

2020 Alliance Awards Sponsorship Opportunities

	Benefits	Leader \$20,000	Underwriter \$10,000	Advocate \$5,000	Steward \$2,500	Sustainer \$1,000	Deadlines
Attendance	Access to Preservation Achievement Awards Elements	Premier Sponsor Virtual Reception 4 Attendees	Premier Sponsor Virtual Reception 2 Attendees	Awards Broadcast & Post-Awards Virtual Networking Reception 4 Attendees	Awards Broadcast & Post-Awards Virtual Networking Reception 2 Attendees	Awards Broadcast & Post-Awards Virtual Networking Reception 1 Attendee	Guest list due 10/8/2020
		Awards Broadcast & Post- Awards Virtual Networking Reception 10 Attendees	Awards Broadcast & Post- Awards Virtual Networking Reception 6 Attendees				
Visibility	Recognition in select social media posts to the Alliance audience of over 20,000	Headline recognition in e-news and 3 social posts	Prime recognition in 3 posts	Listing in 3 posts	Listing in 2 posts	Listing in 1 post	Rolling basis
	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 9/14/20
	Opportunity for a video community message before the event	30-second spot to be shared on social media and event page					Video due 9/30/20
	Recognition on BPA website (2,000+ 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	10/8/2020
Event	Recognized as the Sponsor of a post-event virtual Networking Room with the representative of your choice to Co-host	Co-host 2 video breakout rooms with an Alliance board member	Co-host a video breakout room with an Alliance board member				Commitment due 9/30/20
	Recognition during the webcast	Logo/family name on-screen and verbal recognition	Logo/family name on-screen and verbal recognition	Company/family name listed on-screen and verbal recognition	Company/family name on-screen	Company/family name on-screen	Commitment due 9/30/20
	Visibility in the digital program book (will be shared pre-event and will remain online post-event)	Full-page artwork	Full-page artwork	Logo/family name listing	Company/family name listing	Company/family name listing	Logo, listing or artwork due 9/30/20
Program Engagement	Recognized as Sponsor of one Alliance programs of your choice for a year						10/8/20
Membership Benefits				One Year Corporate Membership			10/8/20

BOSTON PRESERVATION ALLIANCE

Our Audience Reach

NEW ENGLAND REACH

21,323 DIRECT ALLIANCE AUDIENCE
Social Channels and Enews



5,234



1,894



3,100



10,086



1,175

40 ORGANIZATIONAL MEMBERS
710,985 Associated Members

OUR WEBSITE 2019-2020

80,743

Page Views

2,338

Average
Monthly Visits

35,272

New Users



9,369

AWARDS PAGE VIEWS
2019-2020

\$2.2 billion

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