2020 PLACES IN PERIL VIRTUAL “UNHAPPY HOUR” ANNOUNCEMENT

SPONSORSHIP INFORMATION

Missouri’s Places in Peril is the announcement of the statewide endangered historic places for 2020. Due to COVID-19 the announcement will be held online via video announcement on Thursday, October 29th at 7:00 p.m.

$3,000 Level
- Company logo on informational releases about Virtual “Unhappy Hour” announcement (emails, social media, etc.)
- Company recognized with logo and/or 20 second video clip (must be supplied by sponsor — specifics can be discussed with Missouri Preservation) in Unhappy Hour announcement video (video to be posted on Social Media channels and website)
- Name mentioned in news releases and media advisories
- Company logo and/or video clip will appear on Missouri Preservation website Places in Peril 2020 report following announcement
- Company logo displayed in Missouri Preservation newsletter report on Places in Peril
- Corporate level membership [$500 value] (if not yet member or a renewal of current membership if desired)*
  - Includes listing in Preservation Resource Directory

$1,000 Level
- Company name on informational releases about Virtual “Unhappy Hour” announcement (emails, social media, etc.)
- Name mentioned in news releases and media advisories
- Company recognized with logo in Unhappy Hour announcement video (video to be posted on Social Media channels and website)
- Company name displayed on Missouri Preservation website Places in Peril 2020 report following announcement
- Company name displayed in Missouri Preservation newsletter report on Places in Peril
- Preservation Business level membership [$100 value] (if not yet member or a renewal of current membership if desired)*

$500 Level
- Company recognized with name in Unhappy Hour announcement video (video to be posted on Social Media channels and website)
- Name will appear on Missouri Preservation website Places in Peril 2020 report following ceremony
- Company name displayed in Missouri Preservation newsletter report on Places in Peril

*Sponsorship benefits including memberships are not included in tax-deductible sponsorship amount—Please notify Missouri Preservation if current members wish to keep sponsorship separate from membership.
Sponsorship Video Clip Requirements

To comply with 501c3 standards set forth by the IRS, advertising may not include comparative or qualitative descriptions (no product pricing information or comparison to competitors, etc.) Acceptable information includes: sponsor name, logo, slogan, location, website, telephone number, value-neutral descriptions (including displays or visual depictions) of a sponsor's product line or services and sponsor brand or trade names, and product service listing.

Videos must be submitted in one of the following file formats .mp4, .mov, .mpeg-2; 16:9 ratio
Don’t worry about how fancy it is — the important thing is getting the message across about how much your organization cares for historic preservation and why preservation matters!