



Sponsorship & Investment
Opportunities



PlaceCLT Foundation
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The PlaceCLT Foundation preserves and creates the places that define Charlotte's identity, character, and charm. We support placemaking, cultural heritage, preservation, and urban design initiatives that connect residents to the spaces and stories that matter most, ensuring Charlotte remains a city of meaning and belonging.

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UNLOCKING THE POWER OF PLACE

Charlotte is growing fast, but what makes a place meaningful isn't just growth. It's identity, history, and the experiences that connect people to where they are.

PlaceCLT Foundation was created to ensure that as our city evolves, we don't lose what makes it special. We bring together public, private, and community partners to invest in the stories, spaces, and character that define Charlotte.

From cultural heritage and historic preservation to public realm design and placemaking, our work strengthens the connection between people and place creating a city that is not only growing, but grounded.

But this isn't starting from scratch. This is the next chapter of work already happening across Charlotte, now scaled through a dedicated nonprofit model designed to unlock new investment, partnerships, and impact.



WHY PLACE CLT?

- Built in partnership with the City of Charlotte's Planning, Design, and Development Department
- Led by professionals actively shaping Charlotte's built environment and historic preservation efforts
- Designed to align public leadership with private investment for greater impact
- Structured for transparency, accountability, and long-term sustainability

WHY THIS MATTERS MOST

...and why now?

Charlotte is at a pivotal moment.

Rapid growth is reshaping our neighborhoods, increasing development pressure, and changing the character of the places people care about most.

Without intentional investment:

- Stories are lost
- Historic places disappear
- Public spaces become disconnected from community identity

This is not unique to Charlotte, but cities that act now are the ones that retain what makes them distinct.

THIS WORK IS PROVEN

Cities across the country are investing in placekeeping, and seeing measurable results:

- San Antonio has built a nationally recognized model that combines preservation, community investment, and education to strengthen neighborhoods and local economies
- San Francisco protects legacy businesses through targeted programs that sustain cultural identity Atlanta and Greensboro have advanced cultural heritage initiatives that elevate underrepresented histories and communities
- Charlotte has the opportunity to build on these models, tailored to our own neighborhoods, history, and growth.

WHAT THIS LOOKS LIKE IN CHARLOTTE

Your investment supports real, tangible work:

- Launching a Legacy Business Program to sustain culturally significant businesses Advancing placemaking and public art projects in key corridors and neighborhoods
- Documenting and elevating Charlotte's cultural and historic assets
- Supporting initiatives like the 50th Anniversary of Historic Districts as a citywide moment of connection

“What is Charlotte’s identity?”

“Why do we keep losing the places we love?”

- Voices from the Community

WHERE YOUR INVESTMENT GOES

Turning Investment Into Impact

Every investment in PlaceCLT directly supports work that strengthens Charlotte's identity, enhances the public realm, and connects people to place in meaningful ways.

HISTORIC PRESERVATION & STEWARDSHIP

We protect and reinvest in Charlotte's historic assets, ensuring growth does not come at the cost of character.

- Support for historic districts and buildings
- Preservation education and advocacy
- Tools for property owners and communities

CULTURAL HERITAGE PROGRAMMING

We elevate and preserve the stories that define Charlotte, ensuring that underrepresented histories and community identity are visible, valued, and shared.

- Cultural heritage programming
- Documentation of legacy places and businesses
- Public storytelling and exhibitions

URBAN DESIGN & PLACEMAKING

We invest in the public realm, supporting projects that make Charlotte's spaces more vibrant, welcoming, and people-centered.

- Placemaking grants and activations
- Public space enhancements
- Creative and cultural programming

WORKFORCE & FUTURE LEADERS

We are building pathways for the next generation to shape Charlotte through preservation, design, and placemaking.

- Restoration apprenticeship programs
- Workforce training in historic trades
- Career pathways tied to place-based work

Your investment doesn't just fund programs, it helps define how Charlotte grows, remembers, and connects for generations to come.

Flexible Giving Options Available

We are happy to direct your investment to align with your goals.



Artist: Abel R. Jackson
Image Source: Art Walks CLT

POWER OF PLACE: THREE WAYS TO INVEST

We offer multiple ways to support PlaceCLT based on your goals, timing, and level of impact, whether you are helping launch the foundation, engaging through experiences, or investing in long-term legacy.

BUILD THE FOUNDATION (Now - 2026)
Help launch PlaceCLT and complete our \$600,000 founding goal (\$200,000 remaining)

Join a group of early investors establishing PlaceCLT from the ground up and shaping how Charlotte invests in place, identity, and community.

Leadership Investment (Founding Partner - \$50,000)

For organizations and individuals looking to play a leading role in launching PlaceCLT.

Seed Investment

Founding Supporter - \$5,000 - \$10,000

Join a cohort of early supporters helping build momentum and establish a strong foundation of investment.

EXPERIENCE PLACE (2026-2027)
Sponsor events that bring people into the story of Charlotte

Support immersive experiences that connect people to Charlotte's history, culture, and identity, while engaging key civic, business, and community leaders.

CREATE A LEGACY (Permanent)
Invest in the Power of Place Endowment to ensure long-term impact

Help establish a lasting investment in Charlotte's identity, public spaces, and cultural heritage, ensuring this work continues for generations.

BUILD THE FOUNDATION

Founding Investment Opportunity

Help establish PlaceCLT and unlock the power of place across Charlotte. These early investments are critical to launching the foundation, building momentum, and shaping how our city grows, remembers, and connects.

1 LEADERSHIP INVESTMENT

Play a leading role in launching PlaceCLT and shaping its long-term impact across Charlotte.

FOUNDING PARTNER | \$50,000 OR MORE

- Prominent recognition as a founding partner
- Option: 3-year term on the Board
- Participation in Founders Circle providing commitment to financial transparency
- Recognition at launch event and materials
- Complimentary invitations to the Annual Gala & all events
- Press release & recognition by local media
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2 SEED INVESTMENT

Join a cohort of early supporters helping build momentum and establish a strong foundation of investment.

FOUNDING SUPPORTER | \$5,000 - \$10,000

- Recognition as a founding supporter
- Inclusion in Founders Circle communications and updates
- Invitation to launch event and select PlaceCLT experiences
- Listing in printed and digital materials
- Early connection to PlaceCLT's work, impact, and growing network

EXPERIENCE PLACE

Event Sponsorship Opportunities

**HISTORIC DISTRICTS 50th ANNIVERSARY
CELEBRATION**



(Fall 2026 Launch Event)

The official launch of PlaceCLT Foundation

1 Presenting Sponsor - \$15,000 (1 Available)

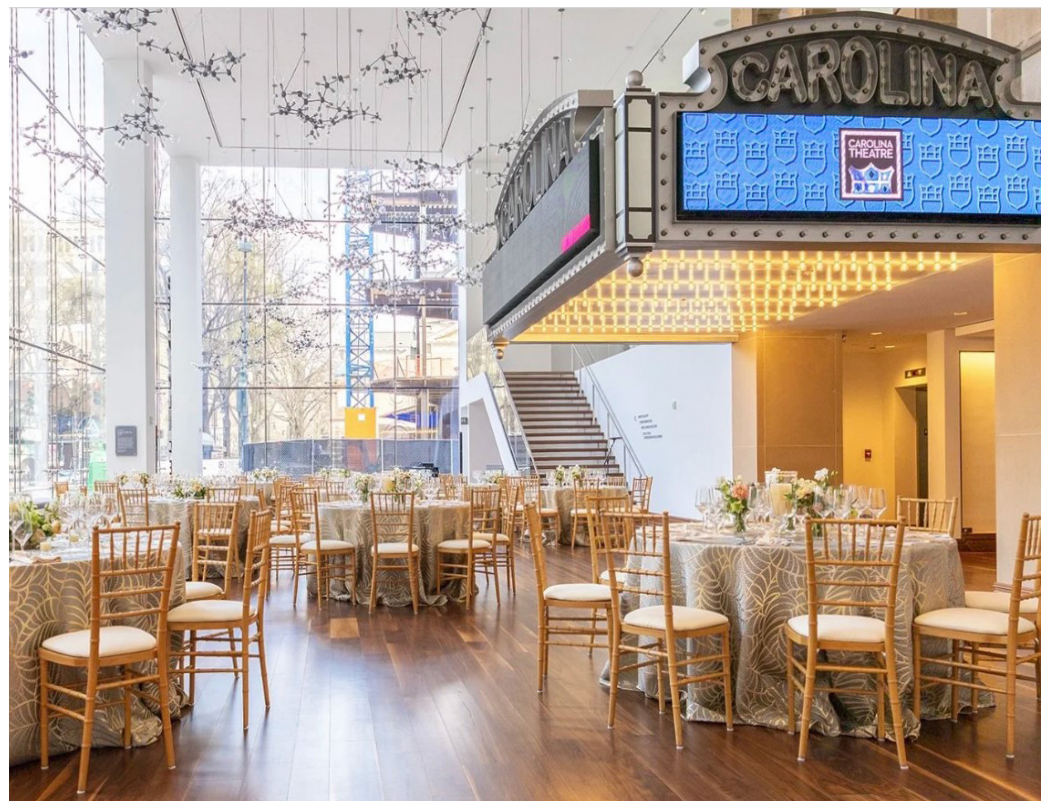
- Top recognition as launch partner
- VIP experience + curated guest access
- Brand integration in event storytelling

2 Experience Sponsor - \$7,500 (3 Available)

- Featured presence within event experience
- Recognition across materials

3 Supporting Sponsor - \$2,500 (4 Available)

- Event recognition



SIGNATURE ANNUAL EVENT “NOSTALGIA CLT”

Fall 2027 Signature Fundraising Event

Nostalgia CLT is a signature event that transports guests through Charlotte’s past, celebrating the places, people, and stories that define our city through immersive environments, legacy business experiences, and curated storytelling, while raising critical support for PlaceCLT’s work.

1 Title Sponsor - \$30,000 (1 Available)

- Naming rights to the event (“Presented by...”)
- Top recognition across all materials
- Speaking opportunity (brief, curated)
- VIP table (best placement)
- Private pre-event VIP reception access
- Brand integrated into event storytelling (not just signage)

2 Legacy Experience Sponsor - \$15,000 (2 Available)

- Named association with a key moment in the program
 - Heritage Program Sponsor (speaker + video + storytelling)
 - Dining Experience Sponsor (legacy business menu recreation)
- Verbal recognition during that experience
- Premium seating (VIP table)
- Inclusion in storytelling content

3 VIP Experience Sponsor - \$10,000 (1 Available)

- Exclusive branding at VIP reception
- Access to highest-level guests
- Early engagement before main program
- Recognition as “VIP Reception Sponsor”

4 Creative Experience Sponsor - \$7,500 (1 Available)

- Recognition tied to live artist experience
- Integration into auction storytelling
- Mid-tier visibility but high uniqueness

5 Entertainment Sponsor - \$7,500 (1 Available)

- Naming rights to band/dancing experience
- Recognition during closing/high-energy moment

6 Community Sponsors - \$5,000 (4 Available)

- Event recognition
- Tickets
- Inclusion in printed + digital materials

CREATE A LEGACY

Power of Place Endowment

We are establishing a \$5 million endowment to ensure that Charlotte's identity, history, and public spaces are preserved and strengthened for generations. This effort will be led by a small group of civic leaders committed to shaping how our city grows, remembers, and connects through place.

1 FOUNDING VISIONARY - \$1,000,000+ (1-2 Available)

Defining the Legacy

Founding Visionaries shape the foundation of the Power of Place Endowment. These transformational investments establish a lasting commitment to Charlotte's cultural identity, public realm, and historic legacy, ensuring that the values of place remain central to the city's future.

- Permanent recognition
- Leadership role in shaping long-term impact
- Named endowment component (cultural heritage, placemaking, etc.)
- Private annual legacy briefing

2 CIVIC FOUNDER - \$500,000 (2-4 Available)

Anchors the Endowment

Civic Founders form the core of the endowment, providing critical leadership-level investment that ensures PlaceCLT's work is sustained over time. Their commitment helps secure the resources needed to protect and elevate the places that define Charlotte.

- Prominent legacy recognition
- Inclusion in founding cohort

3 LEGACY INVESTOR - \$250,000 (4-6 Available)

Builds and Expands the Impact

Legacy Investors strengthen and grow the Power of Place Endowment, enabling PlaceCLT to scale its work across neighborhoods and initiatives. Their investment ensures that preservation, placemaking, and cultural storytelling remain active and evolving parts of Charlotte's growth.

- Contribution to long-term sustainability

4 ENDOWMENT PARTNER - \$100,000 (5-10 Available)

Joins the Funding Co-hort

Endowment Partners play a vital role in building the foundation of the endowment. As part of the Founding Endowment Cohort, their investment contributes to a lasting commitment to the stories, spaces, and character that define Charlotte, ensuring this work continues for generations.

- Establishes a permanent investment in Charlotte's identity, public spaces, and cultural legacy.

This is a lasting investment in Charlotte's future.

CALL TO ACTION!

Join Us

PlaceCLT Foundation is building a new model for how Charlotte invests in place, identity, and community, and this is a defining moment to be part of it.

We invite you to join us as a founding investor, event sponsor, or long-term partner in shaping a city that grows with intention and remains grounded in what makes it meaningful.

Let's start the conversation.

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PLACE
 **CLT**
FOUNDATION