

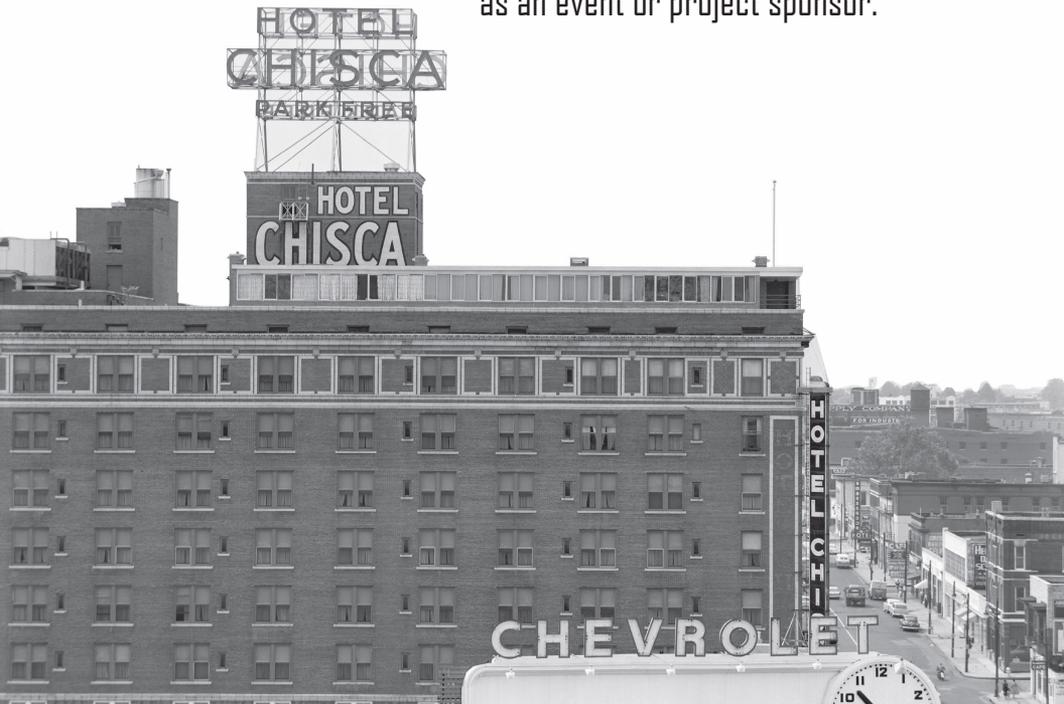
# Memphis Heritage, Inc.

## *Calendar Sponsorship Packet*

### 2017

**OUR MISSION** is to educate and coordinate individuals and groups to save and reuse architecturally and historically significant buildings, neighborhoods, parks, and cultural artifacts of Shelby County, Tennessee.

If you value the **restoration** of old houses, the **adaptive reuse** of historic buildings, the appreciation of **historic neighborhoods**, or the stewardship of **cultural landscapes**, please consider supporting Memphis Heritage through one of our fundraising activities as an event or project sponsor.



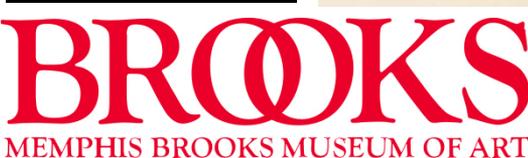


# Memphis Heritage ANNUAL CALENDAR

MHI's Annual Calendar showcases a different theme in Memphis history each year. Past themes include "Landmarks in Memphis Music", "Malco Theaters of Memphis", "Windows of Worship" and "The Orpheum", among many others. A copy of the annual calendar is a benefit to members of Memphis Heritage, as well as a major fundraiser for the organization during the holiday season and beyond. Calendars are sold online and at local retailers throughout Memphis for \$10.

The 12 month calendar is a useful and well-distributed branding opportunity for a Memphis company, organization or group looking to sponsor an annual project. The content of the calendar can reflect the sponsor's history or interests.

Calendars are distributed and available for sale at the following local retailers:



# Sponsorship Details

## MARKETING OPPORTUNITIES & BENEFITS



### MHI's 2018 Calendar will feature *Historic Bars of Memphis*

#### Lead Bar Sponsor: \$5,000

- Receipt of 500 calendars to distribute or sell to clients or employees as a holiday gift
- Identified as Lead Sponsor for the 2018 MHI Calendar
- Identified on the cover and each month of the 2018 Calendar, with a featured image of the interior or exterior of the building along with historic information and fun facts
- Inclusion of logo and sponsorship on all marketing materials
- Inclusion of logo and sponsorship in Keystone, MHI website & social media
- Special recognition at all public events announcing the MHI 2018 Calendar
- Recognition in all public speaking engagements, PSA's and articles about MHI 2018 Calendar
- 4 complimentary ads in future Keystones
- Option to host Calendar Release/Company Holiday Party at Howard Hall
- 6 tickets to accompanying Preservation Lecture Series in March 2018

#### Bar of the Month Sponsors: \$500

- Receipt of 25 calendars to distribute or sell to clients or employees as a holiday gift.
- Identified as Month's Sponsor for the 2018 MHI Calendar
- Identified on one month of the 2018 MHI Calendar with a featured image of the interior or exterior of the building along with historic information and fun facts
- Inclusion of logo and sponsorship on all marketing materials
- Recognition in all public speaking engagements, PSA's and articles about MHI 2018 Calendar
- 2 tickets to accompanying Preservation Lecture Series in March 2018

All sponsorships & donations to Memphis Heritage are tax deductible to the fullest extent allowed by law.

To learn more about this unique branding opportunity, please contact:

June West, Executive Director | 901.272.2727 | [jwest@memphisheritage.org](mailto:jwest@memphisheritage.org)

# Our Impact

Memphis Heritage works to preserve our area's rich history and has played a key role in countless local historic preservation projects, including:

- Surveying and documenting thousands of historic buildings in Memphis and Shelby County. As a result of these surveys, Memphis has more than 11,500 buildings listed on the **National Register of Historic Places**.
- Preventing the demolition of **Overton Square** and the **Tennessee Brewery** by facilitating idea-generating community discussions and connecting parties interested in redeveloping and funding these architectural treasures.
- Supporting the restoration the Roland Darnell Mansion, known as the **"19th Century Club"**.
- Restoration of the Patton-Bejach House, now the home of the **Child Advocacy Center**.
- Prevention of **Beale Street** and **The Pinch District** being removed from the National Register of Historic Places.
- Supporting the adaptation of the **Chisca Hotel** into apartments, which now serve as a gateway to the Historic South Main Neighborhood.
- Preservation and adaptive reuse of the **James Lee Mansion**, now an upscale B&B.
- Redevelopment of the **Historic Lauderdale Courts**, now part of the Uptown Community.
- Preservation of the historic **Lowenstein Brothers' Building** until a viable plan for adaptive reuse was developed and implemented.
- Historic research and advocacy for saving **Clayborn Temple**.

We continue to make the economic, environmental, and emotional cases for the preservation of structures across the region, ensuring the remaining historic built environment of Memphis will be enjoyed for generations to come.



We are only as strong as our community  
support and involvement!