

The Preserve Campaign 2025

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 18 from 11:30 a.m. to 1:00 p.m. at the Market Building’s Charter Hall with the virtual component running from September 18 to October 16. 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 2025 Preserve Campaign at the following level (deadline August 21, 2025):

PRESENTING SPONSOR – SEE YEAR-LONG PACKET

PATRON SPONSOR – SEE YEAR-LONG PACKET

KEYNOTE SPONSOR – SEE YEAR-LONG PACKET

ADVOCATE SPONSOR - \$1,250

CREATIVE SPONSOR – SEE YEAR-LONG PACKET

FRIEND SPONSOR - \$850 (NONPROFIT RATE \$500)

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 (850 addresses), email blasts (915 subscribers), social media posts (1,620 followers), and media coverage.						
VIRTUALLY						
Logo placement at end of professionally produced video released on all online platforms.*					✓	
Logo placement or text recognition with other sponsors on event platform page, one email blast, and one social media post.*					✓	✓
LUNCHEON						
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 Year-Long Sponsorship Packet!

*Logo size and placement will correspond to sponsorship level. Friend level receives text recognition only. Please provide logo by August 21, 2025.

**Please provide names, email addresses and dietary restrictions for all guests by August 28, 2025. 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.

WHAT IS THIS YEAR'S THEME AND WHY:

Each year, Restoration Housing selects a theme for the Preserve Campaign that relates to the work we do. With construction at the Grove on Patterson wrapping up in early 2025, we've been thinking a lot about the role housing plays in maternal mental health and early childhood development. The Grove on Patterson will operate as a treatment facility for pregnant and parenting women with substance use disorder and their infants once in operation - providing a stable environment to recover and begin their journey as mothers. We know **#StabilityStartsAtHome** and that safe, reliable housing has a long-term impact on the health and resiliency of families that will transcend generations.

2025 PRESERVE LUNCHEON KEYNOTE SPEAKER:

Restoration Housing is excited to welcome Dr. Stephen Loyd as our 2025 Keynote Speaker. Dr. Loyd is an Internal Medicine/Addiction Medicine physician and is the inspiration behind Michael Keaton's character in the Emmy Award-winning adaptation of *Dopesick* by Beth Macy on Hulu. Dr. Loyd has and continues to make a significant impact in his field, serving as Chief Medical Officer at Cedar Recovery in Tennessee and chair of the Tennessee Opioid Abatement Council appointed by Governor Bill Lee. Dr. Loyd's expertise extends to addiction medicine in both inpatient and outpatient settings, with a focus on treating opioid-dependent pregnant women. He actively participates in drug courts and collaborates with community-level anti-drug coalitions and state law enforcement, including the Tennessee Bureau of Investigation. Dr. Loyd has been in recovery from opioid and benzodiazepine addiction since July 8, 2004. His personal connection to opioid addiction and recovery serves as a driving force, motivating him to continue making strides in this industry and creating positive change for the future.



Dr. Stephen Loyd