

# SPONSORSHIP OPPORTUNITIES

## PAST DC 2023 NOVEMBER 8-10 FORWARD<sup>®</sup>

A CONFERENCE OF THE NATIONAL  
TRUST FOR HISTORIC PRESERVATION







## PastForward 2023

### PRESERVATION'S PREEMINENT GATHERING SPOT

The National Trust for Historic Preservation is the country's leading advocate for saving the places where our history happened. Our conference, PastForward, is this movement's premier educational and networking event. It serves as an annual gathering spot for thousands of influential preservationists from communities across the nation. The tools and services shared here shape the historic places where Americans live, work, and love to visit.

PastForward is a place where preservationists come for **inspiration, community, education, and connections.**

“The Trust’s annual conference has been central to my professional development. I have met so many impressive professionals in our field and I have had memorable experiences as a presenter. I have witnessed firsthand the evolution of the preservation movement to be inclusive and representative of the diverse communities it works to preserve. I look forward to attending and participating at future conferences. My sincerest gratitude to the Trust for holding this outreach as an essential component to furthering our shared mission.”

—KATHY RODRIGUEZ, Assoc. AIA, Deputy Historic Preservation Officer, Living Heritage Trades Academy & Vacant Building Program, City of San Antonio Office of Historic Preservation

## Reach Influentials in the Preservation Field

Each year, PastForward attracts thousands of leaders and decision-makers in historic preservation and across its allied fields in thoughtful discussions and workshops. This dynamic, national audience is shaping the future of our country through the ever-evolving lens of its past.

“I find PastForward an essential annual opportunity to be inspired by successes of others, to be energized with ideas to apply to my work, and to connect old and new peers and friends.”

—GREG GALER, Ph.D., Executive Director, Boston Preservation Alliance

BY SPONSORING PASTFORWARD,

YOU WILL REACH:

- Historic Preservationists from All 50 States and U.S. Territories
- America's Leading Architects and Designers
- Real Estate Developers, Revitalization Professionals, Main Street Leaders, and Urban Planners from Municipalities Large and Small
- Elected Officials, Civil Servants, and Policy Experts at All Levels of Local, State, and National Government
- Educators, Historians, and Students from Coast to Coast
- Historic Site Stewards and Heritage Tourism Experts
- Nonprofit Leaders and Community Changemakers in Historic Preservation and Beyond



## A Dynamic, Engaged Audience



“The National Trust’s annual conference is a ‘do not miss’ event for those of us in preservation. Every year, the conference gives us an opportunity to learn from leaders in every aspect of preservation, be inspired, share ideas, collaborate, and return to our offices with new perspectives.”

—SUSAN GLIMCHER, Director, Communication, Education, and Outreach, Advisory Council on Historic Preservation, Longtime National Sponsor

### BY THE NUMBERS

#### IN THE PAST THREE YEARS ONLINE...

**4,000+**  
UNIQUE PARTICIPANTS

**400+**  
SPEAKERS

**100+**  
SESSIONS, WEBINARS,  
AND WORKSHOPS

**600+**  
DIVERSITY SCHOLARS  
AND MENTORS

#### WHO IS A PASTFORWARD ATTENDEE...

**4** OUT OF **10**  
ARE REPEAT ATTENDEES

**1** IN **3**  
HAVE AN ORGANIZATIONAL  
BUDGET OF \$100,000 OR HIGHER

**HALF**  
HAVE A MASTER’S  
OR DOCTORATE

**1** IN **4**  
IDENTIFY AS NON-WHITE



## WE OFFER AN AUDIENCE UNLIKE ANY OTHER

- National Email Outreach to 250,000+ National Trust Members and Supporters, including 14,000+ people who are interested in the PastForward conference
- Direct Email Outreach to All 2023 Registrants
- Recognition Online, Onsite, and in Earned Media
- Exposure on National Trust Social Media Channels:

 **191,000+**

 **50,000+**

 **35,000+**

 **16,000+**

 **4,000+**

## The Benefits of PastForward Sponsorship

As a sponsor, you'll reach event attendees at the event, as well as through all channels where PastForward is promoted throughout the year.



“The National Trust is not only instrumental in preserving our past, they are stewards for creating conversations across generations and communities. Our private business has been a sponsor of PastForward for many years, and it is because time and time again the organizers prove themselves to be effective, accommodating, and open to improvements.”

—KRISTINA DAMSCHEN SPINA, Vice President of Product Marketing, Indow, Repeat Sponsor

### A FEW OF OUR PREVIOUS PASTFORWARD SPONSORS & PARTNERS:



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**FORWARD**

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Please contact Colleen Danz at [cdanz@savingplaces.org](mailto:cdanz@savingplaces.org)  
or 202-588-6498 to get started today.



National Trust *for*  
Historic Preservation<sup>®</sup>

600 14th Street NW Suite 500  
Washington, DC 20005  
[SavingPlaces.org](http://SavingPlaces.org)