



JANUARY 16-18 | SHERATON AUSTIN HOTEL AT THE CAPITOL

MEDIA PARTNERSHIP PACKAGE

The Texas Historical Commission's Real Places conference, presented by the Friends of the Texas Historical Commission, brings together the people who make historic preservation in Texas happen—providing public officials, stewards, and professionals from the fields of preservation, travel and tourism, archeology, architecture, engineering, real estate development, and more, a platform for listening to, learning from, and sharing ideas with some of the leaders in this business.

It's our job to protect and preserve the rich legacy of Texas wherever it is found—in booming big cities and charming small towns alike. **We hope you will support us in this mission by becoming a Media Partner for Real Places 2019.** As a partner, you will have the opportunity to expose your brand to a unique and influential audience. Opportunities include recognition on the conference website and the Texas Historical Commission's social media channels, signage and endorsement announcements throughout the event, complimentary exhibit booth and registrations, and opportunities to interview speakers and honorees.

Event Details

Dates: Preconference workshops and conference kick-off on Wednesday, January 16; conference sessions on Thursday, January 17 and Friday, January 18

Location: Sheraton Austin Hotel at the Capitol, 701 East 11th St.

Target Demographics: Professionals, volunteers, and students in the fields of preservation, travel and tourism, archeology, architecture, engineering, and real estate development

Audience reached through online promotion of conference: The Texas Historical Commission has a unique, statewide audience. In addition to conference attendees, which we estimate will be 500, promotional efforts occurring July-December 2018 will reach a newsletter email list of over 20,000, and a social media following of over 131,000

Registration fee: \$275.00 (Early Bird)

Media Partnership – What we offer

Partnerships and benefits will be customized by media outlet. Opportunities listed below will be applied based on the cash value of the promotion that is donated.

- Opportunity to expose media partner organization to a unique and influential audience of historians, preservationists, architects, archeologists, and others
- Company mentions during the conference
- Interviews with keynote speakers
- Opportunities to interview event organizers and honorees
- Opportunity for in-depth coverage of local Texas history from an exclusive angle only offered by Real Places before and after the event
- Brand exposure on website, marketing materials such as e-blasts, programs, event website, and other collateral related to the conference
- Brand exposure on Texas Historical Commission social media channels
- Increased traffic to media's website through logo linked on Real Places website
- Signage and endorsed announcements during the conference
- Complimentary registrations (the number of registrations will be based on cash value of the media exposure)
- Complimentary exhibit booth
- Opportunity to include marketing material in attendee welcome bags at registration

Role of the Media Partner – Opportunities we are seeking

- Commitment by media outlet to promote the Real Places 2019 conference extensively in related media network or in print, if print publication
- Newspaper or magazine article or advertisement space
- Television or radio guest appearance or advertisement spot
- Blog post
- Blog or website advertisement
- Advertisement in e-newsletter
- Sharing information and images on official social media channels where media outlet has a presence

Additional Information about Real Places 2019

Featured speakers for Real Places 2019 include Gene Kranz, legendary leader of the flight team that brought Apollo 13 safely home, noted museum expert Collen Dilenschneider, bestselling author and speaker Nina Simon, architect and urban planner Curtis Davis, and author and TV personality Brent Hull. Presentations include “*Cultural Landscapes Methods for Heritage Conservation and Community Engagement*,” “*Preservation in Gentrifying Communities*” and “*Houston, We have a Problem: Restoring the Apollo Mission Control Center*.” We’re also offering a full day of eight pre-conference workshops. A full schedule can be found at www.realplaces.us.

The Friends of the Texas Historical Commission, a 501(c)3 organization, is a critical partner to the THC, building public-private funding partnerships to ensure the success of historic preservation programs and projects.

If you are interested in becoming a Real Places 2019 Media Partner, please contact Anjali Zutshi, Executive Director, at (512) 936-2241 or anjali@thcfriends.org.