



PRESERVATION ALLIANCE OF MINNESOTA

2015 Single Event Sponsorship

THE OPPORTUNITY

The Preservation Alliance of Minnesota hosts special events and prints our award winning quarterly magazine to bring preservation minded people together to celebrate community, shared history, culture and preservation in unique ways.

These events and print materials provide unique opportunities for your company to reach specific audiences. There are various different giving levels in PAM's single event proposal. Our signature event, the Minnesota Preservation Gala is held in September with nearly 300 attendees. Historic Pub Crawls are held in three to four different cities throughout the year. Each Pub Crawl has up to 40 participants that learn the history of pubs and celebrate preservation with drink specials.

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 are 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.
- Two new programs, Education and Real Estate, were rolled out in 2014, 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 the 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 our more than 25,000 unique web visitors, 3,000 contacts, 400 members, and 2,600 Facebook fans, and 800 Twitter followers.

LEVELS & BENEFITS

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

Gala Sponsor (\$1,500)

- Logo on sponsored event invitation and event signage
- Logo on Minnesota Preservation Gala event media releases, email notices, and website.
- Two (2) complimentary tickets to the Minnesota Preservation Gala.
- Unlimited access to PAM Partners Networking Events throughout the year

Historic Pub Crawl Sponsor (\$1000)

- Ten complimentary tickets to our Historic Pub Crawl series.
- Logo on all Historic Pub Crawl emails, website and materials
- Unlimited access to PAM Partners Networking Events throughout the year

Magazine Sponsor (\$750)

- Four 1/8 page color advertisements in *The Minnesota Preservationist*.
- Unlimited access to PAM Partners Networking Events throughout the year

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

Professional Partner (\$500)

- Unlimited access to PAM Partners Networking Events 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

CONTACT ME. BECOME A SPONSOR TODAY

Ramona Haines

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THE PRESERVATION ALLIANCE OF MINNESOTA

The **Preservation Alliance of Minnesota (PAM)** is a statewide, private, nonprofit organization focused on the preservation of Minnesota's historic resources. PAM incorporated as a 501(c)(3) nonprofit in 1981 by Minnesota citizens concerned about the future of the state's architectural and cultural landmarks.

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.