

# The Preserve Campaign 2024

The Preserve Campaign – Preserving History, Serving Community is Restoration Housing’s main fundraiser of the year, providing necessary exposure and funding to support our mission. This year’s event will be an in-person luncheon combined with a virtual campaign including a professionally-produced video that takes an intimate look at our mission-driven work. The luncheon will take place on Thursday, September 19 from 11:30 a.m. to 1:00 p.m. at the Market Building’s Charter Hall with the virtual component running from September 19 to October 17. Event sponsors receive ample recognition corresponding to their level of support.



## PRESERVE CAMPAIGN

Preserving History, Serving Community

Yes! I would like to sponsor Restoration Housing’s 2024 Preserve Campaign at the following level (deadline August 22, 2024):

- |   |   |
|---|---|
| <input type="checkbox"/> PRESENTING SPONSOR – SEE 10 <sup>TH</sup> ANNIVERSARY PACKET | <input type="checkbox"/> PATRON SPONSOR – SEE 10 <sup>TH</sup> ANNIVERSARY PACKET |
| <input type="checkbox"/> KEYNOTE SPONSOR – SEE 10 <sup>TH</sup> ANNIVERSARY PACKET    | <input type="checkbox"/> ADVOCATE SPONSOR - \$1,000                               |
| <input type="checkbox"/> CREATIVE SPONSOR – SEE 10 <sup>TH</sup> ANNIVERSARY PACKET   | <input type="checkbox"/> FRIEND SPONSOR - \$750 (NONPROFIT RATE \$500)            |

\*Creative Sponsorship In-Kind Value: \_\_\_\_\_

### CONTACT INFORMATION

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

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

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

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### METHOD OF PAYMENT:

Please send invoice.       Check (make checks payable to *Restoration Housing*)

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Security Code: \_\_\_\_\_

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### MAIL OR EMAIL TO:

Restoration Housing, Attention Maribeth Mills  
1116 Main Street SW, Suite B  
Roanoke, Virginia 24015  
OR maribeth@restorationhousing.org



### CHECKLIST (OFFICE USE ONLY)

- \_\_\_\_ Completed application form
- \_\_\_\_ Payment/in-kind services received
- \_\_\_\_ Logo provided in .jpeg format
- \_\_\_\_ Advertisement provided in .jpeg format
- \_\_\_\_ Guest list received
- \_\_\_\_ Sponsorship recognition fulfilled
- \_\_\_\_ Donation recorded / Thank you letter mailed

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| RECOGNITION:  | PRESENTING SPONSOR | KEYNOTE SPONSOR | CREATIVE SPONSOR | PATRON SPONSOR | ADVOCATE SPONSOR | FRIEND SPONSOR |
|---|--------------------|-----------------|------------------|----------------|------------------|----------------|
| Logo placement, text recognition, or name mention in all campaign announcements including mailed invitations (750 addresses), email blasts (770 subscribers), social media posts (1,300 followers), and media coverage. |                    |                 |                  |                |                  |                |
| <b>VIRTUALLY</b>  |                    |                 |                  |                |                  |                |
| Logo placement at end of professionally produced video and other virtual content released on all online platforms.*   |                    |                 |                  |                | ✓                |                |
| Logo placement or text recognition with other sponsors on website, one email blast, and one social media post.*   |                    |                 |                  |                | ✓                | ✓              |
| <b>LUNCHEON</b>   |                    |                 |                  |                |                  |                |
| Opportunity to speak.   |                    |                 |                  |                |                  |                |
| Verbal recognition during announcements.  |                    |                 |                  |                |                  |                |
| Advertisement in program.**   |                    |                 |                  |                |                  |                |
| Logo placement or text recognition in program.*   |                    |                 |                  |                | ✓                | ✓              |
| Logo placement or text recognition on scrolling slide presentation.*  |                    |                 |                  |                | ✓                | ✓              |
| Reserved seating for 8 with table recognition.***   |                    |                 |                  |                | ✓                | ✓              |

Please see 10th Anniversary Sponsorship Packet!

\*Logo size and placement will correspond to sponsorship level. Friend level receives text recognition only. Please provide logo by August 22, 2024.

\*\*\*Please provide names, email addresses and dietary restrictions for all guests by August 29, 2024. Any unused seats will be filled by Restoration Housing. Please notify us of unused seats as soon as possible for planning purposes.

# Who We Are & Event Speaker

## WHO WE ARE:

Restoration Housing is a 501(c)3 non-profit community-based developer with a focus on the rehabilitation and stewardship of historic buildings for the benefit of under-resourced communities.

## WHAT RESTORATION HOUSING DOES:

Restoration Housing's main objective is to help low to moderate income, hardworking adults provide safe, secure, comfortable homes for themselves and their children through the redevelopment of existing buildings within Roanoke's Historic Districts. This not only benefits the family in question, but supports healthy, sustainable neighborhoods by reducing blight and vacancy which increases property values and deters vandalism and crime. Restoration Housing also undertakes community impact projects which provide affordable rental options for nonprofit organizations seeking to expand services in low to moderate income neighborhoods as well as providing consulting services to mission-minded developers, nonprofits, and government entities.

## 2024 PRESERVE LUNCHEON KEYNOTE SPEAKER:

Asa Eslocker, ASLA is a landscape architect, urban designer, journalist, and documentary filmmaker. He is the Director of Strategic Design & Communication as well as Storytelling Practice Lead for Renaissance Planning, a city planning firm based in multiple cities throughout the South Atlantic region of the United States. Asa specializes in weaving storytelling, graphic design, videography, and his multidisciplinary background into Strategic Design – a systems thinking approach for reframing questions around complex urban challenges, design, and planning solutions. Asa is also a nationally recognized video producer and storyteller working for ABC News in New York for eight years where he was recognized with two National News Emmys among other awards as an Investigative Producer. Asa now lives in Charlottesville, VA with his wife, three children, two dogs, and a flock of chickens.



Asa R. Eslocker, ASLA

We are excited for Asa to tell our story both through filmmaking and as our 2024 Preserve Luncheon Keynote Speaker!

## WHAT'S DIFFERENT ABOUT OUR 10<sup>TH</sup> ANNIVERSARY YEAR?:

Restoration Housing is celebrating 10 years in 2024! We are excited to host a line-up of great in-person events and virtual content to showcase the planning, preservation, and people that go into our mission-driven work. Activities include a special 10 Year Anniversary Celebration, the Preserve Campaign, Community Partnership Day, the Architectural Minute Series, Hard Hat Tours and more!

For this reason, we are requesting year-long commitments from our top-level sponsors (Presenting, Keynote, Creative, and Patron) with the Advocate and Friend level remaining Preserve Campaign sponsors only. We hope this gives our wonderful sponsors an opportunity to participate in this milestone year at a comfortable level for their business.