

# PRESERVATION ALLIANCE OF MINNESOTA

## 2015 Annual Organizational Sponsorship Proposal



### THE OPPORTUNITY

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#### We make historic projects work in Minnesota.

The Preservation Alliance of Minnesota (PAM) created the programs that are closing the gap for historic development projects.

- We led the successful effort to pass the Minnesota State Historic Tax Credit and extend the sunset to 2021. In the first two years of being passed, the State Historic Tax Credit created 6,512 jobs in the construction sector.
- We continue to be a small investor in the most challenging rehab projects in Minnesota.
- Our economic development program, Minnesota Main Street, increases building reuse in Greater Minnesota, in planning, design, and construction sectors.
- We rolled out two new programs in 2014, Education and Real Estate, increasing the visibility of our sponsors to entirely new groups of people

#### We represent and expand your market.

Historic property owners. Local governments. Architects. Developers. Contractors. Realtors. Anyone involved in historic properties benefits from PAM's work. We represent the interests of more than 7,000 property owners with historic buildings and structures. We deliver the latest information about tax credits, tourism, energy retrofitting, sustainability, and state and national policy to a broad audience of more than 25,000 unique web visitors, 3,000 contacts, 400 members, 2,600 Facebook fans, and 800 Twitter followers.

Our media list of more than 500 contacts has landed us in

- Minnesota Monthly
- Mpls/St. Paul Magazine
- City Pages
- VitaMN
- Star Tribune
- St. Paul Pioneer Press
- Finance & Commerce
- Downtown Journal
- Novogradac Journal of Tax Credits
- Next American City
- Midwest Home
- And numerous local news sources

#### Your support is vital to our work.

Expanding the network of informed policy makers, property owners, developers, and contractors requires financial resources. Sponsoring our organization enables us to support what's important to you. In return, we acknowledge your support through a variety of mediums including publicity at and for our events, promotional materials for our activities, in social media and in press releases.

#### Sponsor once and maximize your benefit.

- **Support the organization** - so we can support what's important to you
- **Maximum exposure** - you're acknowledged on event promotional materials throughout 2015

## THE 2015 PROGRAM HIGHLIGHTS—Sponsor Acknowledgement Schedule

- **Historic Pub Crawls**
  - What Up to four meandering tours of historic pubs
  - Where Minneapolis, St. Paul, and two to be held in Greater MN
  - When Throughout the year
  - Audience Young professionals, college students and the young at heart
  - Outlets Media release, postcards, e-mail, website, Facebook, and Twitter
  - Targets Local print media, web, blogs, and social media
  
- **Minnesota Preservation Awards and Gala**
  - What Marquee fundraising event highlighting excellence in preservation
  - When September
  - Audience Developers, contractors, advocates, professionals, elected officials
  - Outlets Media release, postcard, e-mail, website, Facebook, Twitter
  - Target Local and regional print, television, radio, web, blogs, social media
  
- **Education Sessions**
  - What Education sessions to strengthen communities and inspire action
  - When Minimum of 30 sessions throughout the year
  - Audience Developers, architects, realtors, planners, and home owners
  - Outlets Media release, postcard, e-mail, website, Facebook, Twitter
  - Media Local print, web, blogs, Facebook, Twitter, Foursquare
  
- **PAM Partners Networking Events**
  - What Opportunity to connect with industry professionals who care about Preservation in Minnesota
  - When Two times per year, in Spring and Fall
  - Audience Developers, architects, planners, and preservation professionals; anyone that supports us through sponsorship or professional memberships

## THE TIMELINE

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February	Heart Bombing Event
March	Education Sessions Begin/ Targeted mailing of 1 <sup>st</sup> “Save the Date”
April	Historic Pub Crawl / PAM Partners Networking Event
May	Preservation Month
May	Historic Pub Crawl
August	Targeted mailing of 2 <sup>nd</sup> “Save the Date”
September	Minnesota Preservation Awards and Gala
October	PAM Partners Networking Event
November	Historic Pub Crawl
November	Volunteer Recognition Event
TBD	Member-Only Sneak Peeks Throughout the Year / MMS Announcement of Designated Communities

## LEVELS & BENEFITS

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We want to make our sponsors' experience with us as rewarding as possible. Especially for our higher level sponsors, we want to tailor your benefits to meet the unique marketing and recognition needs of your business. Please discuss options with us.

### \$15,000 PARAMOUNT SPONSOR

- Logo on all Education session materials, press releases and event pages
- Premier sponsor at Minnesota Preservation Awards and Gala
  - Logo on invitation, program and complimentary registration for two (2)
- Unlimited access to PAM Partners Networking Events throughout the year
- Logo on website, at events, in annual report, and in The Minnesota Preservationist
- Professional Membership

### \$10,000 PREMIER SPONSOR

- Premier sponsor at Minnesota Preservation Awards and Gala
  - Logo on invitation, program, and complimentary registration for two (2)
- Unlimited access to PAM Partners Networking Events throughout the year
- Logo on website, at events, in annual report, and in The Minnesota Preservationist
- Professional Membership

### \$5,000 FOUNDATION SPONSOR

- Logo and acknowledgement at Minnesota Preservation Awards and Gala
- Complimentary registration for one (1) to the Minnesota Preservation Awards and Gala
- Unlimited access to PAM Partners Networking Events throughout the year
- Logo on website, at events, in annual report, and in The Minnesota Preservationist
- Professional Membership

### \$2,500 SEASON SPONSOR

- Unlimited access to PAM Partners Networking Events throughout the year
- Name listed on website, at events, in annual report, and in The Minnesota Preservationist
- Professional Membership

*Or, become a friend of the organization and learn more about what we do!*

### \$500 PROFESSIONAL PARTNER

- Unlimited access to PAM Partners Networking Event throughout the year
- Subscription to The Minnesota Preservationist
- Name listed on our website and in annual report
- Join a network of preservation and community development professionals
- Invites to classes, tours and events

## PROGRAMMATIC SPONSORSHIPS (in addition to an Annual Level)

### \$2,500 MINNESOTA MAIN STREET SPONSOR

- Logo on all Main Street Training Materials, emails, event pages and website
- Logo in eNews email blast and all press releases associated with the Main Street program  
Benefit: Branding reaches community leaders, chambers of commerce, city officials, and local businesses. Associates your brand with hometown support in Greater Minnesota and positions your company as a community steward.

*Individual event sponsorship opportunities are available at other levels; please contact us for more information.*

### CONTACT US. BECOME A SPONSOR TODAY

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### THE PRESERVATION ALLIANCE OF MINNESOTA

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The **Preservation Alliance of Minnesota (PAM)** is a statewide, private, nonprofit organization focused on developing community and preserving Minnesota's historic resources.

Our mission is to lead and inspire people to connect to historic places, promoting community vitality. We achieve this by building and supporting a statewide network of individuals, businesses, and organizations engaging in preservation activity. Our work across the state empowers property owners, local governments, and developers with needed financial and policy tools to facilitate historic preservation projects.

PAM strives to reuse and rehabilitate our historic and existing infrastructure, including housing, transportation networks, commercial and industrial properties, and parks and open space. PAM believes preservation is key to successful economic development and sustainability strategies