



PRESERVATION UTAH

**2025 SPRING
HOMES TOUR**

**MAY 17, 2025
SLC AVENUES
KLETTING HOMES**

Sponsorship Opportunities

Put Preservation to Work for Utah

Anyone involved in Utah's communities will benefit from Preservation Utah's work. We represent the interests of more than 50,000 property owners with buildings, structures, and sites listed in the National Register of Historic Places and the people who cherish and appreciate historic places.

About Your Sponsorship

Preservation Utah's Spring Homes Tour offers a rare opportunity to explore some of Utah's most remarkable historic residences, showcasing outstanding examples of preservation, restoration, and adaptive reuse. This annual event highlights homes that reflect the state's rich architectural heritage, demonstrating the creativity and dedication of homeowners, craftsmen, and preservation professionals. Attendees will gain insight into the stories behind these properties while connecting with others who share a passion for history and design. Whether you are an architect, historian, homeowner, or simply an admirer of beautiful spaces, the Spring Homes Tour provides inspiration and an opportunity to support Preservation Utah's mission of safeguarding the past for future generations.

Your Brand Front and Center

Partnering with Preservation Utah offers significant exposure across multiple social media platforms and direct communication channels. Our diverse and engaged audience provides ample opportunities for sponsors to reach a targeted demographic.

Our audience primarily consists of adults aged 25-65+, with a higher percentage of women, making it ideal for businesses aiming to reach decision-makers and consumers within this demographic.

By sponsoring Preservation Utah, you align your brand with a respected organization dedicated to historic preservation while gaining access to a broad and engaged audience.

Measurable and Quantifiable Results

- Facebook stats: 1 million+ impressions, half a million+ reach, 26,000+ interactions, 6400 followers (66% women, 34% men, 90% between ages 35-65+)
- Instagram stats: 19,000+ reach, 19,000 interactions, 5,600 followers (63% women, 37% men, 99% between 25-65+)
- LinkedIn stats: Since launching our LinkedIn page in 2023, we have gained 208 followers, over 15,000 impressions, and an engagement rate of 10.192.
- Newsletter stats: 2030 subscribers, 42% open rate, 6% click rate

Build relationships with potential clients and patrons.

www.preservationutah.org — Utah Heritage Foundation dba Preservation Utah

Contact Brandy Strand, Executive Director, director@preservationutah.org

Experience the beauty of historic preservation in action.

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| <p>Presenting \$10,000</p> <p>8 Tickets</p> <p><i>Negotiable benefits tailored for your company, contact us for details.</i></p> | <ul style="list-style-type: none"> • Exclusive Donor Homes Sponsorship – Gain premier visibility by sponsoring additional, exclusive homes only accessible to donors beyond the main tour lineup. • Provide SWAG • Showcase a 30-60-second video on Preservation Utah’s social channels • Listing on the event page linked to the company/organization's website • Full-page ad on printed event materials • Logo on digital marketing • Social Media highlights tailored to business organization (4 Facebook, 4 Instagram, 4 LinkedIn posts) • Year-round recognition on the sponsor page on the Preservation Utah website • Logo within monthly eNews (12 issues) • Preservation Champion Membership with exclusive event invitations, tour discounts, business partner perks, and recognition in Preservation Utah’s communications and annual report. |
| <p>Keystone \$5,000</p> <p>8 Tickets</p> | <ul style="list-style-type: none"> • Invitation to Exclusive Donor Homes • Listing on the event page linked to the company/organization's website • Half-page ad on printed event materials • Logo on digital marketing • Social Media highlights tailored to business/organization (3 Facebook, 3 Instagram, 3 LinkedIn posts) • Year-round recognition on the sponsor page on the Preservation Utah website • Logo within monthly eNews (8 issues) • Preservation Champion Membership with exclusive event invitations, tour discounts, business partner perks, and recognition in Preservation Utah’s communications and annual report. |
| <p>Cornerstone \$2,500</p> <p>8 Tickets</p> | <ul style="list-style-type: none"> • Invitation to Exclusive Donor Homes • Listing on the event page linked to the company/organization's website • One-fourth ad on printed event materials • Logo on digital marketing • Social Media highlights tailored to business/organization (1 Facebook, 1 Instagram, 1 LinkedIn post) • Year-round recognition on the sponsor page on the Preservation Utah website • Logo within monthly eNews (6 issues) • Preservation Champion Membership with exclusive event invitations, tour discounts, business partner perks, and recognition in Preservation Utah’s communications and annual report. |
| <p>Buttress \$1,500</p> <p>4 Tickets</p> | <ul style="list-style-type: none"> • Invitation to Exclusive Donor Homes • Listing on the event page linked to the company/organization's website • Listed on printed event materials • Social Media highlights tailored to business/organization (1 Facebook, 1 Instagram, 1 LinkedIn post) • Year-round recognition on the sponsor page on the Preservation Utah website • Logo within monthly eNews (3 issues) • Preservation Champion Membership with exclusive event invitations, tour discounts, business partner perks, and recognition in Preservation Utah’s communications and annual report. |
| <p>Tympanum \$500</p> <p>1 Ticket</p> | <ul style="list-style-type: none"> • Invitation to Exclusive Donor Homes • Listing on the event page linked to the company/organization's website • Year-round recognition on the sponsor page on the Preservation Utah website • Logo within monthly eNews (1 issue) • Advocate Membership for one individual includes event discounts, private tour invitations, partner business perks, and recognition in Preservation Utah’s communications. |

A Utah Legacy, **Since 1966**

Mission

Preservation Utah works to keep the past alive, not only for preservation but to inspire and provoke a more creative present and sustainable future. We preserve, promote, and protect Utah's historic built environment through public awareness, advocacy, and active preservation.

Who We Are

Preservation Utah, formerly known as Utah Heritage Foundation, has been a cornerstone in safeguarding Utah's rich historical legacy since its establishment in 1966. Over the years, our dedicated efforts have preserved numerous iconic landmarks and structures, contributing significantly to the cultural vibrancy and identity of Utah.

What We Do

- Awareness—Provide public and K-12 education statewide, including tours and events, rehabilitation workshops, presentations, and lectures.
- Advocacy – Provide education and technical assistance that meets people where they are at with what they need to preserve and protect historic resources that matter.
- Active Preservation—Provide low-interest loans to property owners, directly protect 125 historic properties statewide, and operate and steward Memorial House in Memory Grove Park since 1994.



Contact Brandy Strand, Executive Director, director@preservationutah.org, 801-215-9533