



SPONSORSHIP OPPORTUNITIES

PRESERVATION **FORWARD**

**LANDMARKS ILLINOIS'
ANNUAL SPRING FUNDRAISING EVENT**

MARCH 6, 2025
The Old Post Office
Chicago, Illinois

About the Event

PRESERVATION FORWARD is Landmarks Illinois' largest annual fundraising event directly supporting our free advocacy services and grant programs offered to people saving places across the state. The Old Post Office in downtown Chicago is the event backdrop. Once listed on Landmarks Illinois' Most Endangered Historic Places, the now bustling space is one of the nation's largest adaptive reuse success stories.



Unparalleled

This highly attended and energetic industry event is unlike any other bringing together 800 professionals and activists in development, design, construction, finance, preservation, humanities and community organizing.

Lively

Live music, delicious food, ample drinks and more—the event is an opportunity to meet like-minded people who care about our built and natural environment. Learn about Landmarks Illinois' impact helping people save special places for our future.



Meet Our 2025 Influencers

PRESERVATION FORWARD celebrates influential leaders who join Landmarks Illinois in creating a more relevant, effective and accessible preservation movement.



Chicago Women in Trades

Represented by Jayne Vellinga, Executive Director

Nonprofit Chicago Women in Trades has spent 40 years creating opportunities for women to enter and thrive in the construction trades. The nonprofit organization is both an advocate and a training partner. At a time when there are not enough people going into the trades, CWIT's promotion of inclusion and equity in these skilled and well-paying jobs is vital. We cannot reuse historic places without preservation trades workers.



Chris Enck

Architect and preservationist Chris Enck has spent over a decade saving places that once were thought hopeless causes. He does what it takes—from moving homes to scaling up his development practice—to preserve historic places in the northern Chicago suburbs and Champaign. Chris' inspiring story is one of a young preservationist that became a dedicated developer with an eye toward sustainable reuse, taking a direct approach to saving the places that he and whole communities care about.



Elizabeth and Ethan Finkelstein, Cheap Old Houses

Serial rehabbers Elizabeth and Ethan Finkelstein are making historic preservation relevant, interesting and accessible to a wide audience. They founded Cheap Old Houses to list very affordable, and often rural, historic houses across the U.S., including many in Illinois. Their 3 million Instagram followers led to the creation of their two HGTV shows, including "Who's Afraid of Cheap Old Houses." They encourage people to take another look at often overlooked old houses and show how they can be affordably revitalized for modern-day use.

Event Schedule

5:30
PM

COCKTAIL NETWORKING RECEPTION

*Full bar, heavy passed
hors d'oeuvres*



7:00
PM

MAIN PROGRAM

*2025 Preservation Forward
Influencers awards ceremony*



7:45
PM

DINNER

Interactive food stations



9:00
PM

AFTER-PARTY

*Desserts, cocktails, networking
and musical entertainment*



Sponsorship Opportunities

\$50,000

PRESERVATION FORWARD PRESENTING CHAMPION

- Your name/company recognized as event presenting host.
- Designated signage at event entrance with sponsor name and logo.
- Prominent recognition on event marketing materials including Main Program screen, event webpage and signage, e-invite and printed collateral, if applicable.
- Prominent reserved seating during the Main Program in the Historic Lobby and dedicated seating area at dinner (up to 20 guests).
- Four (4) reservations to “Behind-the-Scenes” bar prior to the main program with 2025 Influencers.
- On-stage speaking role at Main Program, if interested.
- Advanced list of VIP and event attendees.

\$25,000

SUSTAINABILITY CIRCLE

- Recognition on event marketing materials including Main Program screen, event webpage, signage, e-invite and applicable printed collateral.
- Prominent reserved seating during the Main Program in the Historic Lobby and dedicated seating area at dinner (up to 10 guests).
- Two (2) reservations to “Behind-the-Scenes” bar prior to the main program with 2025 Influencers.
- Advanced list of VIP and event attendees.

\$10,000

COMMUNITY LEADER

- Recognition at Main Program, on event signage and marketing materials.
- Reserved seating during the Main Program in the Historic Lobby and dedicated seating area at dinner (up to 10 guests).
- Advanced list of event attendees.

\$5,000

SKYLINE PATRON

- Recognition on event signage and marketing materials.
- Reservations for up to ten (10) guests.
- Advanced list of event attendees.

\$2,500

LANDMARK PATRON

- Recognition on event signage and marketing materials.
- Reservations for up to four (4) guests.

Underwriting Opportunities

\$20,000

EVENT AUDIOVISUAL, STAGING & LIGHT DESIGN

Help underwrite expenses related to vital audiovisual event programming and design. (Limit 1)

- Prominent logo placement and special recognition on screens throughout the Main Program.
- Recognition from the podium at Main Program.
- Reservations for up to eight (8) guests.

\$15,000

PRESERVATION FORWARD AFTER-PARTY

Keep the party going as the Presenting Sponsor of our popular After-Party. (Limit 1)

- Your name/company listed as the official After-Party Host on event promotion.
- Dedicated event signage at the After-Party.
- Recognition from the podium at the end of Main Program.
- Reservations for up to five (5) guests. Reserved seating for guests at After-Party.

\$15,000

2025 INFLUENCER VIDEOS

Support telling our Influencers' stories as our Videos Presenting Sponsor. (Limit 1)

- Corporate logo on all event material and the Influencer video shown at the 2025 Preservation Forward event.
- Reservations for up to five (5) guests.

\$10,000

PRESERVATION FORWARD BAR SPONSOR

Help our guests enjoy a refreshing, event-themed cocktail. (Limit 1)

- Recognition on event signage and printed collateral, if applicable.
- Company logo/name integrated on all bar(s).
- Reservations for up to four (4) guests.

Underwriting Opportunities

\$7,500

AFTER-PARTY DJ SPONSOR

Liven up the party with a soundtrack worth dancing to by sponsoring the After-Party DJ. (Limit 1)

- Recognition on event signage and printed collateral, if applicable.
- Company logo/name integrated at DJ booth.
- Call out during After-Party at the DJ booth.
- Reservations for up to three (3) guests.

\$5,000

2025 INFLUENCER AWARDS

Support Project Fire's design and fabrication of a memorable award for each Influencer. (Limit 1)

- Meet the artists at Firebird Community Arts studio & host a glassblowing class for your guests for up to four (4) guests.
- Recognition on event signage.
- Reservations for up to two (2) guests.

\$2,500

EVENT PHOTOGRAPHY TEAM

Make it a memorable evening in pictures by underwriting our event photographers. (Limit 1)

- Recognition on event signage.
- Reservations for up to two (2) guests.

\$2,000

STUDENT RESERVATIONS SPONSOR

Underwrite the cost of food and beverage per reservation for 10 college students studying historic preservation or a related field to provide the opportunity to attend Preservation Forward. (Limit 2)

- Recognition on event signage and printed collateral, if applicable.

Confirm Your Preservation Forward Sponsorship and Underwriting Support



Yes, I will support Landmarks Illinois' vital work helping people save places for people by sponsoring and/or underwriting Preservation Forward! [CLICK HERE TO ACCESS THE SPONSORSHIP AND UNDERWRITING FORM AND PAYMENT LINK.](#)

**QUESTIONS?
NEED MORE INFORMATION?**

CONTACT

Bonnie McDonald
President and CEO

bmcdonald@landmarks.org

312-515-1545



About Landmarks Illinois

Founded in 1971, Landmarks Illinois is a membership-based, historic preservation nonprofit organization dedicated to working with people in communities to help them preserve, protect and promote the places they value. We advocate for the sustainable reuse of historic and culturally significant places and provide free expertise and resources to people all across Illinois to ensure these places of our past remain a part of our future. Your tax deductible contributions make our remarkable impact possible. Over the past 53 years, Landmarks Illinois has:

- Helped save almost 26,000 historic places across Illinois.
- Prevented nearly 11 million tons of durable, reusable building material from being thrown into our landfills.
- Spurred over \$16 billion in economic activity statewide.

[Learn more](#) and please donate today to support our work.