

RVPF SPONSORSHIP APPLICATION

Yes! I would like to sponsor the following event:

- Pints for Preservation Pub Crawl
- Paint for Preservation Art Auction

At the following level:

- Philanthropist - \$1,500
- Benefactor - \$1,000
- Patron - \$500
- Muse - \$250
- Other: \$ _____
- Pre-Approved In-kind Donation



Description/monetary value of in-kind donation: _____

★ The Roanoke Valley Preservation Foundation is a 501c3 nonprofit organization. ★
A portion of all sponsorships will be tax deductible.

CONTACT INFORMATION:

Contact name: _____

Business/Organization: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Website: _____

Please email a copy of your logo in .jpeg format to coordinator@roanokepreservation.org.

MAKE CHECKS PAYABLE TO:

Roanoke Valley Preservation Foundation

MAIL TO:

Roanoke Valley Preservation Foundation

P.O. 1366

Roanoke, Virginia 24007

QUESTIONS:

coordinator@roanokepreservation.org

CHECKLIST (OFFICE USE ONLY)

- Completed application form.
- Check received.
- Logo provided in .jpeg format.
- Event packet mailed to sponsor.

EVENT SPONSORSHIP OPPORTUNITIES

The Roanoke Valley Preservation Foundation (RVPF) is in the process of planning two fundraisers for the 2015 calendar year which we hope will become signature events for the Roanoke Valley Preservation Foundation and our primary means of raising necessary funding. The RVPF invites you to sponsor one or both of our 2015 fundraising events, Pints for Preservation Pub Crawl and/or Paint for Preservation Art Auction! We are also happy to accept preapproved in-kind donations. Tickets, marketing, and recognition will correspond to the monetary value of the in-kind donation.

Pints for Preservation Pub Crawl/May 2015

Pints for Preservation will be a fun and educational afternoon of exploring Roanoke's vibrant past as well as its many watering holes! Participants will spend the afternoon and early evening enjoying drink specials at pubs located in historic buildings throughout downtown while competing in a historical scavenger hunt! Each participant will receive a commemorative t-shirt and/or pint glass and a chance to win some great prizes!

Paint for Preservation Art Auction/November 2015

Paint for Preservation celebrates historically significant buildings and landscapes of the Roanoke Valley through art! Local artists are invited to depict buildings or landscapes preselected as our 2015 Preservation Award recipients in a medium of their choice to then auction in support of the Roanoke Valley Preservation Foundation. Raffle and drink tickets will be provided to sponsors and raffle tickets will include participants in the running for special art prizes from the auction. This event entails an evening of live and silent auctions, recognition of our Preservation Award recipients, live music, hors d'oeuvres, and libations!

Philanthropist - \$1,500

At the philanthropist level, your company will be recognized as a top level sponsor and enjoy exclusive rights to your business category at both events! A \$250 savings compared to sponsoring each event individually at the benefactor level.

- Marketing/Recognition: For both events, includes mention and/or logo placement on all media advertisement; print materials; RVPF website and social media pages; and at the event. Recognition on the newly revamped RVPF homepage as a year-long sponsor.
- Tickets: Six tickets (creating a team) to Pints for Preservation Pub Crawl AND six raffle and drink tickets to Paint for Preservation Art Auction.

Benefactor - \$1,000

At the benefactor level, your company will be recognized as a top level sponsor and enjoy exclusive rights to your business category for your event of choice.

Pints for Preservation Pub Crawl

- Marketing/Recognition: Includes mention and/or logo placement on all media advertisement; print materials; RVPF website and social media pages; and at the event.
- Tickets: Six tickets (creating a team) to Pints for Preservation Pub Crawl

Paint for Preservation Art Auction

- Marketing/Recognition: Includes mention and/or logo placement on all media advertisement; print materials; RVPF website and social media pages; and at the event.
- Tickets: Six raffle and drink tickets to Paint for Preservation Art Auction.

Patron - \$500

At the patron level, your company will receive recognition as a sponsor at your event of choice.

Pints for Preservation Pub Crawl

- Marketing/Recognition: Includes mention and/or logo placement on all print materials; RVPF website and social media pages; and at the event.
- Tickets: Four tickets to Pints for Preservation Pub Crawl.

Paint for Preservation Art Auction

- Marketing/Recognition: On all RVPF print and media materials; on the RVPF website and social media pages; and at the event.
- Tickets: Four raffle and drink tickets to Paint for Preservation Art Auction.

Muse - \$250

At the muse level, your company will be recognized as a sponsor at your event of choice.

Pints for Preservation Pub Crawl

- Marketing/Recognition: Includes mention and/or logo placement on RVPF website and social media pages and at the event.
- Tickets: Two tickets to Pints for Preservation Pub Crawl.

Paint for Preservation Art Auction

- Marketing/Recognition: Includes mention and/or logo placement on RVPF website and social media pages and at the event.
- Tickets: Two raffle and drink tickets to Paint for Preservation Art Auction.

Examples of marketing/recognition:

Media advertising may include:

- Press Release
- On-line calendar placement
- Grandin Theater slide
- Local magazine placement
- Television
- Radio
- Newspaper placement

Print materials may include:

- Event program
- Flyers
- Posters

RVPF BACKGROUND & STATISTICS

Who is the RVPF?

The Roanoke Valley Preservation Foundation (RVPF) is a 501(c)3 nonprofit organization established in 1988 to preserve the historic, natural, and cultural resources of the Roanoke Valley (City of Roanoke, City of Salem, Town of Vinton, Roanoke County, Botetourt County, and Franklin County, Virginia).

What does the RVPF do?

Since its inception, the RVPF has annually lent its technical expertise to a variety of bricks and mortar projects, educational programs, and government legislation. Consistent involvement and advocacy has resulted in increased public awareness and successful preservation projects and policies. It was founded as and continues to be a grassroots, volunteer-driven organization. Within the past three years, the RVPF has worked to increase its presence within the community. Since 2012 alone, the following has been accomplished.

- Assisted in securing historic designation, research, funding, and/or approvals for special projects including the Virginian Railway Station renovation, Boones Mill Depot relocation, and Virginia Museum of Transportation Fueling Progress exhibit.
- Called attention to 24 historic sites threatened by demolition, neglect, or incompatible development. The RVPF has also successfully nominated two properties in our service area for the statewide endangered sites list accumulated by Preservation Virginia.
- Recognized 32 projects, organizations, or people for outstanding preservation efforts.
- Provided comment on 17 preservation-related government programs, legislation, activities, and planning documents at the local, state, and federal level.
- Taught free historic rehabilitation tax credit workshops to over 100 attendees.
- Provided heritage education opportunities to adults and children through tours, historical marker programs, lectures, conferences, and educational materials. 100 copies of *The Little House* by Virginia Lee Burton and associated educational materials teaching community created by the RVPF were distributed to area 2nd grade educators with a potential reach of over 2,000 students per year.
- Improved public presence through updated logo, tagline, website, and media pages.

What are the economic impacts of historic preservation and land conservation?

Preserving our Valley's historic and natural resources lures investment, creates jobs, builds tourism, strengthens communities, raises property values, generates tax revenues, and protects our environment. Far from being a hindrance to economic development, preservation is a key component.

- 75% of the economic investment of rehabilitating a historic building stays in the local community.
- An additional 3.4 jobs are created and \$53,000 is added to household income for every \$1 million spent on rehabilitating a historic building as compared to new construction.
- Cultural tourists account for 90% of the economic impact of domestic tourism – they stay longer, visit twice as many places, and spend 2 ½ times more money than the average tourist.
- Communities with a unique sense of place that attract new business investment.
- Rehabilitated buildings increase property values and enhance local property tax revenue. Virginia's state tax revenues increased by \$46 million because of the rehabilitation of historic properties between 1997 and 2006.
- Rehabilitation makes use of existing infrastructure and municipal services saving open space and taxpayer



money. It also expends fewer energy resources by recycling building materials and reducing transport costs required to ship new materials to the site.

The RVPF works tirelessly to support those in our community making Roanoke a great place to live, work, and visit. We also patronize local vendors and provide support to our fellow nonprofit organizations and government agencies.

Local Vendors:

Banking/Accounting (Union First Market Bank)

Printing (Walters Printing, Curry Copy)

Special Events (Patrick Henry Ballroom, Plantation Creations, Blue Ridge Catering, Aztec Rentals, Crystal Orchid, etc.)

And many other local independent contractors who provide a variety of services.

Partnerships:

Arts Commission

Blue Ridge PBS

Center in the Square

City of Roanoke Parks & Recreations Department

City of Roanoke Planning, Building, and Development Department

City of Roanoke Public Libraries

City of Roanoke Public Schools

Gereau Center for Applied Technology and Career Exploration

Historical Society of Western Virginia

Old Southwest Inc.

RideSolutions

Roanoke Natural Foods Cooperative

Roanoke Valley Allegany Regional Commission

Tweed Run

Virginia Museum of Transportation