

2019 PRESERVE LUNCHEON SPONSORSHIP

The PreSERVE Luncheon – Preserving History, Serving Community is Restoration Housing’s main fundraiser of the year, providing necessary exposure and funding to support our mission. This event takes place at the Jefferson Center’s Fitzpatrick Hall on Thursday, September 19 from 11:30 a.m. to 1:00 p.m. and brings together our wonderful supporters to enjoy a delicious meal, great conversation, and engaging speakers. Event sponsors receive ample recognition corresponding to their level of support.

Yes! I would like to sponsor Restoration Housing’s 2019 PreSERVE Luncheon at the following level (deadline August 15, 2019):

- | | |
|--|---|
| <input type="checkbox"/> PRESENTING SPONSOR - \$5,000 (1 AVAILABLE) | <input type="checkbox"/> CONTRIBUTING SPONSOR - \$1,000 |
| <input type="checkbox"/> KEYNOTE SPONSOR - \$3,000 (FULFILLED) | <input type="checkbox"/> TABLE SPONSOR - \$650 (NONPROFIT RATE \$450) |
| <input type="checkbox"/> SUPPORTING SPONSOR - \$2,500 (1 AVAILABLE, 1 FULFILLED) | |



RESTORATION HOUSING

CONTACT INFORMATION

Contact Name: _____

Business/Organization: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Web Address: _____

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

**Logo and advertisement due August 15. Final guest list due August 28. See page 3 & 4 of this packet for advertisement instructions and guest list form.*

CHECKLIST (OFFICE USE ONLY)

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

2019 PRESERVE LUNCHEON SPONSORSHIP

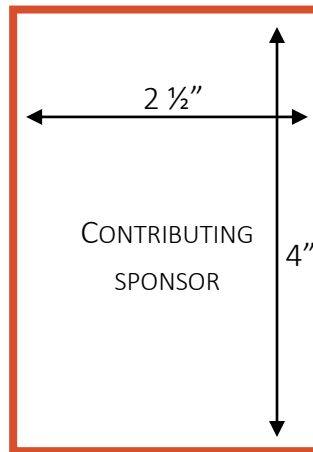
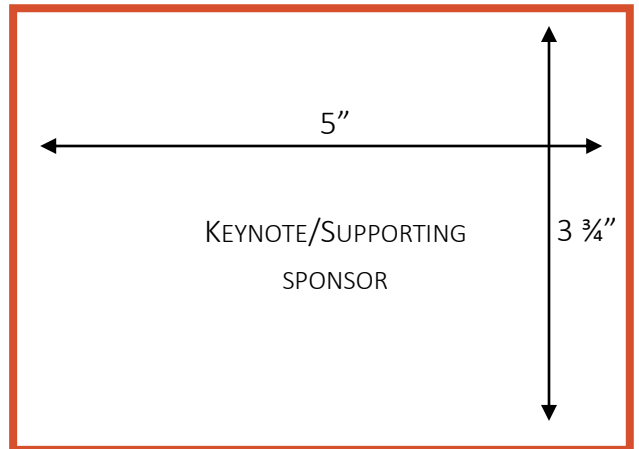
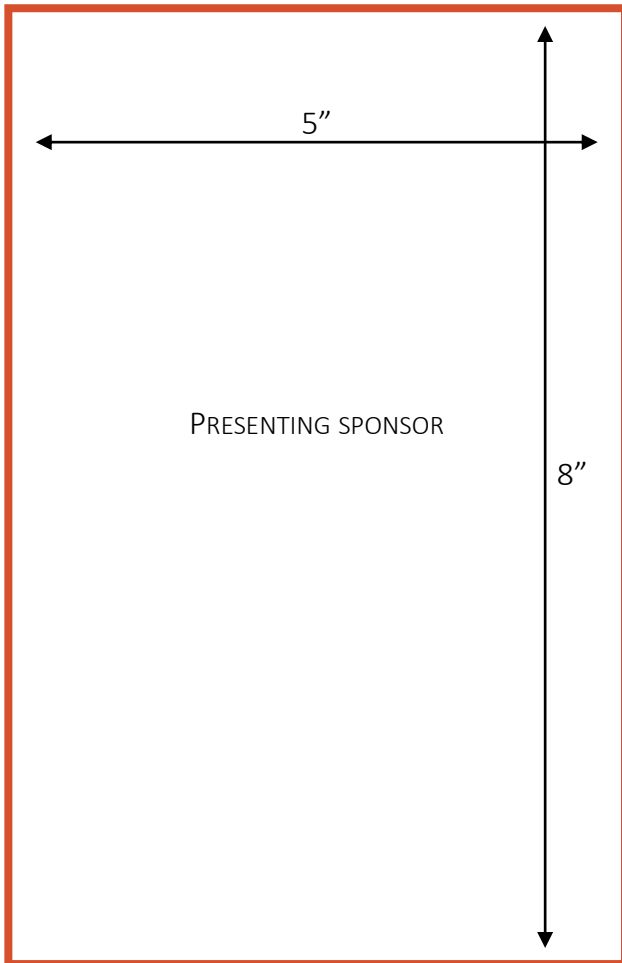
As a 2019 PreSERVE Luncheon sponsor, your company will receive abundant recognition through our marketing efforts. Pre-approved in-kind donations are also welcome with recognition corresponding to the monetary value of the service, material, or product provided (see '2019 In-Kind Donation' form). Each sponsorship level includes a table of 8 seats. Unused seats may be given back to Restoration Housing to resell.

	PRESENTING	KEYNOTE	SUPPORTING	CONTRIBUTING	TABLE
Logo placement, text recognition, or name mention in all announcements (e.g. media coverage, social media posts, email blasts, online calendar listing) associated with the event.	X				
Logo placement on mailed (360 addresses) and e-mailed (400 subscribers) event invitations.	X				
Opportunity to present/speak at the event.	X	X	X		
Verbal recognition during announcements at the event.	X	X	X		
Individual recognition (Presenting/Keynote) in Restoration Housing's "Sponsor Spotlight" feature in e-newsletter and on social media. Group recognition (Supporting/Contributing) in e-newsletter and on social media pages.	X	X	X	X	
Logo placement* (Presenting/Keynote) or text recognition (Supporting/Contributing) on the 'Events' page of Restoration Housing's website with hyperlink to your business webpage.	X	X	X	X	
Recognition in event program. Presenting Sponsor: Logo placement* (cover + inside) and full page advertisement. Keynote/Supporting Sponsor: Logo placement* and half page advertisement. Contributing Sponsor: Logo placement* and quarter page advertisement. Table Sponsor: Text recognition.	X	X	X	X	X
Logo placement* (Presenting/Keynote/Supporting/Contributing) or text recognition (Table) on scrolling slide presentation at the event.	X	X	X	X	X
Reserved seating for 8 at luncheon with table recognition.	X	X	X	X	X

*Logo size will correspond to sponsorship level.

EVENT PROGRAM ADVERTISEMENT

In addition to providing Restoration Housing with your company logo, please send an advertisement sized according to your sponsorship level. Both images must be in .jpeg format and emailed to maribeth@restorationhousing.org no later than August 15, 2019.



SPONSOR GUEST LIST (DUE AUG. 28, 2019)

Sponsor Name: _____

Guest Name Seat #1: _____

Address: _____

Email: _____ Phone: _____

Guest Name Seat #2: _____

Address: _____

Email: _____ Phone: _____

Guest Name Seat #3: _____

Address: _____

Email: _____ Phone: _____

Gust Name Seat #4: _____

Address: _____

Email: _____ Phone: _____

Guest Name Seat #5: _____

Address: _____

Email: _____ Phone: _____

Guest Name Seat #6: _____

Address: _____

Email: _____ Phone: _____

Guest Name Seat #7: _____

Address: _____

Email: _____ Phone: _____

Guest Name Seat #8: _____

Address: _____

Email: _____ Phone: _____

KEYNOTE SPEAKER BIO

DONOVAN D. RYPKEMA OF PLACEECONOMICS

Donovan D. Rypkema is principal of *PlaceEconomics*, a Washington, D.C.-based real estate and economic development-consulting firm specializing in revitalization, reuse of historic buildings, and analysis of historic preservation's economic impacts. He has undertaken assignments for public and non-profit sector clients in 49 US states. He also teaches a course on the economics of historic preservation at the University of Pennsylvania where he received the 2008 G. Holmes Perkins Award for Distinguished Teaching. Rypkema was educated at Columbia University receiving a Master of Science degree in Historic Preservation. He is author of several publications including *Community Initiated Development*, *The Economics of Rehabilitation*, and the *Feasibility Assessment Manual for Reusing Historic Buildings*. Rypkema's book, *The Economics of Historic Preservation: A Community Leader's Guide* is widely used by preservationists nationwide and has been translated in to Russian and Korean. Rypkema has worked with such groups as the Urban Land Institute, the Mayors Institute on City Design, the American Planning Association, Smart Growth America, the National Trust for Historic Preservation and the International Downtown Association. Federal Government clients have included the U.S. Army, the Department of State, the Department of Housing and Urban Development, the Department of Interior, and the Advisory Council for Historic Preservation for whom he prepared a report entitled *Measuring Economic Impacts of Historic Preservation*. In the fall of 2012 Rypkema received the Louise du Pont Crowninshield Award from the National Trust for Historic Preservation. The Crowninshield Award is the nation's highest preservation honor and awarded for lifetime contribution to historic preservation in the United States.



Donovan Rypkema, Principal of PlaceEconomics



PlaceEconomics

BACKGROUND & STATISTICS

WHO WE ARE:

Restoration Housing is a 501(c)3 non-profit affordable housing developer with a focus on historic preservation of architectural resources for the social benefit of low-income 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.

HOW OUR MODEL WORKS:

Restoration Housing's development projects work on a unique model combining historic tax credits, in-house schematic drafting, tax credit syndication, and construction management. Through this model, we are able to support preservation, provide affordable rental options, and strengthen families and communities. Ultimately, our developments are intended to enhance both timeless buildings and sustainable neighborhoods.

Each development project offers affordable rents based on the needs of the surrounding neighborhood, whether they be workforce (slightly below Market Rate) or low-income (60% of the Area Median Income). Accomplishments to date include:

- Renovation of 530 Day Avenue providing housing to two-limited income families.
- Renovation of 1018 Patterson Avenue providing housing for two low-income families.
- Construction commenced in September 2018 on Villa Heights. Will provide affordable rental space for the expansion of the Boys & Girls Club of Southwest Virginia's after-school program upon completion.
- Acquisition of 326 Dale Avenue in fall 2018. Construction is slated to begin in early fall 2019.

OUR PARTNERS:

We are proud to partner with the following organizations from the Roanoke Valley. They each share our mission to invest in our community by providing affordable housing opportunities to families in need. Together, we are better able to serve the community and create healthy, sustainable neighborhoods.

- Family Promise of Greater Roanoke
- Council of Community Services
- Virginia Housing and Development Authority
- Roanoke Valley Preservation Foundation
- Roanoke Redevelopment and Housing Authority
- Boys & Girls Club of Southwest Virginia
- ARCH Services