

# Palladium



HISTORIC COLUMBIA

## **Bluegrass Bidding & BBQ 2020 Palladium Silent Auction Sponsorship**

Palladium is a dynamic organization of professionals who support the mission of Historic Columbia through educational, social and fundraising initiatives. Since its inception more than 20 years ago, this group of leaders has become a strong fundraising force for Historic Columbia. Palladium's two largest events, combined with social and membership cultivation events, attract more than 1,250 professional attendees each year and raise over \$25,000 to support the mission of Historic Columbia.

### **Bluegrass Bidding & BBQ | 16<sup>th</sup> Annual Palladium Silent Auction**

This annual fundraiser will be held on March 19, 2020 at the recently renovated and reinterpreted Hampton-Preston Mansion & Gardens. The event will offer live music, food, and beverages, and the opportunity to support Historic Columbia through bidding in the silent auction. The 2019 auction attracted more than 400 attendees who bid on 100+ unique items. Sponsorship helps covers the cost of rentals, supplies, entertainment and refreshments to ensure that ticket and other revenue will directly benefit Historic Columbia.

#### **CONTACT**

Megan Plott, Director of Development

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Email: [mplott@historiccolumbia.org](mailto:mplott@historiccolumbia.org)

## **\$2500 PLATINUM SPONSORSHIP**

- Sponsorship Benefits:
  - Primary business logo on print and digital collateral (examples include postcard, posters, sponsor boards, slideshows and table signage displayed throughout events)
  - One social post with business page tagged on Facebook (17,800+ followers), Instagram (13,000+ followers) & Twitter (13,300+ followers) for Silent Auction
  - Recognition of sponsorship in two e-newsletters (8,000+ recipients)
  - Recognition of sponsorship on event page on [historiccolumbia.org](http://historiccolumbia.org) (average 30,000 views/month)
  - Reserved sponsor table, which can be used for advertisement and distribution of promotional information to attendees at Silent Auction
  - Verbal and visual sponsor recognition throughout Silent Auction
  - 10 complimentary tickets to Silent Auction (\$500 value)

## **\$1500 GOLD SPONSORSHIP**

- Sponsorship Benefits:
  - Business logo on print and digital collateral (examples include postcard, posters, sponsor boards, slideshows and table signage displayed throughout events)
  - One social post with business page tagged on Facebook (17,800+ followers), Instagram (13,000+ followers) & Twitter (13,300+ followers) for Silent Auction
  - Recognition of sponsorship in two e-newsletters (8,000+ recipients)
  - Recognition of sponsorship on event page on [historiccolumbia.org](http://historiccolumbia.org) (average 30,000 views/month)
  - Verbal and visual sponsor recognition throughout Silent Auction
  - 6 complimentary tickets to Silent Auction (\$300 value)

## **\$1000 SILVER SPONSORSHIP LEVEL**

- Sponsorship Benefits:
  - Business logo on print/digital materials (examples include postcard, posters, sponsor boards, slideshows and table signage displayed throughout events)
  - One post with business page tagged on Facebook (17,300+ followers), Instagram (11,400+ followers) & Twitter (13,100+ followers) for Silent Auction
  - Recognition of sponsorship on event page on [historiccolumbia.org](http://historiccolumbia.org) (average 30,000 views/month)
  - Reserved sponsor information table which can be used for advertisement and distribution of promotional information to attendees for Silent Auction
  - Verbal sponsor recognition throughout Silent Auction
  - 4 complimentary tickets to Silent Auction (\$200 value)

## **\$500 BRONZE SPONSORSHIP LEVEL**

- Sponsorship Benefits:
  - Business name only on print/digital materials (examples include postcard, posters, sponsor boards, slideshows and table signage displayed throughout events)
  - One post with business page tagged on Facebook (17,300+ followers), Instagram (11,400+ followers) & Twitter (13,100+ followers) for Silent Auction
  - Recognition of sponsorship on event page on [historiccolumbia.org](http://historiccolumbia.org) (average 30,000 views/month)
  - Verbal sponsor recognition throughout Silent Auction
  - 2 complimentary tickets to Silent Auction (\$100 value)

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## 2020 Silent Auction Sponsor Form

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

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

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

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

### SPONSOR LEVEL:

- \$2,500 2020 Bluegrass Bidding & BBQ Platinum Sponsor
- \$1,500 2020 Bluegrass Bidding & BBQ Gold Sponsor
- \$1,000 2020 Bluegrass Bidding & BBQ Silver Sponsor
- \$500 2020 Bluegrass Bidding & BBQ Bronze Sponsor

*\*Please note: HC must receive sponsor form and artwork prior to January 31, 2020 for complete marketing recognition in the Bluegrass Bidding & BBQ promotional material.*

### PAYMENT:

- Invoice in February 2020
- Check made payable to Historic Columbia is enclosed
- Credit Card Payment

Name on Card \_\_\_\_\_ Type: \_\_\_\_\_

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVC # \_\_\_\_\_

Signature \_\_\_\_\_

### PLEASE RETURN THIS FORM TO:

Megan Plott, Director of Development  
Fax: 803.929.7695 | email: [mplott@historiccolumbia.org](mailto:mplott@historiccolumbia.org)

**Thank you for your support!**