

2021 Alliance Awards Sponsorship Opportunities

Questions about sponsorship? Email us: awards@bostonpreservation.org

BOSTON
PRESERVATION
ALLIANCE

	Benefits	Leader \$20,000	Underwriter \$10,000	Advocate \$5,000	Steward \$2,500	Sustainer \$1,000	Deadlines
Attendance	Access to Preservation Achievement Awards <i>*In-person reception depends on public health conditions.</i>	Awards In-person Event with Networking Reception (Oct. 27) & Access to Broadcast Event (Date TBD) 6 Attendees	Awards In-person Event with Networking Reception (Oct. 27) & Access to Broadcast Event (Date TBD) 4 Attendees	Awards In-person Event with Networking Reception (Oct. 27) & Access to Broadcast Event (Date TBD) 3 Attendees	Awards In-person Event with Networking Reception (Oct. 27) & Access to Broadcast Event (Date TBD) 2 Attendees	Awards In-person Event with Networking Reception (Oct. 27) & Access to Broadcast Event (Date TBD) 1 Attendee	Guest list due 10/25/2021
	Recognition in select social media posts to the Alliance audience of over 20,000 <i>**Spotlight must relate to preservation in Boston</i>	E-News Spotlight** to be shared across the platforms we use over the course of a year Google ad that promotes the e-news w/ that org Google ad that promotes preservation spotlight story	E-News Spotlight** to be shared across the platforms we use over the course of a year	E-News "Tiny Story" to be shared across the platforms we use over the course of a year			
Visibility	Recognition on event e-invitation to 10,000 recipients and digital pre-event communication	Headline logo placement	Prime logo placement	Listing	Listing		Logo/listing due 9/1/21 Due 9/22/21
	Recognition on BPA website (4,000+ average monthly visits) for one year	Logo/family name & link on home page, event page, listing with link on member page	Logo/family name & link on home page, event page, listing with link on member page	Logo/family name & link on home page, event page, listing with link on member page	Listing with link on event page and member page	Listing with link on member page	Rolling basis
Event	Recognition during the webcast	Prominent logo/family name placement on-screen and verbal recognition Prominent placement of full-page artwork	Logo/family name on-screen and verbal recognition	Logo/family name on-screen	Company/family name on-screen	Company/family name on-screen	Commitment due 10/6/21
	Visibility in the digital program book (will be shared pre-event and will remain online post-event)	Full-page artwork	Full-page artwork	Half-page artwork	Company/family name listing	Company/family name listing	Logo, listing or artwork due 10/6/21
	Logo in printed program	Yes	Yes				Logos due 10/6/2021
	Membership Benefits	One Year Corporate Membership					

BOSTON PRESERVATION ALLIANCE

Audience Reach

23,994 DIRECT ALLIANCE AUDIENCE
Social Channels and Enews

 5,362

 2,323

 4,440

 10,578

 1,291

 **8,011** YouTube
video views

40 ORGANIZATIONAL MEMBERS
710,985 Associated Members

OUR WEBSITE 2020-2021

114,594

Page Views

4,448

Average
Monthly Visits

53,360

New Users



11,822 AWARDS PAGE VIEWS
2020-2021

\$4.2 billion

The collective value of projects
we have been actively engaged
with over the last 5 years