

# 2026 Year-Long Sponsorship

Restoration Housing is celebrating our 12<sup>th</sup> year of developing affordable housing through historic preservation! We invite you to be a year-long sponsor as we take an intimate look at how more and more seniors are aging without a safe place to call home. Recognition will be provided throughout the year, corresponding to your level of support. Events where recognition will be provided include the Preserve Campaign, Community Partnership Day, Hard Hat Tours, and more! We welcome ideas of additional recognition opportunities that would benefit your business. Just let us know!



Yes! I would like to be a 2026 Year-Long Sponsor at the following level (deadlines January 31, 2026):

- |  |   |
|--|---|
| <input type="radio"/> PRESENTING SPONSOR - \$7,500 (PINNACLE)    | <input type="radio"/> PATRON SPONSOR - \$2,500 (4 OF 4 AVAILABLE)     |
| <input type="radio"/> KEYNOTE SPONSOR - \$4,000 (1 AVAILABLE)    | <input type="radio"/> ADVOCATE SPONSOR - SEE PRESERVE CAMPAIGN PACKET |
| <input type="radio"/> CREATIVE SPONSOR - \$3,750 (FIREFLI MEDIA) | <input type="radio"/> FRIEND SPONSOR - SEE PRESERVE CAMPAIGN PACKET   |

## Contact Information:

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

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

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

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

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

## Method of Payment:

☐ Check made payable to *Restoration Housing*. ☐ Credit Card ☐ Send Invoice

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

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

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

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

## Checklist (Office Use Only):

- |  |  |   |
|--|--|---|
| <input type="radio"/> Completed application form           | <input type="radio"/> Payment/In-Kind Received | <input type="radio"/> Logo provided (.jpg format)       |
| <input type="radio"/> Advertisement provided (.jpg format) | <input type="radio"/> Guest List Received      | <input type="radio"/> Sponsorship Recognition Fulfilled |

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Recognition	Presenting	Keynote	Creative	Patron	Advocate	Friend
Logo placement or text recognition in all campaign announcements including mailed invitations, email blasts, and social media posts.	✓				Please see Preserve Campaign Sponsorship packet for Advocate and Friend level recognition.	
Logo placement, text recognition, and name mention at special screening of <i>No Place to Grow Old</i> including all marketing, press releases and at the event.	✓					
Virtually (Year-Long)						
Logo placement at end of professionally produced video and other virtual content (e.g., Architectural Minute Series, Virtual Hard Hat Tour, and Property Virtual Tour) released on all online platforms.*	✓	✓	✓	✓		
Logo placement with other year-long sponsors on website home, events, and platform pages as well as one email blasts and one social media post.*	✓	✓	✓	✓		
Preserve Luncheon (September 17, 2026 - 11:30 a.m. to 1:00 p.m. at Charter Hall)						
Opportunity to speak.	✓	✓	✓			
Verbal recognition during announcements.	✓	✓	✓			
Advertisement in program.**	✓	✓	✓	✓		
Logo placement in program and scrolling slide presentation.*	✓	✓	✓	✓		
Reserved seating for 8 with table recognition.***	✓	✓	✓	✓		
Community Partnership Day (April 25, 2026 - 9:00 a.m. to 12:00 p.m.)						
Logo placement on event t-shirt and poster.*	✓	✓	✓	✓		

\*Please see next page for asterisk descriptions and document requirements.

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## Who We Are:

Restoration Housing is a 501(c)(3) nonprofit, community-based developer dedicated to rehabilitating and stewarding historic buildings to create affordable rental housing. Our work provides safe, stable homes for low- to moderate-income individuals and families while strengthening neighborhoods by reducing blight and vacancy. We also develop community impact projects that offer affordable rental space for nonprofit organizations expanding services in under-resourced communities.

## What Is This Year's Theme and Why:

Each year, Restoration Housing selects a Preserve Campaign theme that reflects our work. As construction at Trinity Commons nears completion in early 2026, we have witnessed the stark reality that senior homelessness is rising at an alarming rate. Between 2015 and 2022, the City of Roanoke experienced a 176% increase in homelessness among adults age 55 and older. Trinity Commons will provide stable housing for 15 to 30 seniors who are currently experiencing homelessness or housing instability due to rising rents, fixed incomes, and increasing costs of living. Join us in support of our 2026 Preserve Campaign theme – **#AgingWithDignity** – because all seniors deserve the opportunity to have a safe, affordable place to call home.

## 2026 Preserve Luncheon Keynote Speaker:

He may look familiar—third time's a charm! We have been hoping to host Dr. Fred Karnas as our keynote speaker for some time, and 2026 is the year. His compassion and deep understanding of our community's most vulnerable populations have led him to national leadership roles addressing the intersection of housing, health, and human services, with a particular focus on individuals experiencing homelessness, older Americans, and people with disabilities. Dr. Karnas currently serves as the Older Adults Initiative Specialist for Richmond Memorial Health Foundation (RMHF), following his earlier work as a Senior Fellow. His expertise has led multiple administrations to call on him for senior advisory roles with the U.S. Department of Housing and Urban Development, the U.S. Department of the Treasury, the U.S. Department of Health and Human Services, the Office of HIV/AIDS Housing, and the U.S. Interagency Council on Homelessness. Fred holds a Bachelor of City Planning from the University of Virginia, a Master of Social Work from Virginia Commonwealth University, and a PhD from the College of Architecture and Urban Studies at Virginia Tech. We couldn't imagine a more fitting voice to bring our 2026 theme of **#AgingWithDignity** to life.



## Asterisk Descriptions & Document Requirements:

\*Logo size and placement will correspond to sponsorship level. Please provide logo by **January 31, 2026**.

\*\*Advertisement size and placement will correspond to sponsorship level. Presenting Sponsor (5"x8"); Keynote Sponsor (5"x3.75"); Creative Sponsor (logo included on 5"x3.75" virtual campaign announcement created by Restoration Housing); Supporting Sponsor (2.5"x4"). Please provide advertisement by **August 20, 2026**.

\*\*\*Please provide names, email addresses and dietary restrictions for all guests by **August 27, 2026**. Please notify us of unused seats as soon as possible for planning purposes.