



Dear (Potential Sponsor),

The Preservation Action Foundation is excited to present our famous party and auction virtually for the second time! We invite you to be a sponsor of *Refresh the Movement: PAF's Virtual Fundraiser and Auction* as we retool for the future and celebrate an expanded perspective on the preservation of our built, cultural, and environmental heritage. Our Virtual Auction last year saw a record number of participants, and we're excited to build on that this year. We'll be hosting an online Silent Auction from **October 25th to November 8th** with our Keystone Event and Live Auction on **November 2nd**, as the kickoff to the national PastForward Virtual Conference.

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, community leaders and more from across the country who will be tuning into the virtual conference. Last year's Virtual PastForward Conference had more than 4,000 attendees and record attendance is expected again this year. Sponsorship of our annual auction will provide great exposure to a captive and interested group of people. Your contribution to *Refresh the Movement* 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 the levels outlined in the enclosed packet.

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!

A handwritten signature in dark ink, reading "Lauren O. McHale".

Lauren O. McHale
Chair, Preservation Action Foundation

A handwritten signature in dark ink, reading "Russ Carnahan".

Russ Carnahan
President, Preservation Action

REFRESH THE MOVEMENT

**VIRTUAL FUNDRAISER
AND AUCTION
NOVEMBER 2, 2021**

PRESERVATION

Action
FOUNDATION



REFRESH THE MOVE MENT

VIRTUAL FUNDRAISER AND LIVE AUCTION

Preservation Action Foundation is excited to present our famous annual party and auction virtually for the second time!

Join us for “Refresh the Movement:

Virtual Fundraiser and Auction”, as we put last year’s challenges behind us, retool for the future and celebrate our expanded perspective on the preservation of our built, cultural and environmental heritage. We’ll be hosting an online Silent Auction from **October 25th to November 8th** with our Keystone Event and Live Auction on **November 2nd from 7-8pm ET**. Our event will help launch PastForward 2021, the virtual National Preservation Conference, which officially begins the following day.

Enjoy our spirited and timely event without leaving home. It will feature success stories about preservation across the country, honor our preservation advocacy heroes and showcase the elected officials who contributed to an incredibly successful year in Congress. The Live Auction will provide an opportunity for the attendees to purchase a wonderful array of tours and experiences, travel packages, educational opportunities, and one-of-a-kind gift items – all for a great cause. It’s time to refresh. Be there!

PRESERVATION ACTION **FOUNDATION**
2020 PENNSYLVANIA AVE NW, #313
WASHINGTON , DC 20006

(202) 463-0970
mail@preservationaction.org
preservationaction.org/foundation

EVENT LINEUP

VIRTUAL EVENT AND LIVE AUCTION

Tuesday, November 2, 2021, 7:00 – 8:00pm ET

Online- tickets available at preservationaction.org/auction

Our keystone event will feature compelling preservation success stories from across the country, honor our preservation advocacy heroes, and showcase our preservation champions in Congress. Of course, concluding with the opportunity for attendees to purchase a wonderful array of one-of-kind tours and experiences, travel packages, educational opportunities, and unique gift items- all for a great cause during our Live Auction!

SILENT AUCTION

October 25 through November 8, 2021

Online- Visit preservationaction.org/auction for more 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.

OCTOBER 25

**SILENT
AUCTION KICKOFF**

NOVEMBER 2

**FUNDRAISER AND
LIVE AUCTION**

NOVEMBER 8

**SILENT AUCTION
ENDS**



SPONSORSHIP LEVELS

Sponsors receive significant marketing, exposure, and networking benefits.

PRE EVENT

TITLE
\$5,000+

CHAMPION
\$1,000-\$4,999

SUPPORTER
\$500-999

FRIENDS
\$499 OR LESS

Title Sponsor for the Event	✓			
Company Logo and Link on Website	✓	✓	✓	✓
Press Release and Social Media Feature	✓	✓		
Logo Included in Promotional Emails	✓	✓	✓	

DURING EVENT

Logo or Name on Rolling Screen	✓	✓	✓	✓
Verbal Recognition During Event	✓	✓	✓	✓
Event Tickets	10	6	4	2

POST EVENT

Logo on Thank You Social Media Content	✓	✓	✓	✓
Dedicated Feature in Newsletter	✓	✓	✓	

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.

PRESERVATION

Action
FOUNDATION

The Preservation Action Foundation is a registered 501(c)3 charitable nonprofit organization with a mission to: Facilitate and promote understanding of the federal policies and programs that affect our nation's historic and cultural resources. Encourage informed and scholarly discourse about preservation policy that lays the groundwork for effective action. Develop educational programs and resources that will inspire and inform a new generation of preservation advocates through the Advocacy Scholars Program.

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SPONSOR COMMITMENT FORM

We kindly ask that sponsorship commitments be submitted by October 15, 2021.
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.

SPONSOR LEVEL

- ☐ **TITLE**
\$5,000+
- ☐ **CHAMPION**
\$1,000-\$4,999
- ☐ **SUPPORTER**
\$500-999
- ☐ **FRIENDS**
\$499 OR LESS

PAYMENT METHOD

- ☐ **CHECK**
ENCLOSED
- ☐ **INVOICE**
REQUESTED
- ☐ **CALL FOR**
CREDIT CARD
PAYMENT

Sponsor/Company Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Email: _____ Phone: _____

THANK YOU! Your generous donation 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.