

PRESERVATION on *Main Street*

*Exploring
our Stories*

2023 SPONSOR OPPORTUNITIES



**Presented by Florida Main Street &
Florida Trust for Historic Preservation**

www.preservationonmainstreet.com

**HOSTED BY OCALA MAIN STREET
July 19 – July 22, 2023**

An annual conference co-organized by the Florida Main Street and Florida Trust, Preservation on Main Street aims to bring together preservationists and Main Streets and illustrate that historic preservation and economic revitalization are interconnected.

Hosted in a different Main Street each year, Preservation on Main Street is a meeting point for small business owners, community leaders, architects, planners, scholars and the public to connect, exchange ideas, participate in educational sessions and workshops and enjoy special tours. Preservation on Main Street sessions offer continuing education credits.

Don't miss the opportunity to **highlight your business** and expand your market by networking with over 150 Florida Main Street executives and Florida Trust for Historic Preservation professionals (architects, nonprofit organizations, engineers, developers, city and county planners, contractors and students).

As a conference sponsor your investment will help efforts to preserve Florida's history and heritage in addition to equipping downtown revitalization professionals, boards of directors, municipal staff and other experts with the necessary tools to bring their organization and community to the next level. An overview of sponsor levels for Preservation on Main Street 2023 include:



Florida Trust Annual Meeting Sponsor - \$10,000

Florida Secretary of State & Florida Trust

Reception & Awards Sponsor - \$5,000

POMS Community Sponsor - \$5,000

Early Bird Reception Sponsor - \$2,500

Opening Reception Sponsor - \$2,500

Conference Bag Sponsor - \$5,000 **SOLD**

Lanyard Sponsor - \$3,000 **SOLD**

Networking Event Sponsor - \$2,500

Tour Sponsor - \$1,000

Vendor - \$500

POMS Preservation Supporter - \$250

Conference Registration Sponsor - \$200

2023 Florida's 11 to Save Supporter - \$111

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Florida Trust Annual Meeting Sponsor - \$10,000 *(1 available)*

Sponsor the Florida Trust's Special Event:

- Acknowledgment from Florida Trust President while at podium during event and opportunity to give remarks at event
- Inclusion of logo featured by Florida Main Street, Florida Trust and Ocala Main Street in conference materials (select social media posts, printed programs and event signage on-site)
- Sponsor recognition by emcee at Florida Secretary of State & Florida Trust Awards Reception and Ceremony
- Two full-conference registrations (valued at \$500)
- Four tickets to Florida Secretary of State & Florida Preservation Awards Reception and Ceremony (valued at \$300)
- Sponsor recognition on Florida Trust, Florida Main Street and Ocala Main Street websites
- E-newsletter acknowledgment and company profile feature in one Florida Main Street, one Florida Trust and one Ocala Main Street publication
- Company brochure placed in Preservation on Main Street 2023 conference bags
- Sponsor ribbon attached to Preservation on Main Street 2023 registration name tag
- A Preservation on Main Street 2023 special edition 11 to Save pin

Florida Secretary of State & Florida Trust

Annual Reception & Awards Ceremony Sponsor - \$5,000 *(2 available)*

Sponsor this year's celebration on Thursday, July 20, 2023:

- Select inclusion of company logo on: **Option 1) Wine glass**; **Option 2) Cocktail glass**
- Inclusion of logo featured by Florida Main Street, Florida Trust and Ocala Main Street in conference materials (select social media posts, printed programs and event signage on-site)
- One full-conference registration (valued at \$250)
- Two tickets to Florida Secretary of State & Florida Preservation Awards Reception and Ceremony (valued at \$150)
- Sponsor recognition on Florida Main Street, Florida Trust and Ocala Main Street websites
- Company brochure placed in Preservation on Main Street 2023 conference bags
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POMS Community Spotlight Sponsor - \$5,000 *(4 available)*

Help us invite renowned speakers highlighting preservation to Ocala:

- Inclusion of logo featured by Florida Main Street, Florida Trust and Ocala Main Street in conference materials (select social media posts, printed programs and event signage on-site)
- One full-conference registration (valued at \$250)
- Two tickets to the Florida Secretary of State & Florida Preservation Awards Reception and Ceremony (valued at \$150)
- Sponsor recognition on Florida Main Street, Florida Trust and Ocala Main Street websites
- E-newsletter acknowledgment and company profile feature in one Florida Main Street, one Florida Trust and one Ocala Main Street publication
- Company brochure placed in Preservation on Main Street 2023 conference bags
- Sponsor ribbon attached to Preservation on Main Street registration nametag
- A Preservation on Main Street 2023 special edition 11 to Save pin

Early Bird Reception Sponsor - \$2,500 *(3 available)*

Kick off this year's conference on Tuesday evening, July 18, 2023:

- Inclusion of logo featured by Florida Main Street, Florida Trust, and Ocala Main Street in conference materials (select social media posts, printed programs and event signage on-site)
- Sponsor recognition on event signage at Preservation on Main Street 2023 Early Bird Reception
- Two tickets to Florida Secretary of State & Florida Preservation Awards Reception and Ceremony (valued at \$150)
- Sponsor recognition on Florida Main Street, Florida Trust and Ocala Main Street websites
- Company brochure placed in Preservation on Main Street 2023 conference bags
- Sponsor ribbon attached to Preservation on Main Street 2023 registration name tag
- A Preservation on Main Street 2023 special edition 11 to Save pin

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Opening Reception Sponsor - \$2,500 *(3 available)*

Present this year's opening reception on Wednesday evening, July 19, 2023:

- Inclusion of logo featured by Florida Main Street, Florida Trust and Ocala Main Street in conference materials (select social media posts, printed programs and event signage on-site)
- Sponsor recognition on event signage at Preservation on Main Street 2023 Opening Reception
- Two tickets to Florida Secretary of State & Florida Preservation Awards Reception and Ceremony (valued at \$150)
- Sponsor recognition on Florida Main Street, Florida Trust and Ocala Main Street websites
- Company brochure placed in Preservation on Main Street 2023 conference bags
- Sponsor ribbon attached to Preservation on Main Street 2023 registration name tag
- A Preservation on Main Street 2023 special edition 11 to Save pin

Conference Bag Sponsor - \$5,000 SOLD

Keep your brand visible:

- Inclusion of logo featured by Florida Main Street, Florida Trust and Ocala Main Street in conference materials (select social media posts, printed programs and event signage on-site)
- Company logo featured on the Preservation on Main Street 2023 conference bags
- One full-conference registration (valued at \$250)
- Two tickets to Florida Secretary of State & Florida Preservation Awards Reception and Ceremony (valued at \$150)
- Sponsor recognition on Florida Main Street, Florida Trust and Ocala Main Street websites
- Company brochure placed in Preservation on Main Street 2023 conference bags
- Sponsor ribbon attached to Preservation on Main Street 2023 registration name tag
- A Preservation on Main Street 2023 special edition 11 to Save pin

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Lanyard Sponsor - \$3,000 SOLD

Gain exposure throughout the conference:

- Inclusion of logo featured by Florida Main Street, Florida Trust and Ocala Main Street in conference materials (select social media posts, printed programs and event signage on-site)
- Company logo featured on the Preservation on Main Street 2023 conference lanyards
- One full-conference registration (valued at \$250)
- One ticket to Florida Secretary of State & Florida Preservation Awards Reception and Ceremony (valued at \$75)
- Sponsor recognition on Florida Main Street, Florida Trust and Ocala Main Street websites
- Company brochure placed in Preservation on Main Street 2023 conference bags
- Sponsor ribbon attached to Preservation on Main Street 2023 registration name tag
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Networking Event Sponsor - \$2,500 *(3 out of 4 events available)*

Sponsor one of our networking events:

- **Coffee Klatch - \$2,500** *(2 available)*
- **Florida Main Street Board Member Luncheon - \$2,500 SOLD**
- **POMS 2023 Young Professionals Mixer - \$2,500** *(1 available)*
- Inclusion of logo featured by Florida Main Street, Florida Trust and Ocala Main Street in conference materials (select social media posts, printed programs and event signage on-site)
- Two tickets to Florida Secretary of State & Florida Preservation Awards Reception and Ceremony (valued at \$150)
- Sponsor recognition on Florida Main Street, Florida Trust and Ocala Main Street websites
- Company brochure placed in Preservation on Main Street 2023 conference bags
- Sponsor ribbon attached to Preservation on Main Street 2023 registration name tag
- A Preservation on Main Street 2023 special edition 11 to Save pin

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Tour Sponsor - \$1,000 *(5 out of 6 tours available)*

Sponsor a tour highlighting Ocala's history and culture:

- **Historic Walking Tour- \$1,000** *(5 available)*
- Inclusion of logo featured by Florida Main Street, Florida Trust and Ocala Main Street in conference materials (select social media posts, printed programs and event signage on-site)
- Verbal sponsor recognition while on tour
- Sponsor recognition on Florida Main Street, Florida Trust and Ocala Main Street websites
- Company brochure placed in Preservation on Main Street 2023 conference bags
- Sponsor ribbon attached to registration name tag
- A Preservation on Main Street 2023 special edition 11 to Save pin

Vendor - \$500 *(10 exhibit spaces available)*

Highlight your company to cities and preservationists all over the state:

- A complimentary 6-foot table, two chairs and tablecloth will be provided
- One complimentary exhibit space on all conference days (set up on Tuesday, July 18, and breakdown by Thursday afternoon, July 20)
- Inclusion of logo featured by Florida Main Street, Florida Trust and Ocala Main Street in conference materials (select social media posts, printed programs and event signage on-site)
- Vendor recognition on Florida Main Street, Florida Trust and Ocala Main Street websites
- Company brochure placed in Preservation on Main Street 2023 conference bags
- Vendor ribbon attached to registration name tag
- A Preservation on Main Street 2023 special edition 11 to Save pin

POMS Preservation Supporter - \$250

Show your support for the local program:

- Inclusion of logo featured by Florida Main Street, Florida Trust and Ocala Main Street in conference materials (select social media posts, printed programs and event signage on-site)
- Sponsor recognition on Florida Main Street, Florida Trust and Ocala Main Street websites
- Company brochure placed in Preservation on Main Street 2023 conference bags
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Conference Registration Sponsorship - \$200

Help bring new people into the preservation world by sponsoring a POMS registration for a student, a representative from an underrepresented neighborhood, an 11 to Save site or a nonprofit organization that has never attended the conference before:

- Inclusion of logo featured by Florida Main Street, Florida Trust, and Ocala Main Street in conference materials (select social media posts, printed programs and event signage on-site)
- Sponsor recognition on Florida Main Street, Florida Trust and Ocala Main Street websites
- A Preservation on Main Street 2023 special edition 11 to Save pin

2023 Florida's 11 to Save Supporter - \$111

Shine awareness on Florida's heritage:

- \$25 of every \$111 donation directly adds to the 11 to Save Grant Fund, which makes a tangible impact supporting historic sites on current or previous 11 to Save lists
- Supporter recognition highlighted on Florida Main Street, Florida Trust and Ocala Main Street websites
- E-newsletter acknowledgment and company profile in one Florida Main Street, one Florida Trust and one Ocala Main Street publication
- A Preservation on Main Street 2023 special edition 11 to Save pin
- Individual name or company logo inscribed on POMS 2023 website and Florida's 11 to Save conference banner
- To learn more about the 11 to Save Grant Fund, please visit [here](#).

Other Sponsorship or In-Kind Opportunities

To discuss additional sponsorship opportunities or to learn how to donate products and services on an in-kind basis in support of Preservation On Main Street 2023, please contact Florida Main Street's CSO Development Director, Carol Bryant-Martin at (850) 245-6449 or carol.bryant-martin@dos.myflorida.com or contact the Florida Trust for Historic Preservation's Development Director, Yasmin Khan-Hohensee at (850) 224-8128 or ykhan-hohensee@floridatrust.org

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Through your sponsorship, your organization’s name and branding will be visible via the following platforms and reach:

OUTLET	REACH
Websites www.FloridaTrust.org www.PreservationonMainStreet.com	9,086 Total 7,414 Unique Visitors (2022) 1,672 Unique Visitors (2022)
Social Media	8,031 Total Followers (Florida Trust) 16,716 Total Followers (Florida Division of Historical Resources and Florida Main Street)
Newsletter Distribution <i>Florida Preservationist (print)</i> <i>Florida Preservation News (e-newsletter)</i>	4,060 Total 1,060 per Issue 3,000 Monthly Subscribers
On-site Event Marketing Materials & Signage Event signage to include group and individual sponsor boards (as applicable) will be viewed by all registrants, speakers, Marketplace vendors, reporters, state and city elected officials, VIPs, guests and the public (for the portions of the conference open to the public)	Estimated attendance at 300 on-site

Florida Trust Marketing Reach:



Event

Demographics

- 170+ in-person guests made up of small business owners, planners, professionals etc.
- On-site event marketing materials, signage, sponsor recognition



Social Media

- 8,031 followers
- Instagram: 1,646
- Facebook: 4,912
- Twitter: 621
- LinkedIn: 910



Print & e-news publications

- 4,060 total
- 1,060 per printed issue
- 3,000 monthly newsletter subscribers



Websites

- 7,414 unique visitors at floridatrust.org
- 1,672 unique visitors at preservationonmainstreet.com

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