



**2018 Florida Trust for Historic
Preservation Annual Conference**

Jacksonville, Florida

May 17 – 19, 2018

Stories, Structures & Soul

Sponsor Opportunities

Sponsor Florida's Most Prestigious Event in Historic Preservation

Sponsoring the Florida Preservation Conference gains your organization visibility to preservationists from around the state, including architects, non-profit organizations, engineers, community developers, city and county planners and contractors. Sponsorship is a great way to market your product or service, build credibility and build awareness.

Florida Trust Demographic Information

The Florida Trust is trusted for serving Florida as the state's non-profit historic preservation organization for 40 years. We are also a state-wide partner with the National Trust for Historic Preservation. Sponsorship of the Florida Preservation Conference presents your brand to preservationists across the state for the event's nine-month promotion period.

Demographic detail:

OUTLET	REACH
Website www.FloridaTrust.org	5,000 Monthly Page Views (average)
Newsletter Distribution <i>Florida Preservationist (print, mailed to members)</i>	2,750 each issue
<i>Florida Preservation News (e-newsletter)</i>	2,200 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 750 impressions during the conference

<p>Press Releases and Media Alerts The Florida Trust distributes at least five press releases and media alerts each conference to reporters from around the state.</p>	<p>2017 pick-up of conference-related media reached over 2.5 million, including in the Tampa Bay Times, the Pensacola News Journal and the Palm Beach Daily News</p> <p>Tampa Bay Times covered 2017 Florida's 11 to Save and Opening Reception opening day of the conference – readership 1.8 million</p>
<p>Social Media Facebook, Instagram, Twitter, LinkedIn</p>	<p>7,000 Monthly Impressions (average)</p>
<p>LinkedIn Sponsored Event Posts Sponsored posts promoting the Conference to broader LinkedIn audiences</p>	<p>7,500 impressions each post</p>

Florida Preservation Conference

Sponsorship Opportunities

Presenting Sponsor

\$20,000

The presenting sponsor for the conference is including in all communications about the sponsor – and is considered a key partner for the event. They are also credited as the sponsor for the President’s Party, where we host VIPs from around the state at a cocktail reception, the night before conference kick-Off.

- Company featured in conference naming convention in first reference in outreach marketing, advertising and media outreach as well as all press releases on the event.
- Company logo featured in all marketing materials
- Sponsorship of the President’s Party, which includes special signage and provides an opportunity to speak to a statewide VIP group
- Company logo on Florida Trust website with thank you on home page
- Opportunity to share company information/branded materials in attendee registration bag
- Opportunity for subject matter expert to participate in an appropriate session, panel or tour guide
- Logo on all on-site marketing materials
- Introduction from Florida Trust president at Opening Reception, opportunity to speak to full session
- Thank you from Florida Trust president during Annual Meeting/Keynote Luncheon with complimentary full table for 8 of your guests
- Four complimentary full-conference registrations
- Ten complimentary tickets to President’s Party
- Ten complimentary tickets to Opening Reception
- Six complimentary tickets to Preservation Awards and 40th Anniversary Celebration
- Recognition in Florida Trust promotional materials, including newsletters, website and social media

A Great Way for Preservationists to Connect with your Brand

Conference Bag Sponsor

\$3,500

One of our most visible sponsorships, with your company logo on the bags, which are given to attendees and speakers as they pick up their registration materials. These custom bags have a long shelf life, keeping your brand visible throughout the year. Sponsorship includes company information in registration materials, recognition in all conference materials, one event registration and two President’s Party and 40th Anniversary Celebration invites

Lanyard Sponsor

\$2,500

Used by all attendees and speakers to display their badges, this will bring visibility throughout the conference. Sponsorship includes company information in registration materials, recognition in all conference materials, one event registration and two President’s Party and 40th Anniversary Celebration invites

Special Event Sponsor: Opening Session and 2018 Florida's 11 to Save Announcement

\$15,000

Conference special event with the full membership attending, also open to the public and will include potential media coverage of 11 to Save Announcement. Event includes welcoming attendees to the conference, with remarks from the Florida Trust President. Local and state dignitaries are invited to speak at this event. The Florida's 11 to Save announcement is a media event, with invited local and state reporters, and is open to the public. Event held at a featured historic location in Jacksonville.

- Acknowledgement from the Opening Session stage as a sponsor
- Sponsorship included in Florida's 11 to Save media alert and announcement press release
- Logo on 11 to Save presentation during announcement
- Opportunity to share company information/branded materials in attendee registration bag
- Sponsorship of your choice of tour, session or hands-on workshop
- Recognition in on-site materials, including signage and the conference program
- Special signage with logo at the Opening Session
- Three complimentary full-conference registrations
- Join us at the Florida Trust Annual Meeting/Keynote Luncheon with complimentary full table for your guests
- Six invitations to the Opening Reception
- Six complimentary tickets to President's Party
- Six complimentary tickets to Preservation Awards and 40th Anniversary Celebration
- Recognition in Florida Trust promotional materials, including newsletters, website and social media

Special Event Sponsor: Awards Ceremony

\$15,000

Conference special event with the full membership attending, also open to the public. Awards Ceremony sponsorship included in conference media alert and statewide award winners press release.

- Acknowledgement from Florida Trust President from podium at event
- Listed in event media outreach
- Logo on Awards Ceremony presentation during announcement
- Logo on Awards Ceremony Program
- Special sponsor branded signage at Awards Ceremony
- Opportunity to share company information/branded materials in attendee registration bag

- Sponsorship of your choice of tour, session or hands-on workshop
- Recognition in on-site materials, including signage and the conference program
- Three complimentary full-conference registrations
- Six complimentary tickets to President's Party
- Six invitations to Annual Luncheon and Keynote
- Six invitations to Opening Reception
- Six complimentary tickets to Preservation Awards and 40th Anniversary Celebration
- Recognition in Florida Trust promotional materials, including newsletters, website and social media

Special Event Sponsor: Annual Meeting Luncheon and Keynote Speaker

\$10,000

Conference special event with the full membership attending. Event includes annual business meeting of the membership of the Florida Trust, as well as a featured keynote speaker.

- Acknowledgement from Florida Trust President from podium at event
- Opportunity to share company information/branded materials in attendee registration bag
- Sponsorship of your choice of tour, session or hands-on workshop
- Recognition in on-site materials, including signage and the conference program
- Two complimentary full-conference registrations
- Four complimentary tickets to President's Party
- Four invitations to Annual Luncheon and Keynote
- Four invitations to Opening Reception
- Four complimentary tickets to Preservation Awards and 40th Anniversary Celebration
- Sponsor table at Opening Reception
- Recognition in Florida Trust promotional materials, including newsletters, website and social media

Special Event Sponsor: Opening Reception

\$10,000

Conference special event with the full membership attending. Held at local historic venue.

- Acknowledgement from Florida Trust President from podium at event
- Opportunity to share company information/branded materials in attendee registration bag

- Sponsorship of your choice of tour, session or hands-on workshop
- Recognition in on-site materials, including signage and the conference program
- Two complimentary full-conference registrations
- Four complimentary tickets to President's Party
- Four invitations to Annual Luncheon and Keynote
- Eight invitations to Opening Reception
- Four complimentary tickets to Preservation Awards and 40th Anniversary Celebration
- Four invitations to Opening Reception
- Recognition in Florida Trust promotional materials, including newsletters, website and social media

Special Event Sponsor: Awards and 40th Anniversary Celebration

\$10,000

Sponsor the celebration of the Florida Trust's 40th anniversary, as well as the 2018 Preservation Award Winners.

- Acknowledgement from Florida Trust President from podium at event
- Opportunity to share company information/branded materials in attendee registration bag
- Sponsorship of your choice of tour, session or hands-on workshop
- Recognition in on-site materials, including signage and the conference program
- Two complimentary full-conference registrations
- Four complimentary tickets to President's Party
- Four invitations to Annual Luncheon and Keynote
- Four invitations to Opening Reception
- Eight complimentary tickets to Preservation Awards and 40th Anniversary Celebration
- Recognition in Florida Trust promotional materials, including newsletters, website and social media

Platinum Sponsor

\$5,000

Be a platinum preservationist by sponsoring a tour or hands-on workshop for preservationists from around the state.

- Sponsorship of one of our popular tours or hands-on workshop
- Recognition in on-site materials, including signage and the conference program
- Recognition in Florida Trust promotional materials, including newsletters, website and social media

- Two complimentary full conference registrations
- Four invitations to the President's Party
- Four invitations to Annual Luncheon and Keynote
- Four invitations to Opening Reception
- Four invitations to Awards and 40th Anniversary Celebration

Underrepresented History Sponsor

\$3,500

The Underrepresented History panel brings our attendees voices from underrepresented groups around the state. Sponsorship provides the panelists with accommodations for the conference, and covers the registration fee so they can attend all conference sessions free of charge.

- Recognition in on-site materials, including signage and the conference program
- Recognition in Florida Trust promotional materials, including newsletters, website and social media
- One complimentary full conference registrations
- Two invitations to the President's Party
- Two invitations to Annual Luncheon and Keynote
- Two invitations to Opening Reception
- Two invitations to Awards and 40th Anniversary Celebration

Gold Sponsor

\$2,500

Be a gold preservationist by sponsoring an educational session for preservationists from around the state.

- Sponsorship of one of our educational sessions
- Recognition in on-site materials, including signage and the conference program
- Recognition in Florida Trust promotional materials, including newsletters, website and social media
- One complimentary full conference registrations
- Two invitations to the President's Party
- Two invitations to Annual Luncheon and Keynote
- Two invitations to Opening Reception
- Two invitations to Awards and 40th Anniversary Celebration

Silver Sponsor

\$1,000

Be a silver preservationist by sponsoring one of the special events at this year's conference:

- Student presentations: Let's hear from the next generation of Florida preservationists
- Young Preservationists Event: Explore the city while networking with young professional preservationists from around the state. Held at a local historic venue
- Special Giving Back in Jacksonville: charity event to improve the community, will be included in media outreach

Silver sponsors receive the following benefits:

- Recognition in on-site materials, including signage and the conference program
- Recognition in Florida Trust promotional materials, including newsletters, website and social media
- One complimentary full conference registrations
- Two invitations to the President's Party
- Two invitations to Annual Luncheon and Keynote
- Two invitations to Opening Reception
- Two invitations to Awards and 40th Anniversary Celebration

Bronze Sponsor

\$500

- Recognition in on-site materials, including signage and the conference program
- Recognition in Florida Trust promotional materials, including newsletters, website and social media
- Two invitations to the President's Party
- Two invitations to Annual Luncheon and Keynote
- Two invitations to Opening Reception
- Two invitations to Awards and 40th Anniversary Celebration

Preservation Supporter

\$350

- Recognition in on-site materials, including signage and the conference program
- Recognition in Florida Trust promotional materials, including newsletters, website and social media
- One invitation to the President's Party
- One invitation to Awards and 40th Anniversary Celebration

In-Kind Donations

- Recognition in on-site materials, including signage and the conference program
- Recognition in Florida Trust promotional materials, including newsletters, website and social media
- For In-Kind Donations over \$5,000 one complimentary conference registration, two tickets to all special events

Sponsorship Form

2018 Florida Preservation Conference - Jacksonville

Sponsoring Organization: _____

Contact Name: _____

Address: _____

City, State, Zip Code: _____

Phone Number: _____

Contact Email: _____

Company Web Address: _____

Sponsorship Level: _____

Amount: \$ _____

Who should we thank for the sponsorship? _____

Please email sponsorship materials, including this form and the logo you would like to share on conference materials, to tmatthews@floridatrust.org, or mail to P.O. Box 11206, Tallahassee, Fla. 32302. We will be in touch with you soon on your sponsorship perks and privileges. We appreciate your help protecting Florida's extraordinary history and heritage.

More information about the Florida Preservation Conference, including the full Conference Guide of all sessions, tours and special events, is available on the Florida Trust website: FloridaTrust.org.

Thank you for your support!