



*Governor John W. Hickenlooper, Colorado Convention Center
Plenary Presentation, 2018 Saving Places® Conference*



The Next Generation of Preservation: A Call to Action

February 4-7, 2019
Sheraton Denver Downtown Hotel
1550 Court Pl, Denver, CO 80202

Sponsorship Opportunities

Updated August 2018
Colorado Preservation, Inc. (CPI)
2019 Saving Places® Historic Preservation Conference

Why Partner with CPI?

Since 1998, Colorado Preservation, Inc.'s (CPI) Saving Places® Conference has grown to become the leading statewide historic preservation conference. This four-day event provides high quality education and networking opportunities to preservation professionals each year bringing together over 750 attendees, 150 speakers, plus 85 sessions, workshops, and tours. The Conference provides attendees opportunities for networking with sponsors throughout the conference in addition to an evening event designed for our sponsors, the Preservation Marketplace. During the marketplace, attendees enjoy live music with complimentary food and drinks while they connect with sponsors exhibiting that evening.

CPI's sponsorship opportunities are geared toward providing you with ways to cultivate strategic relationships with our members and conference attendees, who are decision-makers and leaders in their community.

Exposure

Over the last 21 years, CPI's Saving Places® Conference has become the 2nd largest preservation conference in the country (second only to National Trust for Historic Preservation's conference). Each year, we bring together over 750 attendees from across the state and beyond. Our attendees represent a diverse group of professional with backgrounds in city planning, architecture, contracting, local government, archeology, engineering, as well as individuals from local museums, historical societies, students, professors, and property.

The conference and Preservation Marketplace offers uniquely targeted ways to promote your business to the preservation community Colorado and beyond.

Positioning

Distinguish yourself among your competitors by partnering with CPI! As a sponsor, you will have the opportunity to position your company as a leader, premier provider, and trusted source of information within the preservation community.

Relationship-Building

Sponsoring is a cost-effective way to gain access to CPI members and build lasting relationships! Many of our attendees are actively working on projects or have projects waiting to move forward.



*Attendees Peruse the Silent Auction
Colorado Convention Center, 2018 Saving Places® Conference*



2019 CPI Saving Places® Conference Sponsorship Opportunities

Choose exposure and brand-alignment opportunities based on your marketing goals and budget.

How does a Saving Places® Conference sponsorship work?

1. Select your sponsorship level.

Sponsorship levels with their associated benefits are described in the table on the next page.

2. And/or select limited “à la carte” items to sponsor.

Based on your business goals, you may select one or more of our conference events and items to sponsor. See descriptions of programs on the following pages. Limited sponsorship opportunities will sell out. *Please note “à la carte” items can be purchased separately or in addition to a sponsorship package.*

3. Determine your total sponsorship for the Saving Places® conference.

The total will determine overall sponsorship level in promotional materials and program. For example, two “à la carte” items sponsored at \$2,500 each would position your company as a Silver-Level Saving Places® Conference Sponsor (total is \$5,000).

4. Complete Your Sponsorship.

Return pages 4-7 of this sponsorship packet to:

Amanda Barker, CPI Events and Development Director
abarker@coloradopreservation.org, (303) 893-4260 x230
1420 Ogden St., Suite 104, Denver, CO 80218.

1 Select Your Sponsorship Level

Benefits for each sponsorship level are described in this table. Add-ons are available on the following pages. If we need to tailor your sponsorship in some way to meet your business needs, don't hesitate to ask!

Amanda Barker, CPI Events and Development Director
abarker@coloradopreservation.org, (303) 893-4260 X230

	PLATINUM	GOLD	SILVER	COPPER	GRANITE	MARBLE
Sponsorship Level Benefits	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$300
Verbal and logo recognition before Keynote Speaker (Tuesday 2/5/19)	X					
Customized additional benefits package	X					
Informational table at registration/check-in	X	X				
Opportunity to introduce a session and engage with a targeted audience during the Conference (session selection an option)	X	X	X			
Full-page ad in Conference Program	X					
Half-page ad in Conference Program		X	X			
Your organization's marketing materials included in Conference Packet to attendees	X	X	X			
Verbal and logo recognition at opening plenary (Tuesday 2/5/19)	X	X	X			
Verbal and logo recognition at Endangered Places Luncheon (Tuesday 2/5/19)	X	X	logo only			
Verbal and logo recognition at Western Heritage Luncheon (Tuesday 2/5/19)	X	X	logo only			
Endangered Places Luncheon Tickets	Table of 10	Table of 10	3 Tickets	2 Tickets		
Western Heritage Luncheon Tickets	Table of 10	Table of 10	3 Tickets	2 Tickets		
Conference Registrations (included)	As Needed	6	4	3	2	
Exhibit table at Conference Marketplace	X	X	X	X	X	X
Recognition in CPI monthly enewsletter through the February event	X	X	X	X	X	X
Recognition on CPI Website and Conference Registration Website	Logo	Logo	Logo	Name	Name	Name
Recognition in event marketing materials	Logo	Logo	Logo	Name	Name	Name
YOUR SPONSORSHIP LEVEL AMOUNT						

2 Optional: Select “à la carte” Items to Sponsor

This year, CPI will offer a variety of sponsorship opportunities at the Saving Places® conference to give you targeted marketing and visibility benefits. Select one or more events or items you would like to sponsor by marking your choice in the “selection” column. **Please note “à la carte” items can be purchased separately or in addition to a sponsorship package.**

Item	Cost	Selection
------	------	-----------

Endangered Places Program Sponsor	\$5,000	_____
--	----------------	-------

Since 1998, Colorado Preservation, Inc. has worked with over 100 threatened sites through Colorado’s Most Endangered Places Program. This program works with communities statewide to build awareness of, and assistance for, historically significant places that are in danger of being lost. Help support this important program by becoming the 2019 presenting sponsor! Special verbal and visual recognition will be given during the Luncheon (Tuesday, February 5), company branding at the EPP silent auction (Tuesday, February 5) during the Preservation Marketplace, and recognition in conference program and promotion materials.

Conference Tote Bag Sponsor	\$5,000	_____
------------------------------------	----------------	-------

The conference tote bag sponsor will have their logo and name printed on one side of the tote bags for all conference attendees in addition to recognition in conference program and promotion materials. This is a great opportunity to be prominently displayed throughout the conference and beyond the event at home and work!

Preservation Market Place Reception	\$2,500	_____
--	----------------	-------

CPI’s evening Preservation Marketplace (Tuesday, February 5) provides networking opportunities for attendees to meet with our exhibitors, while enjoying live music, food, and cocktails. Be the presenting sponsor for the Preservation Market Place Reception and receive special verbal and visual recognition during the reception, your logo on drink tickets, branding during the event, and recognition in the conference program and promotion materials.

Lanyard (on Name Badge) Sponsor	\$2,500	_____
--	----------------	-------

The Lanyard sponsor will have their logo and name printed on name badge lanyards for conference attendees with recognition in conference program and promotion materials. This is an opportunity to be front and center with conference attendees as colleagues reconnect and new contacts are made!

Student & Volunteer Sponsor	\$2,500	_____
--	----------------	-------

Students are the future of preservation, but many cannot attend due to the cost of the conference. As a Student and Volunteer Sponsor, you help subsidize CPI offering 10 students with registrations and help support the full team of Saving Places® volunteers. Your generosity will be recognized in the conference program and promotion materials, and on the name badges of scholarship recipients.

2 Optional: Select “à la carte” Items to Sponsor

Item	Cost	Selection
------	------	-----------

Young Preservationists Reception Sponsor	\$1,500	_____
---	----------------	-------

The Young Preservationists Reception sponsor has the opportunity to provide a casual networking event for the next generation of preservationists! The gathering is a premiere networking opportunity for young preservationists (and the young at heart!) and is a way to truly support the next generation of preservation in Colorado. Verbal recognition will be given at the reception, branding at the event, as well as recognition in conference program and promotion materials

Coffee Station Sponsor	\$1,500	_____
-------------------------------	----------------	-------

A coffee station sponsorship is a wonderful way to get in front of conference attendees as they grab a cup of coffee with a new contact or hatch plans with an old colleague. The coffee stations will be branded with your company information throughout the conference in addition to recognition in conference program and promotion materials.

Charging Station Sponsor	\$1,500	_____
---------------------------------	----------------	-------

The charging station keeps your brand front and center for conference attendees with space to plug in phones, laptops, and other electronics. The charging station will be branded with your company information in addition to recognition in conference program and promotion materials.

Quarter-Page Advertisement	\$300	_____
-----------------------------------	--------------	-------

This is a new sponsorship benefit for businesses to be included in the conference program with a ¼ page advertisement. Please inquire about half-page and full-page advertisement pricing.

Display Your Banner	\$200	_____
----------------------------	--------------	-------



A new benefit based on the Sheraton Hotel space! Bring in your banner with stand for prominent brand recognition during the conference in the registration and silent auction area. Add on the benefit of displaying your branding at the registration or communal areas. CPI staff will work with you to coordinate placement of your banner in the Sheraton Downtown Denver Hotel location. Please inquire pricing for display of multiple banners in communal areas.

Please note: this is a different benefit from the Exhibit Table included at the Preservation Marketplace (2/5/18) for all Marble sponsors and above (see p.3).

➔ **Total “à la carte” items** _____ ➔

3 Complete Commitment Form

Please complete your company and contact information below. Total your sponsorship commitments from pages 4 and 6 and enter the total at the bottom of this page. Return to Amanda Barker, CPI Events & Development Director, abarker@coloradopreservation.org, (303) 893-4260 x 230.

Company Information

Company Name _____

(please print name exactly as you would like it to appear on marketing materials, the Colorado Preservation, Inc. website, etc.)

Mailing Address _____

City _____ State _____ Zip _____

Contact Information

Primary Point of Contact _____

Phone _____ Email _____

Marketing Contact (if different than above) _____

Phone _____ Email _____

Billing Contact (if different than above) _____

Phone _____ Email _____

Billing Address (if different than above) _____

Phone _____ Email _____

Add up the dollar amount of the program(s) you are sponsoring and write it in the space provided below:

Total Sponsorship Commitment Amount from Pages 4 and 6 : \$ _____

***Please attach your high resolution company logo when you send this to abarker@coloradopreservation.org.**

Note: this is the logo that will be used in all promotional materials associated with your sponsorship.

About Colorado Preservation, Inc.

Colorado Preservation, Inc. (CPI) promotes historic preservation statewide by providing advocacy, education, outreach, and preservation services to communities and individuals. Our vision is to engage citizens to honor and protect their heritage, to lead them to build a sustainable future with historic places and to inspire them to prioritize the past as legacy.

Why should you sponsor the Saving Places® Conference?

By joining CPI, you are investing in Colorado's past and future! Your sponsorship supports CPI's mission and ensures the continuation of our critically important programs. Your sponsorship also provides necessary matching funds to leverage the effectiveness of grants which are reinvested in preservation programs, outreach, and building rehabilitation services statewide.

Protect the Irreplaceable in Colorado!

While many efforts to save Colorado's unique built and cultural environment have been successful, we continue to lose important pieces of our past. Since 1984, CPI has worked to save Colorado's heritage by promoting and advancing historic preservation and its many community benefits. CPI needs your renewed support to continue to protect Colorado's historic resources for residents, visitors, and for the generations to come.

Do you have questions or want more information?

Contact Amanda Barker, CPI Events and Development Director

abarker@coloradopreservation.org

(303) 893-4260 X230



CPI Board Members and Staff - June 2018
Animas Museum, Durango, CO



Colorado Preservation, Inc.