

Palladium



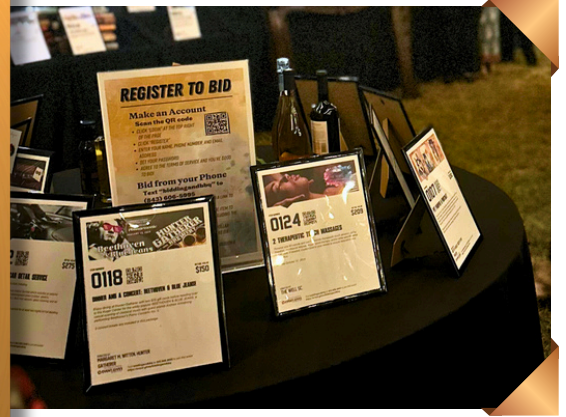
HISTORIC COLUMBIA



20th ANNUAL

PALLADIUM

**BIDDING
& BBQ**



IN-KIND SPONSORSHIP OPPORTUNITIES



IN-KIND SPONSORSHIP OPPORTUNITIES

Palladium is a dynamic organization of professionals who support the mission of Historic Columbia through educational, social, and fundraising initiatives. Since its inception in 1996, this group of leaders has become a strong fundraising force for Historic Columbia, **raising nearly \$20,000 last year.**

EVENT DETAILS

Palladium Silent Auction | Bidding & BBQ
Thursday, October 24, 2024 | 6:30 - 10:00 p.m.
Hampton-Preston Mansion & Gardens

This annual fundraiser for Historic Columbia will feature live music, delicious food, and craft drinks, enjoyed on the grounds of the historic Hampton-Preston Mansion and Gardens for what we anticipate will be over 300 guests. A wide variety of unique gifts and experiences will be up for auction, as well as an added dose of history as we reflect upon two decades of the Palladium Silent Auction. In-kind donations help to ensure that ticket sales and other auction revenue will directly benefit Historic Columbia's mission. Historic Columbia will recognize your generosity in its rigorous marketing campaign.

In-kind donations may include, but are not limited to:

- Food
- Beverages (Alcoholic + Non-Alcoholic)
- Festival Tents
- Tables & Chairs
- Event T-Shirts
- Event Photography

For more information, contact

Rebecca Jacobson | Director of Development | Historic Columbia
(803) 252-7742 ext. 12 | rjacobson@historiccolumbia.org

\$5,000 PRESENTING SPONSOR

IN-KIND VALUE = \$5,000 +

- Highest level logo placement on print and digital collateral (examples include postcard, posters, sponsor boards, slideshows, online auction site, and signage displayed throughout the event)
- Two Silent Auction social media posts with highest level logo and accounts tagged on Historic Columbia's Facebook (22,800+ followers), Instagram (17,500+ followers), & Twitter (13,500+ followers)
- Recognition of sponsorship in email event announcement (11,200+ recipients)
- Recognition of sponsorship in one "This Month at HC" e-newsletter (11,200+ recipients), plus pre- and post-event emails to attendees
- Recognition of sponsorship on event page at historiccolumbia.org (average 36,000 views/month) and the auction bidding webpage
- Verbal sponsor recognition throughout the event
- Eight complimentary tickets to Silent Auction on October 24, 2024 (\$560 value)

\$2,500 GOLD SPONSOR

IN-KIND VALUE = \$2,500 +

- Primary business logo on print and digital collateral (examples include postcard, posters, sponsor boards, slideshows, online auction site, and signage displayed throughout the event)
- One Silent Auction social media post with logo and accounts tagged on HC's social media platforms
- Recognition of sponsorship in one "This Month at HC" e-newsletter, plus pre- and post-event emails to attendees
- Recognition of sponsorship on event page at historiccolumbia.org and the auction bidding webpage
- Verbal sponsor recognition throughout the event
- Six complimentary tickets to Silent Auction on October 24, 2024 (\$420 value)

\$1,000 SILVER SPONSOR

IN-KIND VALUE = \$1,000 +

- Secondary business logo on print and digital collateral (examples include postcard, posters, sponsor boards, slideshows, online auction site, and signage displayed throughout the event)
- One Silent Auction social media post with logo on HC's social media platforms
- Recognition of sponsorship in pre- and post-event emails to attendees
- Recognition of sponsorship on event page at historiccolumbia.org and the auction bidding webpage
- Verbal sponsor recognition throughout the event
- Four complimentary tickets to Silent Auction on October 24, 2024 (\$280 value)

\$500 BRONZE SPONSOR

IN-KIND VALUE = \$500 +

- Business name on print and digital collateral (examples include sponsor boards and signage displayed throughout the event)
- One Silent Auction social media post with name displayed on HC's social media platforms
- Recognition of sponsorship in pre- and post-event emails to attendees
- Recognition of sponsorship in name on event page at historiccolumbia.org and the auction bidding webpage
- Verbal sponsor recognition throughout the event
- Two complimentary tickets to Silent Auction on October 24, 2024 (\$140 value)



Name _____
(As you would like it to appear in programs and publications)

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ Email _____

SPONSOR LEVEL:

- \$ 5,000 +** 2024 Palladium Silent Auction In-Kind Presenting Sponsor*
- \$ 2,500 +** 2024 Palladium Silent Auction In-Kind Gold Sponsor*
- \$ 1,000 +** 2024 Palladium Silent Auction In-Kind Silver Sponsor*
- \$ 500 +** 2024 Palladium Silent Auction In-Kind Bronze Sponsor

By checking this box, I agree to submit documentation to Historic Columbia within ten business days clearly stating the fair-market value of the in-kind donation.

Retail Value of Donation: _____

Description of Donation:

Signature _____

***Please note:** HC must receive a high resolution logo for marketing recognition in promotional material. Please email logos, web address, and social media handles when you submit this form or email them to cbeltran@historiccolumbia.org.

Please return this form to

Rebecca Jacobson | Director of Development | Historic Columbia
(803) 252-7742 ext. 12 | rjacobson@historiccolumbia.org
1601 Richland Street | Columbia, SC 29201