



PRESERVATION ALAMANCE  
ANNUAL  
*Community Sponsors*



## Preservation Alamance, a Vibrant Community Asset

### Our Mission

To protect and celebrate the architectural and historical heritage of Alamance County and the surrounding area through education and involvement with historic properties and their owners.

### Our Vision

To serve as a primary resource for historic property owners in our local communities through partnerships with local governments, businesses, and other local preservation groups. To continue to broaden our scope with new endeavors geared toward better supporting local historic preservation efforts.

### Our Board of Directors

Ian Baltutis, Jerome Bias, Julie Budd, Alex Courtney, Lynn Cowan, Tom Cowan, Hank Dunn, Faith Grant, Tom Jamison, Teri Jordan, \*Sandy Moulton, Woody Pelton, Sharon Roderick, Rebecca Schwendler, \*Donna Vitucci, Molly Whitlatch, \*Andrew Leager, Peggy Boswell (\*advisory board member)

### Our Community Engagement

- Preservation Alamance has 386 past and present members
- Of our active memberships, 71 participate in our newly implemented automatic renewal program
- We log an average of 8,000 visits to our website per year
- Preservation Alamance has over 2,000 followers on social media platforms
- More than 1,500 individuals have enjoyed our historic home tours and events
- Hundreds have participated in DIY workshops pertaining to historic properties
- We advocate for preservation of historic properties slated for demolition
- We host public tours of historic neighborhoods
- We host educational tours at model preservation properties

### Our Signature Initiatives & Events

- **The Annual Tour of Historic Homes** began in 2017 and features a walking tour of local historic properties. This popular event allows tourgoers exclusive access to Alamance County's most interesting historic homes and commercial properties.
- **The Salvage Shop** began in 2019 and has saved thousands of items from the landfill and generated over \$135,000 to date.
- **The Historic Property Grant Program** began in 2021 and has awarded 15 matching grants, leveraging over \$145,000 of private investment into our community.



# PRESERVATION alamance

PRESERVE • EDUCATE • INVOLVE



Facebook Reach: 6,036  
 Facebook Followers: 2,216  
 Facebook Page Views: 11,485  
 Percentage Women: 79.3%  
 Percentage Men: 20.7%

### Top Cities:

Burlington: 33%  
 Graham: 5.6%  
 Elon: 5.3%  
 Mebane: 3.6%  
 Greensboro: 3.5%

(over 90 days)



Instagram Views: 685  
 Instagram Followers: 245  
 Percentage Women: 80.0%  
 Percentage Men: 20.0%

### Top Cities:

Burlington: 32.2%  
 Greensboro: 6.5%  
 Graham: 5.3%  
 Durham: 4.5%  
 Elon: 4.5%

(over 90 days)

## Website Impact over 365 days



Total Site Sessions: 8,245  
 Total Unique Visitors: 6,290  
 Total Page Views: 19,057

## Email Analytics over 365 days



Email Recipient Count: 1,642 unique contacts  
 Average Open Rate: 95.6%  
 Average Click Rate: 3%  
 # of emails sent each month: 2-6

## How people find us...



Direct to Website: 2,108 (+9%)  
 Organic Google Search: 4,357 (+8%)  
 Organic Social Media: 1,607 (+25%)  
 Email Marketing: 734 (+5%)  
 Organic Bing Search: 206 (+25%)

From partners who are also promoting Preservation Alamance: 154

# The Salvage Shop

by  **PRESERVATION  
alamance**  
PRESERVE · EDUCATE · INVOLVE

**ARCHITECTURAL SALVAGE + VINTAGE HOME GOODS**



**Established in 2019**



**100% Volunteer Operated**



**Located in the Historic  
Glencoe Mill Village**



**Saves architectural salvage items, building  
materials & antiques from the landfill**



**Over \$135,000  
raised to date**



**Sales provide funding for general  
expenses and Historic Property Grants**



**Open to the public the first Saturday of each  
month and also by private appointment**



**Facebook Reach: 2,984**  
**Facebook Followers: 2,532**  
**Facebook Page Likes: 2,100**  
**Impressions: 30,300**  
**Percentage Women: 88.2%**  
**Percentage Men: 11.8%**

**Top Cities:**  
**Burlington: 19.5%**  
**Greensboro: 6.4%**  
**Gibsonville: 3.6%**  
**Elon: 3.6%**  
**Graham: 7.7%**

(over 90 days)



**Instagram Reach: 714**  
**Instagram Followers: 1,274**  
**Percentage Women: 77.1%**  
**Percentage Men: 22.9%**

**Top Cities:**  
**Burlington: 28.5%**  
**Elon: 5.4%**  
**Greensboro: 4.8%**  
**Durham: 4.2%**  
**Raleigh: 2.7%**

(over 90 days)

# Historic Property Matching Grants

## 2021-2025

- 15 total Grants have been awarded totaling \$45,980
- Grantees contribute a minimum of 50% of their project cost, leveraging private investment of \$145,000 into our community
- The Grant Program funds exterior repairs of historic properties
- All projects meet national standards for historic preservation
- All projects support the future viability of our historic neighborhoods and support surrounding property values
- Grant awards can be up to \$5,000 per project
- Available for Income-Producing & Residential Properties



# Annual Tour of Historic Homes



- Began in 2017
- Up to 500 attendees each tour
- The Annual Tour features privately owned historic properties across Alamance County
- Most popular event allows tour goers exclusive access into Alamance County's most interesting historic properties
- The Annual Tour educates and promotes historic preservation through showcasing real life use of historic properties



Learn about all of our past events: <https://www.presalamance.org/event-archives>



## Levels & Benefits

Thank you for considering our Annual Community Sponsor Program, to protect and celebrate our area's architectural heritage and cultural welfare.

Please consider a tax-deductible gift at one of the following levels.

<b>Platinum</b>	<b>\$3,000</b>
<b>Gold</b>	<b>\$2,500</b>
<b>Silver</b>	<b>\$2,000</b>
<b>Bronze</b>	<b>\$1,500</b>
<b>Diamond</b>	<b>\$1,000</b>
<b>Emerald</b>	<b>\$500</b>
<b>Ruby</b>	<b>\$250</b>

Your contribution gains your business exposure among our membership and followers while supporting our mutual community work. Preservation Alamance is the only nonprofit organization of its type in the county. Our programs foster a special sense of place while elevating property values, stimulating the purchase of local materials and professional services, reducing the land fill, and best of all, supporting optimally livable neighborhoods citywide.

Annual Sponsors receive exposure via:

- Event and tour publications
- Social media platforms
- Website
- Signage at our Salvage Shop in Glencoe Village
- Featured in each email sent to our subscribers
- A gift of \$1,000 or more enables your logo to appear alongside your name

### New Opportunity to participate in the Annual Tour of Historic Homes

Annual Community Sponsors also have the opportunity to be an exclusive sponsor of a property featured in the Annual Tour of Historic Homes.

This opportunity will only be available to Annual Community Sponsors. It is an additional amount of \$500 above your Annual Sponsorship. This would include a large sign with your logo outside of the property, mention in the tour guide, and the option to be present in the property during the tour.

Tour sponsors are limited based on the number of properties participating in that year's Annual Historic Tour. This will be available first come, first served.

All Annual Sponsors will be honored in the tour guide and other materials as described above regardless of participation in this additional opportunity.



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Name of business or individual as you would like it printed:

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Contact Name:

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Contact phone number:

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Contact Email :

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Business Website:

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Mailing Address:

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Business Address:

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**Select your sponsorship level:**

- |                          |                 |                |                          |                |                |
|--------------------------|-----------------|----------------|--------------------------|----------------|----------------|
| <input type="checkbox"/> | <b>Platinum</b> | <b>\$3,000</b> | <input type="checkbox"/> | <b>Diamond</b> | <b>\$1,000</b> |
| <input type="checkbox"/> | <b>Gold</b>     | <b>\$2,500</b> | <input type="checkbox"/> | <b>Emerald</b> | <b>\$500</b>   |
| <input type="checkbox"/> | <b>Silver</b>   | <b>\$2,000</b> | <input type="checkbox"/> | <b>Ruby</b>    | <b>\$250</b>   |
| <input type="checkbox"/> | <b>Bronze</b>   | <b>\$1,500</b> |                          |                |                |

- I'd like also to be an exclusive sponsor of a property featured in the Annual Tour of Historic Homes!

**Annual Tour Sponsorship     \$500**

Tour sponsors are limited based on the number of properties participating in that year's Annual Historic Tour. This will be available first come, first served.

**Total Amount Enclosed:** \_\_\_\_\_

For sponsorships \$1,000 (Diamond) and above, please email your high resolution logo to [sponsors@alamance.org](mailto:sponsors@alamance.org), along with this response form. If we do not receive a high resolution version of your logo, we cannot place it on our website or print material.

Make checks payable to: Preservation Alamance, P.O. Box 171, Burlington, NC 27216

Electronic payment by ACH or Credit is available for an additional processing fee. Please notify us by email if you wish to pay electronically.

\*Please note that your sponsorship will not be considered completed until full payment has been received.