

The Preserve Campaign 2023

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 expands on our Missing Middle Housing theme. The luncheon will take place on Thursday, September 21 from 11:30 a.m. to 1:00 p.m. at the Market Building’s Charter Hall with the virtual component running from September 21 to October 19. 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 2023 Preserve Campaign at the following level (deadline August 18, 2023):

- | | |
|---|--|
| <input type="checkbox"/> PRESENTING SPONSOR - \$5,000 (1 AVAILABLE) | <input type="checkbox"/> SUPPORTING SPONSOR - \$2,000 (2 AVAILABLE) |
| <input type="checkbox"/> KEYNOTE SPONSOR - \$3,000 (1 AVAILABLE) | <input type="checkbox"/> CONTRIBUTING SPONSOR - \$1,000 |
| <input type="checkbox"/> CREATIVE SPONSOR – IN-KIND* (1 AVAILABLE) | <input type="checkbox"/> FRIEND SPONSOR - \$750 (NONPROFIT RATE \$500) |

*Creative Sponsorship In-Kind Value: _____

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

The Preserve Campaign 2023

RECOGNITION:	PRESENTING SPONSOR	KEYNOTE SPONSOR	CREATIVE SPONSOR	SUPPORTING SPONSOR	CONTRIBUTING SPONSOR	FRIEND SPONSOR
Logo placement, text recognition, or name mention in all campaign announcements including mailed invitations (750 addresses), email blasts (770 subscribers), social media posts (1,300 followers), and media coverage.	✓					
VIRTUALLY						
Logo placement at end of professionally produced video and other virtual content released on all online platforms.*	✓	✓	✓	✓	✓	
Logo placement or text recognition with other sponsors on website, 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.***	✓	✓	✓	✓	✓	✓

*Logo size and placement will correspond to sponsorship level. Friend level receives text recognition only. Please provide logo by August 18, 2023.

**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 18, 2023.

***Please provide names, email addresses and dietary restrictions for all guests by August 30, 2023. 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.

2023 KEYNOTE SPEAKER:

Thomas E. Low, a native Roanoker currently living in Charlotte, is a registered architect and certified planner. Tom completed his Bachelors in Architecture at Virginia Tech and his Masters in Architecture in Urban Design at the University of Miami. As a pioneer in the New Urbanism movement his award winning urban design work includes master plans for new villages, neighborhoods, towns, and cities as well as infill and redevelopment plans. His work experience includes over 200 muti-day master planning design charrettes and serving as Managing Partner of DPZ's Charlotte office from 1995 to 2013. As Director of Civic By Design he continues to advance New Urbanism projects and best practices including the initiatives Light Imprint (one of the "25 Great Ideas" of New Urbanism) and small-scale incremental school designs. *"After practicing for over three decades throughout North America and beyond, it has been gratifying that recent work includes increasing collaborations in Southwest Virginia."*



Thomas E. Low AIA, CNU, LEED, AICP, NCARB

WHAT IS MIDDLE HOUSING:

Restoration Housing's theme for this campaign is Middle Housing which is often missing from the way we build communities today. Middle Housing types provide diverse housing options from duplexes to small multiplexes that fit seamlessly into existing residential neighborhoods. These options provide housing for the diverse demographics that make up a true community.

Characteristics of Middle Housing were fundamental building blocks in the pre-1940s neighborhood. Buildings had a small footprint and low-density with design features compatible with their single-family neighbors creating a walkable, well-connected community. At Restoration Housing, we pride ourselves on preserving and rehabilitating the original Middle Housing of Roanoke. Our projects take vacant and blighted historic properties and restore them into thoughtfully designed housing for middle- to low-income families.