



## 2021 Preservation Awards Program People, Places & Possibility Thursday, May 20, 2021

As the statewide historic preservation non-profit organization, Preservation Massachusetts is proud to present the 2021 Preservation Awards Program, **People, Places & Possibility**, a virtual celebration of excellence and achievement in historic preservation in the Commonwealth. Since 1988, this annual awards program has honored the achievements of individuals and organizations that have made significant contributions to preservation across Massachusetts.

This year, we will celebrate the possibilities that preservation creates for our communities, our citizens, and our future. Preservation is about more than an historic building or landscape—it preserves people’s stories, the places where they live and work, and lessons for the future. We can tell a more complete American story by including all people, places, and possibilities. This year’s award recipients represent the strong foundations and supportive collaborations that help make that a reality.

### JOIN US FOR THE CELEBRATION: MAY 2021

In honor of **National Preservation Month**, we are expanding our **celebration for the entire month of May!** Preservation Massachusetts will honor awardees and sponsors through our website, email campaigns, and social media, culminating in a **live virtual event on Thursday, May 20**. New for this year, we are offering a limited number of sponsors the opportunity to engage with attendees as a Happy Hour Host! The live awards presentation, as well as recognition of 2021 milestones throughout the preservation community, will follow. The May 20 event will culminate with the announcement of the **2021 People’s Preservation Choice Award**, selected by YOU!

### SPONSOR 2021: ENSURE THE FUTURE OF PRESERVATION MASSACHUSETTS

The **Preservation Awards Program** is not only a celebration, but also **the most critical annual fundraiser** for our organization. Through your generous support, Preservation Massachusetts is able to lead, collaborate, educate, and advocate for preservation efforts large and small in communities across the Commonwealth.

#### **In 2021, 100% of your sponsorship will directly support Preservation Massachusetts:**

- Staff advocating and lobbying for stronger preservation legislation at state and federal levels
- Preservation Circuit Riders mentoring and assisting in local issues
- Essential funding of historic preservation projects
- Promotion of partners and supporters of the organization
- 16+ hours of new educational content and resources available on our website
- Preservation Conversations with preservation communities across the Commonwealth
- Corporate memberships to Preservation Massachusetts *(except for Doric and Corbel levels)*

Your support of the 2021 Awards Program ensures the future of Preservation Massachusetts!



## 2021 Preservation Awards Program People, Places & Possibility Thursday, May 20, 2021

Sponsorship is a tremendous marketing opportunity for your business. Let us showcase your organization's commitment to historic preservation, community revitalization, sustainability, economic development, and more! Sponsorship will highlight your partnership in our efforts to preserve, revitalize, and sustain our communities through historic preservation.

*All proceeds from this essential fundraiser support the programs, staff, and mission of Preservation Massachusetts, the Commonwealth's preservation advocacy and education organization.*

### 2021 EVENT SCHEDULE

#### May 2021 - National Preservation Month

- Sponsorship promotion: social media posts, custom YouTube videos, and multimedia
- Awardee promotion: social media posts, custom YouTube videos, and multimedia

#### Thursday, May 20, 2021 - Preservation Awards Program (

- 4:30pm - Networking Happy Hour
- 6:00pm - Preservation Awards Program
- 6:30pm - Announcement of the 2021 People's Preservation Choice winner!

### AWARD CATEGORIES

- **Paul & Niki Tsongas Award:** people and projects that display the highest level of commitment to historic preservation in the Commonwealth
- **Mayor Thomas M. Menino Legacy Award:** projects that are transformative, catalytic, embrace the community, create partnerships, and revitalize the past for the future good
- **Frederick Law Olmsted Award:** dedication to the promotion of cultural landscapes
- **Robert H. Kuehn, Jr. Award:** projects that meld collaborative partnerships with creative and cutting-edge ideas for the rehabilitation and active reuse of historic buildings
- **Charles W. Eliot Award:** organizations with exceptional vision in preservation planning
- **People's Preservation Choice:** the 2021 favorite restoration and rehabilitation project chosen by YOU!

*Sponsorship benefits are customizable. We will work with you to develop a package that aligns with your marketing goals. For 2021, we have maintained the **reduced prices** of all sponsorship packages.*



**2021 Preservation Awards Program**  
**People, Places & Possibility**  
**Thursday, May 20, 2021**

**2021 Sponsorship Packages**

**New in 2021! HAPPY HOUR HOST - \$3,000**

*(limited to six (6) sponsors; available only as ADD-ON to Doric, Ionic, Corinthian, Keystone sponsorship packages)*

- Happy Hour Host naming rights for 1 of 6 breakout rooms for May 20 virtual event
- Custom breakout room background provided to sponsor organization
- Upgraded to full-page ad in digital event program *(shared pre-event and posted online afterwards)*
- Option to broadcast custom video or lead group activity in breakout room during May 20 event
- Social media promotion specifically for branded networking rooms for May 20 virtual event
- Dedicated email blast promoting branded networking rooms for May 20 virtual event

**Keystone - \$27,000**

- 20 tickets to May 20 virtual event
- Logo prominently displayed on event website and in promotional emails
- Full-page digital program ad *(shared pre-event and posted online afterwards)*
- Social media campaign with up to 2 dedicated posts
- Dedicated email blast to Preservation Massachusetts database of supporters
- Live or pre-recorded 30-second video featured during May 20 virtual event
- Benefactor-level corporate membership (\$5,000 value)

**Corinthian - \$9,000**

- 10 tickets to May 20 virtual event
- Logo prominently displayed on event website and in promotional emails
- Half-page ad in digital event program *(shared pre-event and posted online afterwards)*
- Social media campaign with up to 2 dedicated posts
- Live or pre-recorded 30-second video featured during May 20 virtual event
- Patron-level corporate membership (\$2,500 value)

**Ionic - \$4,500**

- 8 tickets to May 20 virtual event
- Logo displayed on event website and in promotional emails
- Quarter-page ad in digital event program *(shared pre-event and posted online afterwards)*
- Social media campaign with 1 dedicated post
- Contributor-level corporate membership (\$1,000)

**Doric - \$3,250** *(does not include Preservation Massachusetts membership)*

- 6 tickets to May 20 virtual event
- Logo displayed on event website and promotional emails
- Logo and one-line message in digital event program *(shared pre-event and posted online afterwards)*
- Inclusion in Doric Sponsor group post on social media

**Corbel - \$1,350** *(does not include Preservation Massachusetts membership; not available in combination with Happy Hour Host)*

- 2 tickets to May 20 virtual event
- Company name displayed on event website and in promotional emails
- Optional greeting/message in digital event program *(shared pre-event and posted online afterwards)*
- Inclusion in Corbel Sponsor group post on social media

## 2021 Preservation Awards - Sponsorship Sign-Up

Sign up for sponsorship in one of TWO ways:

- 1) **ONLINE:** [www.preservationmass.org/awards-dinner](http://www.preservationmass.org/awards-dinner)
- 2) **EMAIL:** completed form to: [jroper@preservationmass.org](mailto:jroper@preservationmass.org)

Organization/Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Additional Contact Name(s) & Emails:

---

Please select a sponsorship level:

+ Happy Hour Host: \$3,000	Ionic: \$4,500
Keystone: \$27,000	Doric: \$3,250
Corinthian: \$9,000	Corbel: \$1,350*

\* Corbel level not available in combination with Happy Hour Host

Individual Tickets: \$100 each \_\_\_\_\_ (number of tickets)

Other Donation Amount: \_\_\_\_\_

Payment Options:

**Check** (payable to Preservation Massachusetts, *include company name on check*)

**Credit Card** (complete online or fill in below and return to addresses above)

*We process credit card payments via PayPal, an online secured transaction site. You can also call us directly to pay over the phone.*

Check here if address and name of cardholder are the same as above:

Name (as it appears on card): \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Card Number (Visa/MC/AmEx/Disc): \_\_\_\_\_

Expiration Date (M/Y): \_\_\_\_\_ Security Code: \_\_\_\_\_

Please email high-res JPEG, TIFF, or PNG logo to: [jroper@preservationmass.org](mailto:jroper@preservationmass.org). Additional content, including video, will be planned in collaboration with sponsor representative(s).

---

*Sponsorships and donations are 100% tax deductible. THANK YOU for your support!*

Preservation Massachusetts • (617) 723-3383 • [www.preservationmass.org](http://www.preservationmass.org)