

Go for gold, silver, or bronze
as a recognized
corporate champion of
The Saluda Historic Depot



January 27, 2016

Follow the example of railroader Captain Charles Pearson and guarantee a place in Saluda history for you and your business. In 1878, Pearson accepted the challenge of what many thought was an insurmountable task. But this chief engineer had vision, faith in the goal, and a commitment to succeed. In less than a year, his brave crew had hammered steel rails up the steep and treacherous side of Melrose Mountain to crest at 2,097 feet and today's getaway town of Saluda, NC.

The rails in downtown are now forever still and silent but the railroad depot stirs with activity, with the energy of those working to preserve the history in the walls around them. We ask you and your company to share the vision and to be part of the action. While long on history, however, The Depot is short on funds. Preservation needs donation.

Our mission is to raise \$275,000 to purchase and preserve the train depot at the crest of the Saluda Grade as a high point for visitors to the historic downtown and surrounding natural attractions of forests, rivers, falls, and mountains.

Your corporate contribution will help create and develop a sustainable cultural and landmark destination to entice more visitors up the mountain with the education and fun of a train and history museum, gift shop, monthly art exhibits, and special events.

While we cannot name a waterfall after you—Pearson already earned that for his efforts—your business can be recognized as a gold, silver, or bronze corporate champion in the Saluda annals.

All will be acknowledged in Depot activities and promotions to help increase community good will and awareness of your business. If you go gold or silver, you will also be highlighted in the widely circulated Historic Depot brochure and find your name engraved for posterity on the Champion's Plaque displayed prominently in the museum. And there's more.

Review the accompanying details and then go gold, silver, or bronze with your commitment and tax-deductible contribution by March 1, 2016. Expect to hear from us in February to discuss the options for your business.

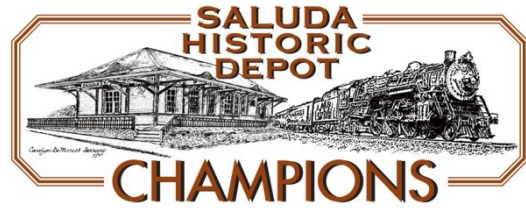
Thank you,

Judy Ward,
Chair of Saluda Historic Depot

Enclosures: Sponsorship Level Descriptions, Prospectus/Timeline, Brochures

P.S. A list of board members with contact information is included should you have questions about this sponsorship.

Saluda Historic Depot Prospectus and Timeline



In January 2015, the Saluda Historic Depot became available for public sale. The sale represented the first opportunity for the Historic Saluda Committee, friends and citizens of Saluda to organize and implement a long awaited Saluda Historic/Cultural Museum in one of our most treasured Historical assets since its relocation to Main Street and subsequent restoration in 1983. Since initiation of our first fund raising campaign in March 2015, the Saluda Historic Depot Board received support in excess of \$70,000 from local donors for the mission and vision publicized in June of 2015 in the Board approved SHD Business Plan.

The mission and vision are:

Mission: To unite the citizens and visitors of Saluda to acquire and preserve the historic Saluda train depot for future generations and to develop it into and operate it as a heritage museum and visitors center, emphasizing the railroad history and the Saluda Grade.

Vision: To create and sustain a landmark tourist destination at the historic Saluda train depot that reaches a broad audience that preserves and promotes Saluda's heritage, celebrates its culture, and showcase its natural resources.

Entering into a lease agreement with the current owner in April 2015, the Saluda Historic Depot Board obtained federal tax-exempt status, completed its first business plan and conducted monthly fund raising events and exhibitions. Based on recent fund raising activities and current plans for Spring 2016 events, the Board's first goal of executing its option to purchase the Depot with the required \$55,000 down payment is scheduled for the Spring of 2016. The preview museum's current monthly expenses averaging \$1,400 are accomplished through a sublease of one of our Depot Suites to a vintage sports memorabilia collector, museum shop receipts and cash donations from our visitors.

In addition to monthly fund raising events and exhibitions, listed below, the Board is sponsoring monthly "Saluda Train Tales at the Depot" inviting local Train Historians to present their historical memorabilia, stories to the interested public, and is operating the preview museum with the assistance of our volunteers, Thursday through Sunday noon-4PM. Since the opening in April 2015, we estimate over 2,000 visitors, event participants have discovered or renewed their interest in the Saluda Historical Depot, and over 2,000 hours of volunteer time and effort have been dedicated to accomplishing the Mission and Vision of the Depot Museum.

Currently, the preview museum is actively collecting and exhibiting local art, local history and train memorabilia to highlight and accentuate the significant contribution of the railroad to Polk County and Western North Carolina. We are proud to have been chosen to collaborate this year with the Saluda School who chose their motto, "Full Steam Ahead, to signify their interest in establishing the historical depot as a venue for education and outreach to our young citizens and STEAM curriculum events.

SHD Supporting Accomplishments

Event	Description
March 15, 2015	Launched major fundraising campaign with historian, Dr. George Jones
April 1, 2015 Executed Lease	Opened SHD Preview Museum
April 12, 2015 – Back Alley Barn	Afternoon dinner/dance raising \$1390
Low Country Boil May 1, 2015	1,000 letters sent to Saluda residents raising significant donations
June 13, 2015 – Back Alley Barn Shagging on Saluda	Evening dinner/dance raising \$1000
June 6, 2015 Historic Saluda tour of homes Leased Suite C- June 2015	\$3300 donated to Depot Project
Business Plan Completed- June 2015	Working plan
America Images: Saluda book launch-July 2015	Historic committee launches publication by Arcadia Publishing
Golf Cart Raffle – September 2015	\$775 raised
Saluda Train Tales at the Depot initiated	Monthly free community presentation of train and RR history
Book Launch by Local Author	Depot used as venue to launch new book and reception
Saluda School Visit in August	Saluda School dedicates annual theme to “Full Steam Ahead” in support of the depot and teachers visit museum
Monthly Art Exhibitions initiated May 2015	Monthly art exhibits by local artists Local Artist exhibit art contribution portion of sales to Depot Project
“Dracula at the Depot” October 31, 2015	Grand Nephew of Bram Stoker, Dacre Stoker, presents history of Dracula, \$1080 raised
Holiday Gallery at the Depot Nov-Dec 2015	14 local artist display crafts for sales and support of Depot Project, \$1990 received from Artists donations
Film Premier of Dr. George Jones January 10, 2016	Packed depot with viewing of life story of native historian of Saluda

People Served

Since its opening in April of 2015, the Saluda Historic Depot has hosted over 2,000 visitors through its weekly, Thursday-Sunday preview museum openings and special events. These visitors have been from all over the world and of course regional residents and visitors to Saluda. The depot has become a popular community gathering place and a venue for artists, historians, and train enthusiasts.

Goals Accomplished

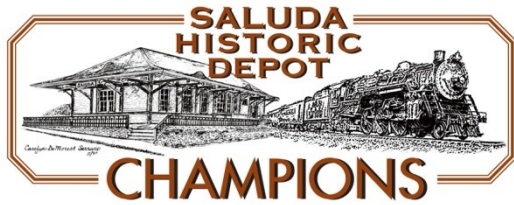
The Saluda Historic Depot Board has accomplished the following goals since its organization in January of 2015:

- Leasing the Depot April 2015
- Opening and operating preview museum April 2015
- Raising \$70,000 from March 2015 direct mail solicitation and numerous fund raising events to support the acquisition and operation of the SHD Museum
- Received federal tax exempt status in June 2015
- Original Business Plan completed in June 2015
- Established and executed Volunteer plan
- Created and produced marketing collateral that was distributed to visitor centers through Western NC to draw visitors to Saluda
- Received a commitment for benefactor support to fund construction and installation of Saluda Grade z-scale model train exhibit- estimated cost \$5,000

Case Statement and Business Plan available upon request.

Saluda Historic Depot Board Members

Judy Ward, Chair	828-674-5958	judyward@charter.net
Cathy Jackson, Vice Chair	828-817-2876	cathy@saludalifestyles.com
Bruce Hunt, Treasurer	828-708-7380	bruce.hunt190@gmail.com
Mary Meyland-Mason, Secretary	817-946-1284	marymeyland@gmail.com
Corinne Gerwe	828-749-4803	cgerwe@rsnet.org
Carolyn Ashburn, Board Member	828-749-2079	carolynbyrdashburn@gmail.com
Mark Ray, Board Member	704-661-4654	mraycobra@gmail.com
Cindy Tuttle, Board Member	336-816-1826	cindystuttle@gmail.com
Kay Garell	321-258-9111	kgarell@gmail.com



Saluda Historic Depot Corporate Sponsorship Levels

Gold \$5,000	Silver \$2,500	Bronze \$1,250
<ul style="list-style-type: none"> Corporate/business image will be associated with premier art events and all the media coverage and community goodwill it generates, including advertising for depot events. 	<ul style="list-style-type: none"> Corporate/business image will be associated with premier art events and all the media coverage and community goodwill it generates, including advertising for depot events. 	<ul style="list-style-type: none"> Corporate/business image will be associated with premier art events and all the media coverage and community goodwill it generates, including advertising for depot events.
<ul style="list-style-type: none"> Recognition in the Saluda Historic Depot brochure distributed at the Visitor's Center located in the depot, local festivals and many businesses. 	<ul style="list-style-type: none"> Recognition in the Saluda Historic Depot brochure distributed at the Visitor's Center located in the depot, local festivals and many businesses. 	
*All Train Conductor Membership Benefits	*All Train Conductor Membership Benefits	*All Train Conductor Membership Benefits
<ul style="list-style-type: none"> Business name engraved on plaque with designation as Gold sponsor. Plaque will be prominently displayed at the Saluda Historic Depot. 	<ul style="list-style-type: none"> Each year of sponsorship, company name will appear on a plaque that will be prominently displayed at the Saluda Historic Depot. 	
<ul style="list-style-type: none"> Banner ads may run on social networking and web site. 		
<ul style="list-style-type: none"> Pre-planned group tours to business associates. 		
<ul style="list-style-type: none"> Annual Saluda Weekend Package for 2 (up to 3 years) Gorge Zipline Canopy Tour Purple Onion Dinner Orchard Inn (2 nights) The Oaks (2 nights) Wildflour Bakery Brunch 		

***Train Conductor Membership**

- Annual Membership Picnic
- 10% discount in Museum Gift Shop
- Special Invitation to Exhibit Previews
- Use of Depot for an event (two hours) per year
- Reduced cost for Business Card Advertising in Quarterly Newsletter
- Four tickets to Saluda Tour of Homes
- Complimentary 1 hour docent led tour of the Depot and Museum at your request