Dear (Potential Sponsor),

The Preservation Action Foundation’s Annual Auction is going virtual! We invite you to be a part of Preservation Action Foundation’s virtual event: All In for Advocacy taking place on Tuesday, October 27th, 2020 at the commencement of the national PastForward Virtual Conference. Our theme All In for Advocacy reflects the great work of our grassroots network, the strength of our bi-partisan Congressional support, and our commitment to being all in for our built, cultural, and environmental heritage - no matter the circumstances.

The annual Auction is our largest fundraiser for the Preservation Action Foundation 501(c)3, which is dedicated to education and outreach related to historic preservation policy. The event proceeds will be used in educating, training, and advocacy and to support the Advocacy Scholars program which seeks to train the next generation of preservation advocates.

We cannot meet our goals without the help of people like you.

In holding our event in conjunction with the national preservation conference, we are capitalizing on the thousands of preservationists, developers, public officials, and more from across the country who will be tuning into the virtual conference. Sponsorship of our annual auction will provide great exposure to a captive and interested group of people. Your contribution to All In for Advocacy will result in an investment in the promotion of federal programs that protect our historic and cultural resources and inspire future generations of preservationists.

Sponsors will be recognized before, during, and after the event to a national audience through our eblasts, social media, and videos. Please consider sponsorship at one of our available levels, outlined in the sponsorship levels enclosed.

Your generous support provides essential funds to support the ongoing mission of the Preservation Action Foundation.

Thank you in advance for your support. If you have any questions, please reach out using the contact information below. We look forward to your partnership!

Lauren O. McHale, Chair
Preservation Action Foundation

Russ Carnahan, President
Preservation Action
ALL IN for Advocacy

2020 VIRTUAL FUNDRAISER AND LIVE AUCTION

OCTOBER 27, 2020
7:00 PM ET

Tickets and more: preservationaction.org/auction
All In For Advocacy
VIRTUAL EVENT AND LIVE AUCTION

Preservation Action's famous party and live auction event is going virtual! Join us as we commit to being all in for our built, cultural, and environmental heritage - no matter the circumstances.

While we'll miss sharing food and hugs, for the first time ever we can enjoy getting together without leaving home. Join Preservation Action Foundation's virtual event: All In For Advocacy. Hear exciting success stories about preservation across the country, celebrate our preservation advocacy heroes, and honor the elected officials who contributed to an incredibly successful year in Congress. The hour will be filled with compelling preservation stories, cameo appearances of preservation celebrities, and, of course, an opportunity for attendees to purchase a wonderful array of one of a kind preservation tours and experiences, educational opportunities, and unique gift items at our live online auction - all for a great cause.

Preservation Action

Preservation Action is a 501(c)4 nonprofit organization created in 1974 to serve as the national grassroots lobby for historic preservation.

Preservation Action, based in Washington, D.C., seeks to make historic preservation a national priority by advocating to all branches of the federal government for sound preservation policy, programs, and funding through a grassroots constituency empowered with information and training and through direct contact with elected representatives.

The Preservation Action Foundation

The Preservation Action Foundation is a registered 501(c)3 charitable nonprofit organization with a mission to:

1. Facilitate and promote understanding of the federal policies and programs that affect our nation's historic and cultural resources.
2. Encourage informed and scholarly discourse about preservation policy that lays the groundwork for effective action.
3. Develop educational programs and resources that will inspire and inform a new generation of preservation advocates through the Advocacy Scholars Program.

Through our constituency and our supporters, our impact is felt nationwide.
All In For Advocacy

EVENT LINEUP

SILENT AUCTION KICKOFF

Monday, October 19, 2020, 7:00 - 8:00pm ET
Facebook Live @ Preservation Action

Join us for a Facebook Live kickoff event of our three-week long silent auction.

VIRTUAL EVENT AND LIVE AUCTION

Tuesday, October 27, 2020, 7:00 - 8:00pm ET
Online - tickets available at www.preservationaction.org/auction

Our keystone event will include compelling preservation stories, cameo appearances of preservation celebrities, and an opportunity for attendees to purchase a wonderful array of one of a kind preservation tours and experiences, educational opportunities, and unique gift items at our live online auction.

SILENT AUCTION

October 19 through November 9, 2020
Location: Online, anywhere! Visit www.preservationaction.org/auction for details

In addition to our virtual fundraiser and live auction, amazing items will be available for bidding through our silent auction. Proceeds raised from the live and silent auctions will directly benefit the Preservation Action Foundation.
Supporting *All In For Advocacy* offers the genuine opportunity to be involved in bringing together people who value sound federal historic preservation policy.

Your contribution to *All In For Advocacy* will result in an investment in the promotion of federal programs that protect our cultural and environmental resources and equip the next generation of preservation advocates with the tools and training they need to be leaders.

Supporting this event represents a unique opportunity to engage with a diverse, national audience of advocates from the fields of policy, planning, architecture and design, hospitality and tourism, landscape architecture, archaeology, history and interpretation, the arts, community revitalization, and more. Be a part of creating an impactful future for the historic preservation movement as we move into this new reality for preservation advocacy.

**Why Us**

**Audience Reach**

- 4,000 FOLLOWERS
- 3,200 FOLLOWERS
- 1,100 FOLLOWERS
- 2,000 SUBSCRIBERS

250,000+

*Collective digital impressions via partners network annually*
SPONSORSHIP LEVELS

Sponsors receive significant marketing, exposure, and networking benefits.

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<th>PRE EVENT</th>
<th>DURING EVENT</th>
<th>POST EVENT</th>
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<td><strong>TITLE</strong> ($5,000+)</td>
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**PRE EVENT**
- Title Sponsor for the Event
- Company logo and link on website
- Press Release + social media feature
- Logo presence in event invites

**DURING EVENT**
- Logo or name on scrolling screen
- Verbal recognition during event
- Opportunity for sponsor to speak
- Event tickets: 10

**POST EVENT**
- Logo on thank you social media content
- Dedicated feature in newsletter
We kindly ask that sponsorship commitments be submitted by October 1, 2020. Please mail or email your completed sponsorship form to the contact information below.

Checks should be made payable to the Preservation Action Foundation. Alternatively, payment by invoice or credit card may be requested.

Thank you! Your generous sponsorship helps support our grassroots advocacy efforts, education and training for preservation advocates, and capacity building efforts.

The Preservation Action Foundation (PAF) is a registered 501(c)3. Please contact Rob Naylor at (202) 463-0970 or rnaylor@preservationaction.org for additional information.
MEET OUR LEADERSHIP TEAM

RUSS CARNAHAN
President

BRUCE MACDOUGAL
Director of Washington Operations

ROB NAYLOR
Associate Director

BRIANA GROSICKI
Chair, Preservation Action

LAUREN OSWALT MCHALE
Chair, Preservation Action Foundation

PRESERVATION ACTION FOUNDATION BOARD
Lauren McHale
Peter Benton
Huy Pham
Cynthia Birdsall
Marsh Davis
Nancy Finegood
Patty Gay
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Erik Hein
Trisha Logan
Shanon Miller
Tom Moriarity
Richard Nettler

LAUREN OSWALT MCHALE
Chair, Preservation Action Foundation

PRESERVATION ACTION FOUNDATION | 2020 PENNSYLVANIA AVE NW, #313, WASHINGTON, DC 20006
(202) 463-0970 | mail@preservationaction.org | preservationaction.org/foundation

AUCTION PLANNING COMMITTEE 2020
Lauren McHale
Russ Carnahan
Kathy Makino
Nancy Finegood
Huy Pham
Stephanie Phillips
Edward Hall
Marsh Davis
Carol Shull
Trisha Logan
Elizabeth Rosin
Briana Grosicki
Rob Naylor
Bruce MacDougal