

**16<sup>th</sup> ANNUAL PRESERVATION ACHIEVEMENT AWARDS**  
**Monday, May 11, 2009 Park Hyatt at the Bellevue**  
**SPONSORSHIP OPPORTUNITIES**

Sponsorship Order Form must be received by March 6 for inclusion in event invitation.

**MARBLE \$2,500**

*(\$1,914 tax deductible)*

- 10 premium luncheon seats
- 2 tickets to Awards Preview Reception (April 2009, details TBA)
- Acknowledgement in printed and electronic materials, including the Awards Luncheon Invitation and Program Book, *Preservation Matters* newsletter, and hyperlink on Alliance website
- Full-page grayscale ad (7.5w x 10h) in Awards Program Book
- Company name and logo included in Awards Luncheon visual presentation
- Prominent recognition on event signage

**PLUS Preservation Alliance Corporate Membership for one year, which includes these benefits:**

- Discounts for four staff members to PAGP events, including tours, lectures and educational forums
- Company name, logo, contact information, and hyperlink to your company website on the Preservation Alliance's website for one year
- Annual subscription to *Preservation Matters*, the Alliance's seasonal newsletter that includes updated information on preservation issues and upcoming events and activities
- Monthly E-Newsletter that provides up-to-date information, issue updates and event announcements
- Recognition as a Corporate Sponsor in each issue of *Preservation Matters*
- Bi-annual *Director's Update* by Preservation Alliance Executive Director John Andrew Gallery

**GRANITE \$1,500**

*(\$980 tax deductible)*

- 8 luncheon seats
- Acknowledgement in printed and electronic materials, including the Awards Luncheon Invitation and Program Book, *Preservation Matters* newsletter, and listing on Alliance website
- Half-page grayscale ad (7.5w x 4.875h) in Awards Program Book

**PLUS Preservation Alliance Professional Partnership Membership for one year, which includes these benefits:**

- Discounts for two to PAGP events, including tours, lectures and educational forums
- Listing in the Alliance's online Professional Partner Directory and in each issue of *Preservation Matters*
- Annual subscription to *Preservation Matters*
- Monthly E-Newsletter that provides up to date information, issue updates, and event announcements
- Bi-annual *Director's Update* by Preservation Alliance Executive Director John Andrew Gallery

**LIMESTONE \$500**

*(\$396 tax deductible)*

- 2 luncheon seats
- Acknowledgement in printed and electronic materials, including the Awards Luncheon Invitation and Program Book, *Preservation Matters* newsletter, and listing on Alliance website
- Quarter-page grayscale ad (3.625w x 4.875h) in Awards Program Book

**BELGIAN BLOCK TICKET \$100**

*(\$48 tax deductible)*

- 1 luncheon seat
- Listing in Program Book

**LIMESTONE TICKET \$80**

*(\$28 tax deductible)*

- 1 luncheon seat

**ADVERTISING ONLY**

*(Grayscale ad, unless indicated. Ad specs below)*

- **Full-page FULL COLOR** (7.5w x 10h) \$1,500
- **Full-page** (7.5w x 10h) \$1,000
- **Half-page** (7.5w x 4.875h) \$ 500
- **Quarter-page** (3.625w x 4.875h) \$ 250
- **Business card** (3.625w x 2.312h) \$ 100



# PRESERVATION ALLIANCE

*for greater philadelphia*

## 16<sup>th</sup> ANNUAL PRESERVATION ACHIEVEMENT AWARDS Monday, May 11, 2009 Park Hyatt at the Bellevue SPONSORSHIP OPPORTUNITIES

Sponsorship Order Form must be received by March 6 for inclusion in event invitation.

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

*(\$4,383 tax deductible)*

- 10 premium luncheon seats
- 4 tickets to Awards Preview Reception (April 2009, details TBA)
- Prominent acknowledgement in all related printed and electronic materials, including the Awards Luncheon Invitation and Program Book, press releases, media alerts, *Preservation Matters* newsletter, and hyperlink on Alliance website
- Prominent full-page, full-color ad (7.5w x 10h) in Awards Program Book
- Company name and logo prominently included in Awards Luncheon visual presentation
- Prominent recognition on event signage

### **PLUS Exclusive sponsorship of ONE of the following events/activities**    *(Please see reverse for details)*

- Achievement Awards Preview Reception (April 2009)
- Newsletter Sponsor
- Awards Luncheon Welcome Reception (May 11, 2009)
- Spring 2009 Event Series
- 2009 Professional Partner Hard Hat Series

### **PLUS Preservation Alliance Corporate Membership for one year, which includes these great benefits:**

- Discounts and invitations for four to Alliance sponsored events, including Behind the Scenes and Professional Partner Hard Hat tours, lectures and educational forums
- Company name, logo, contact information, and hyperlink to your company website on the Preservation Alliance's website for one year
- Annual subscription to *Preservation Matters*, the Alliance's print newsletter that includes updated information on preservation issues and upcoming events and activities
- Monthly E-Newsletter that provides up-to-date information, issue updates and event announcements
- Recognition as a Corporate Sponsor in each issue of *Preservation Matters*
- Bi-annual *Director's Update* by Preservation Alliance Executive Director John Andrew Gallery

## **YOUR ALABASTER SPONSORSHIP includes sponsorship of ONE of the following exclusive events/activities:**

### **Achievement Awards Preview Reception (April 2009)**

*Support and recognize 2009 Preservation Achievement Award recipients.*

Sponsorship of the invitation-only preview reception for award winners, sponsors, press and Alliance Cornerstone Society and Benefactor members. Includes:

- Prominent listing as the exclusive sponsor on event invitation and in related print materials
- Prominent acknowledgement on event signage
- 4 additional tickets to this event
- Recognition in the Achievement Awards Program Book Preview Reception Highlights page

### **Newsletter Sponsor**

*Reach 2,500 of the Alliance's regional subscribers.*

Exclusive sponsorship of one edition of *Preservation Matters*, the Alliance's seasonal newsletter (cir. 2,500+).

Includes:

- Prominent half-page grey-scale advertisement in Fall 2009 issue
- 500 copies of newsletter distributed to your mailing list
- Recognition on Alliance's website as newsletter sponsor

### **Awards Luncheon Welcome Reception Sponsor May 11, 2009**

*A prominent way to support the Alliance's Awards Luncheon.*

Exclusive sponsorship of the one-hour arrival reception for all event attendees held immediately prior to Awards Luncheon. Includes:

- Prominent visual identification at Reception
- Ability to display and distribute company promotional materials
- Recognition on the Alliance's website as Reception sponsor

### **Spring 2009 Event Series**

*Direct marketing to preservation, design and building industry professionals.*

Sponsorship of the Alliance's Spring Event Series, details TBA. Series generally includes preservation-related lectures and tours. Includes:

- Prominent recognition at events
- Recognition on all relevant event materials including announcements, promotional items and invitations
- Invitations for four company representatives to attend each sponsored event
- Recognition in *Preservation Matters* and on Alliance website

### **2009 Professional Partner Event Series Sponsor**

*Direct marketing to preservation, design and building industry professionals.*

Sponsorship of the Alliance hosted Hard Hat Tour Series and other events designed specifically for Professional Partner and Corporate Sponsor level members with an interest in the more technical side of industry-related preservation issues. Includes:

- Prominent recognition at all Hard Hat tours and Professional Partner events
- Recognition on all relevant event materials including announcements, promotional items and invitations
- Invitations for four company representatives to attend each sponsored event
- Recognition in *Preservation Matters* and on Alliance website

# Advertisement Specifications

16th ANNUAL PRESERVATION ACHIEVEMENT AWARDS  
MONDAY, MAY 11, 2009  
The Park Hyatt at the Bellevue

**Preservation Alliance for  
Greater Philadelphia**  
1616 Walnut Street, Suite 1620  
Philadelphia, Pennsylvania 19103

## PROGRAM BOOK & INSERT

P 215.546.1146 | F 215.546.1180  
www.preservationalliance.com

**All sponsor ads must be in grayscale (except for Alabaster).  
All files must be in digital format.**

### FILE FORMAT

#### **Adobe Acrobat** (preferred)

PDF files, 1200dpi, bicubic downsampling at 200dpi for images, embed all fonts

The following formats are also accepted:

- **Adobe Photoshop**  
300 dpi Tiff files
- **Quark Xpress**  
Version 4.0 to 6.0 (if you are using 7.0 please save down to 6.0)  
Include all fonts and art used in the ad
- **Adobe InDesign**  
Include all fonts and art used in the ad
- **Adobe Illustrator**  
EPS files with type converted to outlines and art embedded into file

All files should be **MAC** format. If you are working in a PC environment, it is best to send a PDF, Tiff, or EPS file.

We cannot accept files saved in Microsoft Publisher, WordPerfect, PowerPoint or PageMaker.

### TRANSFER MEDIA

CD-R, DVD-R, or email.

We cannot accept zip or floppy discs

\*If sending files by mail please supply a hard copy

\*Files that exceed 4 MB should not be sent via email.

\*If you do not receive email confirmation of receipt of your ad within 48 hours, please call 215.546.1146, x5.

Mail to: **Preservation Alliance**  
**Re: 2009 Achievement Awards**  
1616 Walnut Street Suite 1620  
Philadelphia, PA 19103

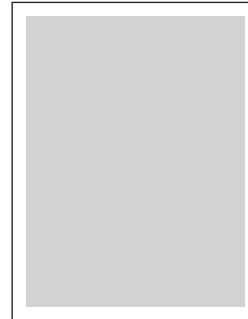
Email to: [pippa@preservationalliance.com](mailto:pippa@preservationalliance.com)

### DEADLINE

In order to be included in the program book, ads must be received by **5:00pm Friday, April 10, 2009**. A program insert for late advertisers will also be printed; the deadline for the insert is **5:00pm Friday, May 1, 2009**. Grayscale only.

**Note:** If you do not have the programs/capabilities to create an ad but would still like to advertise in the 2009 Preservation Awards Program Book, an ad can be created for you for an additional cost. For more information please contact Pippa Liebert Goetz at [pippa@preservationalliance.com](mailto:pippa@preservationalliance.com).

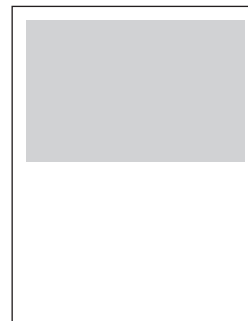
### AD DIMENSIONS



#### **Full Page Ad:**

7.5w x 10h in.  
(vertical)

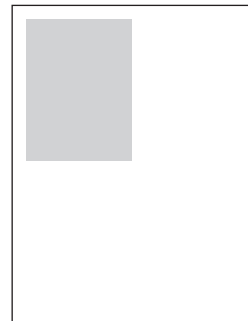
[ad only rate: full page color:  
\$1,500; full page grayscale:  
\$1,000]



#### **Half Page Ad:**

7.5w x 4.875h in.  
(horizontal; grayscale only)

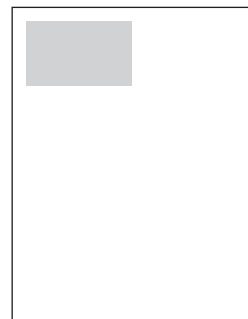
[ad only rate: \$500]



#### **Quarter Page Ad:**

3.625w x 4.875h in.  
(vertical; grayscale only)

[ad only rate: \$250]



#### **1/8 Page Ad (Business Card):**

3.625w x 2.312h in.  
(horizontal; grayscale only)

[ad only rate: \$100]