

# PRESERVATION ALLIANCE OF MINNESOTA

## 2011 Annual Organizational Sponsorship Proposal



### THE OPPORTUNITY

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#### **We make historic preservation work in Minnesota.**

The Preservation Alliance of Minnesota created the programs that are closing the gap for historic preservation development. As Minnesota's preservation advocacy nonprofit, we led the successful effort to pass the Minnesota State Historic Tax Credit, creating an estimated \$150 million in rehab construction activity in its first six months. We are a small investor in the most challenging rehab projects ensuring capital continues to flow in the market. Our local economic development program, Minnesota Main Street, is increasing preservation work statewide in the planning, design, and construction sectors. Our work in 2010 facilitated the creation of almost 1,000 jobs in the construction sector.

#### **Protecting our tools. Promoting their use.**

We invested significant resources to create the financial and programmatic tools that are putting people back to work in historic preservation. Our work now shifts to protecting these tools into the future and promoting their use statewide. We continue our work at the State Capitol acknowledging the impact of the state historic tax credit and the Legacy Act grants, educating new lawmakers about their value, and watching for bills that might jeopardize these incentives. Presentations to trade groups, municipalities, and property owners statewide promote their use, ensure demand, and build a constituent advocacy network. Tours and events in 2011 highlight successful preservation projects that have revitalized communities and our economy.

#### **We represent and expand your market.**

Historic property owners. Local governments. Architects. Developers. Contractors. Realtors. Anyone involved in historic properties benefits from the Alliance's work. We represent the interests of more than 7,000 property owners with buildings, structures, and sites listed in the National Register. We deliver the latest information about tax credits, tourism, energy retrofitting, sustainability, and state and national policy to our more than 3,000 contacts, 600 members, 750 Facebook fans, and all 201 legislators. Our media list of more than 500 contacts has landed us in *Minnesota Monthly*, *Mpls/St. Paul Magazine*, *Metro Magazine*, *Star Tribune*, *St. Paul Pioneer Press*, *Finance & Commerce*, *Midwest Home*, and dozens of regional and local news sources. Interviews on *KARE*, *WCCO*, *KSTP*, and *MPR* have increased awareness for historic preservation as a sustainable investment.

#### **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 annual events that connect providers with users. This year we've launched an efficient way for you to support our events, our cause, and gain exposure to an even broader audience: **the annual organizational sponsorship**. It's a one-stop shop—make one donation and be included as a sponsor of all events throughout the year.

**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 2011
- **Early access** – you are the first to see our policy agenda, program strategies, and events schedule

**THE 2011 PROGRAM SEASON—Sponsor Acknowledgement Schedule (June – December)**

- **Minnesota Main Street (MMS) Program Announces 2011 Designated Communities**
  - What? Announce New Ulm as 2011 designated MMS community
  - Where? Physical announcement: New Ulm
  - When? June 30
  - Who? Statewide media, PAM/MMS contact list, social networks
  - How many? Possible impressions (500,000)
  - Media Local and regional print, television, radio, web, blogs, social media
- **PAM-o-rama: The Best of PAM Tour Series**
  - What? Annual tour series celebrating PAM’s best programs for our 30<sup>th</sup> anniversary
  - Where? Four tours in multiple locations: state historic tax credit (St. Paul); MN Main Street (SE MN); MN Preservation Awards (Mpls); 10 Most Endangered (Mpls).; media releases, e-mail, website, blog, Facebook, Twitter, Foursquare
  - When? April, June, August, October
  - Who? General public
  - How many? 120 attendees; possible impressions (85,000)
  - Media Local print, website, blogs, Facebook, Twitter, Foursquare
- **The Sneak Peek Gala Fundraiser and annual Minnesota Preservation Awards**
  - What? Our annual behind-the-scenes gala at a newly-rehabbed property combined with our annual Minnesota Preservation Awards
  - Where? Boy Scout Northern Star Council Base Camp, Fort Snelling (tentative)
  - When? Thursday, September 29 (tentative)
  - Who? Developers, contractors, owners, advocates, professionals, policymakers, hipsters
  - How many? 300 attendees; possible impressions (500,000)
  - Media Regional print media, website, blogs, Facebook, Twitter, Foursquare
- **“Team PAM” @ the Medtronic TC Marathon**
  - What? PAM employees and volunteers run the Medtronic TC Marathon events
  - Where? Minneapolis and St. Paul; media release, e-mail, website, blog, Facebook, Twitter, Foursquare
  - When? Saturday, October 1 to Sunday, October 2
  - Who? Professional and amateur runners
  - How many? 50 runners; possible impressions (100,000)
  - Media Regional print media, Medtronic TC Marathon and PAM website, blogs, F Facebook, Twitter, Foursquare

- **PAM Pub Crawl**

- What? Meandering tour of Minneapolis’ historic pubs
- Where? Northeast Minneapolis
- When? Wednesday, October 12—corresponding with Twin Cities Oktoberfest
- Who? Hipsters
- How many? 50 attendees; possible impressions (2,000)
- Media Announced exclusively through Facebook and Twitter

## **THE TIMELINE**

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June 27	Targeted mailing of second “save the date” to list of 3,000
June 30	MMS announcement of new designated Main Street communities for 2011
August	PAM-o-rama: Best of PAM Minnesota Preservation Awards tour
September 22-23	State Historic Preservation Conference
September 27 (t)	Minnesota Preservation Awards embargoed press release
September 29 (t)	Sneak Peek Gala and annual Minnesota Preservation Awards
October	PAM-o-rama: Best of PAM 10 Most Endangered tour
October 1-2	“Team PAM” @ the Medtronic TC Marathon
October 12	PAM Pub Crawl

## **LEVELS & BENEFITS**

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### **\$10,000 PREMIER SPONSOR**

**- SPONSOR LEVEL CLOSED—secured by Target -**

#### **Sponsor VIP arrangements**

- Your company is the exclusive Premier Sponsor with highest acknowledgement level
- Opportunity to speak at all ticketed events
- Opportunities to meet with speakers, key project personnel, and other VIPs one-on-one or in small group gatherings throughout the year
- Ten (10) tickets to Sneak Peek Gala / Minnesota Preservation Awards event for use by special clients or as a perk to key staff.
- Host of VIP event at Sneak Peek Gala / Minnesota Preservation Awards for speakers, project personnel, and other VIPs
- Options for special consultation with PAM staff

#### **Acknowledgements**

- Top sponsorship billing on special event season banner and on all print pieces
- Business logo included on all event print invitations, website posts, event signage, and programs
- Name on media releases, e-mail notices, website, blog, and Facebook posts, and event notice Tweets
- Logo acknowledgement on event signage, program, and verbal acknowledgement for all events

### **\$5,000 LANDMARK SPONSOR**

#### **Sponsor VIP arrangements**

- Opportunity to speak at one ticketed event of your choice
- Opportunities to meet with speakers, key project personnel, and other VIPs one-on-one or in small group gatherings throughout the year

- Six (6) tickets to Sneak Peek Gala / Minnesota Preservation Awards event for use by special clients or as a perk to key staff.
- Invitation to VIP event at Sneak Peek Gala / Minnesota Preservation Awards for speakers, project personnel, and other VIPs

**Acknowledgements**

- Business logo on special event season banner
- Business logo included on all event print invitations, website posts, event signage, and programs
- Name on media releases, e-mail notices, website, blog, and Facebook posts
- Logo acknowledgement on event signage, program, and verbal acknowledgement for all events

**\$2,500 SEASON SPONSOR**

**Sponsor VIP arrangements**

- Opportunities to meet with speakers, key project personnel, and other VIPs one-on-one or in small group gatherings throughout the year
- Four (4) tickets to Sneak Peek Gala / Minnesota Preservation Awards event for use by special clients or as a perk to key staff.
- Invitation to VIP event at Sneak Peek Gala / Minnesota Preservation Awards for speakers, project personnel, and other VIPs

**Acknowledgements**

- Business logo on special event season banner
- Business logo included on all event print invitations, website posts, event signage, and programs
- Name on media releases, e-mail notices, website, blog, and Facebook posts
- Logo acknowledgement on event signage, program, and verbal acknowledgement for all events

**\$1,000 SINGLE EVENT SPONSOR - Sponsor selects one specific program to support -**

**Sponsor VIP arrangements**

- Two (2) tickets to sponsored event for use by special clients or as a perk to key staff.

**Acknowledgements**

- Business logo included on sponsored event print invitations, website posts, event signage, and programs
- Name on sponsored event media releases, e-mail notices, website, blog, and Facebook posts
- Logo acknowledgement on sponsored event signage, program, and verbal acknowledgement at event

**Sponsorship is tax deductible**

The Preservation Alliance of Minnesota is a 501(c)(3) nonprofit organization. EIN 41-1427970

**CONTACT US. BECOME A SPONSOR TODAY**

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To secure your annual organizational sponsorship, contact the Preservation Alliance of Minnesota representative who provided you with this proposal. Direct questions about the program to:

**Bonnie McDonald**  
 Executive Director  
 Preservation Alliance of Minnesota  
 416 Landmark Center, 75 W. 5<sup>th</sup> St.  
 St. Paul, MN 55102

**Fastest**    ⇨⇨⇨  
**Faster**    ⇨⇨  
**Fast**        ⇨

**Cell: 651.207.7693**  
 Email: [bmcDonald@mnpreservation.org](mailto:bmcDonald@mnpreservation.org)  
 Office: 651.293.9047 x5

## **THE PRESERVATION ALLIANCE OF MINNESOTA**

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The **Preservation Alliance of Minnesota (PAM)** is a statewide, private, nonprofit organization advocating the preservation of Minnesota's historic resources. The Alliance was incorporated as a 501(c)(3) nonprofit in 1981 by Minnesota citizens concerned about the future of the state's architectural and cultural landmarks. Now celebrating its 30th anniversary, the Alliance has grown into a network representing thousands of individuals, businesses and groups throughout Minnesota. Beyond our membership, we collaborate and partner with other citizens, municipalities, organizations and agencies from the national to the local level.

### **Our Mission**

The formal mission of the Alliance is "to preserve, protect, and promote Minnesota's historic resources." The Alliance is a growing organization that positions itself at the center of a statewide network of individuals, businesses, and organizations engaging in preservation activity.

The Alliance exists to be a source of information, assistance, and inspiration to those who seek to preserve every community's unique sense of place. We work statewide to empower property owners, local governments, and developers with needed financial and policy tools to facilitate historic preservation projects. In 2010, the Alliance was successful in securing passage of the needed Minnesota state historic preservation tax credit and re-launching the local economic development program, Minnesota Main Street. We advocate for the preservation of our existing infrastructure, including housing, transportation networks, commercial centers, parks and open space, as key elements of a successful economic development strategy and sustainability platform.