

The Preserve Campaign 2021

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 a small in-person luncheon combined with a virtual campaign of professionally-produced videos that expand on our #StrengthInNeighbors theme. The luncheon will take place outside at Sunnybrook on Thursday, September 16 with the virtual component running from September 16 to October 14. Event sponsors receive ample recognition corresponding to their level of support.



RESTORATION HOUSING

Yes! I would like to sponsor Restoration Housing’s 2021 Preserve Campaign at the following level (deadline August 18, 2021):

- | | |
|---|--|
| <input type="checkbox"/> PRESENTING SPONSOR - \$4,000 (FULFILLED) | <input type="checkbox"/> CONTRIBUTING SPONSOR - \$1,000 |
| <input type="checkbox"/> KEYNOTE SPONSOR - \$3,000 (1 AVAILABLE) | <input type="checkbox"/> FRIEND SPONSOR - \$650 (NONPROFIT RATE \$450) |
| <input type="checkbox"/> SUPPORTING SPONSOR - \$2,000 (FULFILLED) | |

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

**Company logo (all sponsorship levels) and advertisement sized accordingly (Presenting, Keynote, and Supporting sponsorship levels only) due August 18. Final guest list due August 25.*

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

The Preserve Campaign 2021

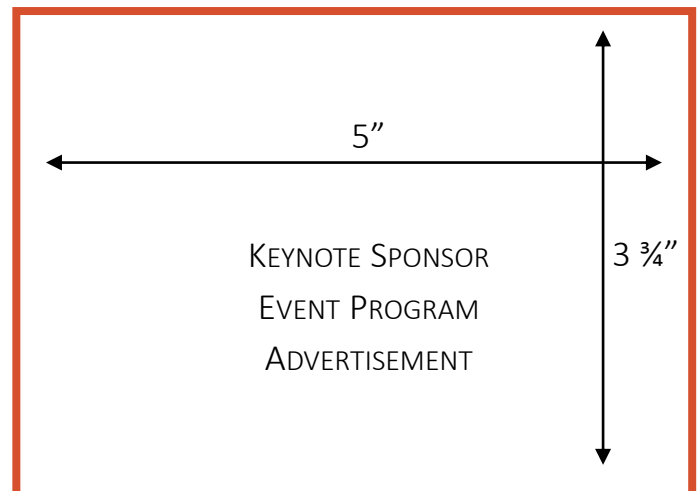
PRESENTING SPONSORSHIP RECOGNITION:

- Logo placement, text recognition, or name mention in all campaign announcements including mailed invitation (700 addresses), email blasts (654 subscribers), social media posts (540 followers), and media coverage.
- Virtually through Restoration Housing's website, social media, and/or email blasts...
 - ✓ Individual 'Sponsor Spotlight' feature.
 - ✓ Logo placement on the 'Events' and 'Preserve Campaign' pages of Restoration Housing's website with hyperlink to your business webpage.*
 - ✓ Logo placement on lower third banner of testimonials and at end of all professionally-produced videos.* Videos will have an expanded reach through social media boosts.
- At the luncheon...
 - ✓ Opportunity to speak.
 - ✓ Verbal recognition during announcements.
 - ✓ Logo placement (cover + inside) and full page (5" wide x 8" high) advertisement in program.*
 - ✓ Logo placement on scrolling slide presentation.*
 - ✓ Reserved seating for 8 with table recognition.**



KEYNOTE SPONSORSHIP RECOGNITION:

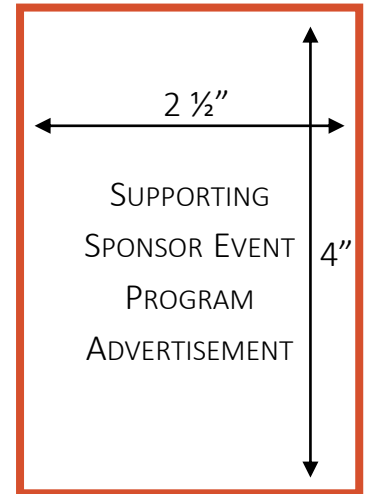
- Virtually through Restoration Housing's website, social media, and/or email blasts...
 - ✓ Individual 'Sponsor Spotlight' feature.
 - ✓ Logo placement on the 'Events' and 'Preserve Campaign' pages of Restoration Housing's website with hyperlink to your business webpage.*
 - ✓ Logo placement at end of all professionally-produced videos.* Videos will have an expanded reach through social media boosts.
- At the luncheon...
 - ✓ Opportunity to introduce keynote speaker.
 - ✓ Verbal recognition during announcements.
 - ✓ Logo placement (inside) and half page (5" wide x 3.75" high) advertisement in program.*
 - ✓ Logo placement on scrolling slide presentation.*
 - ✓ Reserved seating for 8 with table recognition.**



The Preserve Campaign 2021

SUPPORTING SPONSORSHIP RECOGNITION:

- Virtually through Restoration Housing's website, social media, and/or email blasts...
 - ✓ 'Sponsor Spotlight' feature shared with one other Supporting Sponsor.
 - ✓ Logo placement on the 'Preserve Campaign' page of Restoration Housing's website with hyperlink to your business webpage.*
 - ✓ Logo placement at end of all professionally-produced videos.* Videos will have an expanded reach through social media boosts.
- At the luncheon...
 - ✓ Verbal recognition during announcements.
 - ✓ Logo placement (inside) and quarter page (2.5" wide x 4" high) advertisement in program.*
 - ✓ Logo placement on scrolling slide presentation.*
 - ✓ Reserved seating for 8 with table recognition.**



CONTRIBUTING SPONSORSHIP RECOGNITION:

- Virtually through Restoration Housing's website, social media, and/or email blasts...
 - ✓ Group 'Sponsor Spotlight' feature shared with other Contributing Sponsors.
 - ✓ Logo placement on the 'Preserve Campaign' page of Restoration Housing's website with hyperlink to your business webpage.*
 - ✓ Logo placement at end of all professionally-produced videos.* Videos will have an expanded reach through social media boosts.
- At the luncheon...
 - ✓ Logo placement inside program.*
 - ✓ Logo placement on scrolling slide presentation.*
 - ✓ Reserved seating for 8 with table recognition.**

FRIEND SPONSORSHIP RECOGNITION:

- Virtually through Restoration Housing's website, social media, and/or email blasts...
 - ✓ Text recognition on the 'Preserve Campaign' page of Restoration Housing's website with hyperlink to your business webpage.
- At the luncheon...
 - ✓ Text recognition inside program.
 - ✓ Text recognition on scrolling slide presentation.
 - ✓ Reserved seating for 8 with table recognition.**

*Logo size will correspond to sponsorship level.

**Unused seats may be given back to Restoration Housing to resell.

Pre-approved in-kind donations are also welcome with recognition corresponding to the monetary value of the service, material, or product provided (see '2021 In-Kind Donation' form).

Sponsor Guest List (Due 8/25/2021)

Sponsor Name: _____

Guest Name Seat #1: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #2: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #3: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #4: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #5: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #6: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #7: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #8: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

*There is a risk of exposure to COVID-19 in any public place where people are present. Luncheon guests are asked to make a personal decision regarding their attendance and voluntarily assume all risk.

Keynote Speaker 2021

LADALE C. WINLING

LaDale Winling is an award winning urban and digital historian. His research and teaching explore urban and political history in the United States, especially how space, architecture, and geography shape politics, economic life, and daily experience. He is an associate professor of history and a core member of the public history program at Virginia Tech.

Winling uses spatial data tools in both his print and digital work. With collaborators, in 2016 he launched *Mapping Inequality: Redlining in New Deal America*, on the work of the Home Owners' Loan Corporation to map and grade the credit worthiness of neighborhoods in cities across America. In 2018, he launched *Electing the House of Representatives, 1840-2016*, on Congressional elections. Both of these projects were part of the American Panorama digital atlas and won the American Historical Association's Roy Rosenzweig Prize for digital history.

Winling will continue his digital work through his *Connecting the Interstates* project to study the effects of the interstate highway system on displacement and environmental destruction. The project was recently awarded a grant through the Digital Humanities Advancement Grant program of the National Endowment for the Humanities.

Winling's print work includes *Building the Ivory Tower: Universities and Metropolitan Development in the Twentieth Century* which examines the role of universities in urban development and was co-winner of the Kenneth T. Jackson Prize for best book from the Urban History Association. His new book project, *The Road to Redlining* will examine the restructuring of the U.S. real estate sector in the 1930s and the origins of mortgage redlining.

Winling's work has been supported by grants and fellowships from the NEH, the Newberry Library, the National Building Museum, and NARA. He holds a BA and MA in History from Western Michigan University as well as a Masters in Urban Planning and a PhD in Architecture from the University of Michigan. He lives in Charlottesville, VA.



*LaDale C. Winling, Associate Professor
Virginia Tech Department of History*



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.
- Renovation of 326 Dale Avenue, providing four Permanent Supportive Housing units.
- Construction commenced in Spring 2021 on a single-family home at 820 Dale Avenue.

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