500 sponsor per location	
	\$1,000 sponsor per location	
	\$500 sponsor per location	
	\$300 Harrisburg session sponsor	
	\$250 Harrisburg Exhibit Hall	
	Advertisement(s) TOTAL AD \$: _____	Option/Size _____ Location(s) _____
	Donation	<i>We aren't able to sponsor, but please accept our donation of \$_____</i>

**2. Provide contact information**

Name
Company/Business
Address
City/State/Zip
Phone
Email

**3. Provide payment information**

- I am enclosing my check, made payable to *Preservation Pennsylvania*
- Please invoice me for the amount selected.
- Please charge my credit card.     MasterCard     Visa     Discover     American Express

Name
Card Number
Expiration Date/CVV#
Signature
Date

**Send this form to:**  
 Preservation Pennsylvania  
 257 North Street, Harrisburg, PA 17101  
 Phone: 717-234-2310 Email: [mcrawford@preservationpa.org](mailto:mcrawford@preservationpa.org)