

2020 PRESERVE CAMPAIGN SPONSORSHIP

The PreSERVE Campaign – Preserving History, Serving Community is a virtual fundraiser providing necessary exposure and funding in support of Restoration Housing’s mission. Temporarily taking the place of our annual luncheon, the campaign will run from September 17 to October 15 and engage our supporters through a series of professionally-produced videos that tell the story of Restoration Housing, its properties, but most of all, its people. Event sponsors receive ample recognition corresponding to their level of support.



RESTORATION HOUSING

Yes! I would like to sponsor Restoration Housing’s 2020 PreSERVE Campaign at the following level (**deadline August 7, 2020** for Presenting, Supporting, and Contributing Sponsors; **deadline September 4, 2020** for Friend Sponsors):

PRESENTING SPONSOR - \$4,000 (1 AVAILABLE)

SUPPORTING SPONSOR - \$2,000 (2 AVAILABLE)

CONTRIBUTING SPONSOR - \$1,000

FRIEND SPONSOR - \$650

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

CHECKLIST (OFFICE USE ONLY)

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

2020 PRESERVE CAMPAIGN SPONSORSHIP

PRESENTING SPONSORSHIP RECOGNITION:

- Logo placement, text recognition, or name mention in all campaign announcements including mailed announcements (700 addresses), email blast (670 subscribers), press release, and teaser video.
- Opportunity to record testimonial video to air during the campaign.
- Logo placement in the lower third banner of testimonial videos to air during campaign.
- Logo placement at end of main storytelling video to air during campaign.* This video will have an expanded reach through social media boosts and ads.
- Individual 'Sponsor Spotlight' recognition on social media.
- Logo placement in campaign launch email blast.
- Logo placement on the PreSERVE Campaign webpage with hyperlink to your business webpage.*

SUPPORTING SPONSORSHIP RECOGNITION:

- Logo placement at end of main storytelling video to air during campaign.* This video will have an expanded reach through social media boosts and ads.
- 'Sponsor Spotlight' recognition on social media with one other supporting sponsor.
- Logo placement in campaign launch email blast.
- Logo placement on the PreSERVE Campaign webpage with hyperlink to your business webpage.*

CONTRIBUTING SPONSORSHIP RECOGNITION:

- Logo placement at end of main storytelling video to air during campaign.* This video will have an expanded reach through social media boosts and ads.
- 'Sponsor Spotlight' recognition on social media with other contributing sponsors.
- Logo placement in campaign launch email blast.*
- Logo placement on the PreSERVE Campaign webpage with hyperlink to your business webpage.*

FRIEND SPONSORSHIP RECOGNITION:

- Text recognition in campaign launch email blast.
- Text recognition on the PreSERVE Campaign webpage with hyperlink to your business webpage.

*Logo size will correspond to sponsorship level. Presenting, Supporting, and Contributing sponsor logos must be submitted by August 7 in .jpeg or .png format to ensure inclusion in main storytelling video.

Sponsors are encouraged to share our campaign videos to their social media accounts with the message “(insert business name) is proud to support the mission of (tag @restorationhousing) in building strong, healthy communities through historic preservation.”

BACKGROUND & STATISTICS

WHO WE ARE:

Restoration Housing is a 501(c)3 non-profit community-based 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.
- Renovation of Villa Heights, providing affordable rental space for nonprofits serving limited income families.
- Construction commenced in Fall 2019 on 326 Dale Avenue and will provide four Permanent Supportive Housing units to previously homeless individuals.

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
- ARCH Services