



# RENOVATION RODEO

## SPONSORSHIP OPPORTUNITIES

The impact of Historic Columbia (HC) on the community since its founding can be measured by the number of significant historic resources that have been preserved, the sense of community pride engendered by our historic neighborhoods, and the growing financial support of individuals, corporations, and the local, state and federal governments.

By documenting and sharing the complex history of Columbia and Richland County and focusing on strategic partnerships, Historic Columbia ensures that historic preservation and local history are key drivers in the community's economic development and quality of life, and that the organization is the local leader in heritage tourism.

### **WHAT IS RENOVATION RODEO?**

Building on recent success, Historic Columbia's Palladium continues to offer the Renovation Rodeo series in 2024-2025 and will feature three tours from July 1, 2024 through June 30, 2025. Palladium's Renovation Rodeo is a roundup of old buildings in Columbia and surrounding neighborhoods that have been refurbished and renovated while staying true to their roots and history. These tours showcase the talents of the contractors and share the stories of the homeowners who have put a lot of time, effort, and love into these renovations. The Renovation Rodeo series highlights the renovation process and the project completion. Renovation Rodeos have an average attendance of about 40 people. These are a free perk for Palladium members.

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.**

### **For more information, contact**

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



# RENOVATION RODEO

**2024-2025**  
**SPONSORSHIP LEVELS**

## **\$1,000 PRESENTING SPONSOR** **ONE sponsorship available**

- ★ Highest level logo placement on print and digital collateral (examples include sponsor boards, slideshows, and signage displayed throughout the event)
- ★ Opportunity to display marketing items and promotional offers at each Renovation Rodeo for the 2024-25 fiscal year
- ★ One social media post for each event 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 pre- and post-event emails to attendees
- Recognition of sponsorship on event pages at [historiccolumbia.org](http://historiccolumbia.org) (average 36,000 views/month)
- Verbal sponsor recognition during each Renovation Rodeo
- Two tickets will be reserved for use by sponsor company at each event

## **\$500 SERIES PARTNER** **THREE sponsorships available**

- Secondary logo placement on print and digital collateral (examples include sponsor boards, slideshows, and signage displayed throughout the event)
- One social media post for each event with name displayed on HC's Facebook, Instagram, & Twitter
- Recognition of sponsorship in pre- and post-event emails to attendees
- Recognition of sponsorship on event pages at [historiccolumbia.org](http://historiccolumbia.org)
- Verbal sponsor recognition during each Renovation Rodeo
- One ticket will be reserved for use by sponsor company at each event

### **For more information, contact**

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



# RENOVATION RODEO

## SPONSORSHIP OPPORTUNITIES

Name \_\_\_\_\_  
(As you would like it to appear in programs/publications)

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### SPONSOR LEVEL:

- \$1,000** 2024-2025 Renovation Rodeo Presenting Sponsor
- \$500** 2024-2025 Renovation Rodeo Series Partner

### PAYMENT:

- Check made payable to Historic Columbia is enclosed
- Credit card payment: Complete portion below
- Please send an invoice

Name on Card \_\_\_\_\_

Account \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC # \_\_\_\_\_

Credit Card Payment:  Visa  MC  AmEx  Discover

Signature \_\_\_\_\_ Date \_\_\_\_\_

\*Please note: HC must receive a high resolution logo for complete marketing recognition in promotional material. Please email logos, web address, and social media handles when you submit this form or email Catherine Beltran at [cbeltran@historiccolumbia.org](mailto:cbeltran@historiccolumbia.org).

 **Please return this form to** 

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