

*Where Every Day is a Lesson in History*

# The National Civil War Museum

## 2017 Sponsorship Program



*It is the mission of The National Civil War Museum to serve as a national center to inspire lifelong learning of the American Civil War through the preservation and balanced presentation of the American peoples struggles for survival and healing.*

THE NATIONAL  
CIVIL WAR  
MUSEUM

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## DESCRIPTION OF EVENTS/INITIATIVES



**Adopt-A-Gallery:** This provides an opportunity to support a particular gallery in the Museum. See page 10 for more details.

**Blue & Gray Gala:** This annual fundraising event is held in the Fall (date tba) and includes food, beverage and a silent auction.

Attendance is approximately 180-230 attendees primarily from the business community, as well as Museum stakeholders.

**Lessons in History Civil War Speaking Program:** This series of lectures will be held monthly featuring various well-known Civil War historians speaking on different topics related to the Civil War. Past speakers have included James McPherson, Harold Holzer, Dr. "Bud" Robertson and Ed Bearss.

**Community Free Days:** Held twice a year, this popular event offers free admission to all visitors. Although the audience numbers vary greatly, in February 2011, we had more than 1,700 visitors in one day! The 2017 events will be on Saturday, February 18 (President's Day weekend) & Saturday, June 17 (Father's Day Weekend).



**Living History Encampments:** Also known as re-enactors, living historians set up weekend camp at the Museum from April through September. These encampments give education presentations and perform loading and firing demonstrations. Past groups have included artillery, cavalry and infantry groups.

**Special Exhibits/ Openings:** The Museum will showcase two special exhibits in 2017. The opening of each exhibit is celebrated with a preview reception that includes a speaker on a related topic. The first exhibit, *Reconstruction: The Unfinished War* will be open January through December. The exhibit opening reception will be held on Wednesday, January 18. The second exhibit will focus on Union and Confederate Veterans Groups and will open June 17 through May and the preview opening reception will be held on Saturday morning, June 17.

## PLATINUM \$10,000

### Opportunities Exclusive to Platinum Sponsor:

- \* Corporate day at the Museum with free admission for all employees
- \* Journey to the Centre of the Museum private tour with Museum curator (*up to 10 individuals*)
- \* Literature placement for duration of one exhibit of your choice
- \* Literature placement for one living history weekend of your choice
- \* 40% unlimited facility rentals (*excludes Fridays & Saturdays in Dec.*)
- \* 25 Museum admission tickets (*add'l available upon request*)



### Museum Events/Initiatives:

#### *Blue & Gray Gala*

- \* Title sponsor
- \* Company name and logo on front cover of Save the Date, invitation and program
- \* Full page color ad on inside cover or back of program
- \* 10 admissions to the event
- \* Opportunity to distribute corporate items
- \* Opportunity to display company banner
- \* Website link

#### *Exhibit Opening Receptions/Special Exhibits (2 per year)*

- \* Company logo on exhibit sponsor panels
- \* Company logo on reception programs
- \* Website link for duration of exhibits
- \* Four admissions to attend events

#### *Lessons in History Civil War Speaking Program (12 monthly lectures per year)*

- \* Company logo on marketing materials
- \* Four admissions to attend events
- \* Website link



### General marketing opportunities throughout the year:

- \* Website links through December
- \* Recognition through PCN tapings reaching approximately 2 million customers (as schedule permits)
- \* Recognition in Museum e-newsletter
- \* Recognition in Museum email blasts sent to 1,600+ individuals sent once a month
- \* Recognition on PowerPoint presentation during events when appropriate
- \* Recognition through social media
- \* Verbal recognition during events when appropriate
- \* Logo on sponsor sign at Museum events

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## **GOLD \$7,500** *Limit of two\**

### **Opportunities Exclusive to Gold Sponsor:**

- \* 30% unlimited facility rentals (*excludes Fridays & Saturdays in Dec.*)
- \* 20 Museum admission tickets

### **Museum Events/Initiatives**

#### *Blue & Gray Gala*

- \* Ten admissions to attend event
- \* Company logo on invitation
- \* Full page color ad in program



#### *Community Free Day (Choice of February or June)*

- \* Naming rights of one Community Free Day (*first come, first served*)
- \* Opportunity to display company banner during event
- \* Table display during event

#### *Exhibit Opening Reception (will coincide with chosen exhibit)*

- \* Company logo on program
- \* Six admissions to attend event

#### *Special Exhibits (2 per year – choose one)*

- \* Company logo on exhibit sponsor panel
- \* Website link for duration of exhibit

#### *Lessons in History Civil War Speaking Program (12 monthly lectures per year – Choose six)*

- \* Company logo on marketing materials
- \* Two admissions to museum on the day of the lecture
- \* Listing on website

### **General marketing opportunities throughout the year:**

- \* Recognition in Museum e-newsletter
- \* Recognition in Museum email blasts sent to 1,600+ individuals sent once a month
- \* Recognition on PowerPoint presentation during events when appropriate
- \* Verbal recognition during events when appropriate
- \* Recognition through social media

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## SILVER \$5,000\*

### Opportunities Exclusive to Silver Sponsor:

- \* 30% discount on one facility rental (excludes Fridays & Saturdays in Dec.)
- \* 15 Museum admission tickets

### Museum Events/Initiatives:

#### *Blue & Gray Gala*

- \* Eight admissions to attend event
- \* Company logo on invitation
- \* ½ page color ad in program



#### *Exhibit Opening Reception (will coincide with chosen exhibit)*

- \* Company logo on program
- \* Six admissions to attend event

#### *Special Exhibit (2 per year – choose one exhibit)*

- \* Company logo on exhibit sponsor panel
- \* Website listing for duration of exhibit

#### *Lessons in History Civil War Speaking Program (12 lectures per year – Choose six)*

- \* Company logo on marketing materials
- \* Two admissions to museum on the day of the lecture
- \* Listing on website

### General marketing opportunities throughout the year:

- \* Recognition in Museum e-newsletter
- \* Recognition in Museum email blasts sent to 1,600+ individuals sent once a month
- \* Recognition on PowerPoint presentation during events when appropriate
- \* Verbal recognition during events when appropriate
- \* Recognition through social media
- \* Logo on sponsor sign at Museum events

*\*Silver sponsorships are not industry exclusive.*

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## BRONZE\* \$2,500

### Opportunities Exclusive to Bronze Sponsor:

- \* 20% discount on one facility rental (*excludes Fridays & Saturdays in Dec.*)
- \* 10 Museum admission tickets

### Museum Events/Initiatives:

#### *Blue & Gray Gala*

- \* Six admissions to attend event
- \* Company logo on invitation
- \* 1/2 page color ad in program



#### Choose One:

*Lessons in History Civil War Speaking Program - 12 Monthly Lectures per year (Choose three)*

- \* Company logo on marketing materials
- \* Four admissions to museum on day of the lecture
- \* Listing on website

OR

*Living History Encampments (choose two)*

- \* Company logo on marketing materials
- \* Listing on website

### General marketing opportunities throughout the year:

- \* Recognition in Museum e-newsletter
- \* Recognition in Museum email blasts sent to 1,600+ individuals
- \* Recognition on PowerPoint presentation during events when appropriate
- \* Recognition through social media
- \* Logo on sponsor sign at Museum events

*\*Bronze sponsorships are not industry exclusive.*

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## PEWTER\* \$1,200

### Opportunities Exclusive to Pewter Sponsor:

- \* 4 Museum admission tickets

### Museum Events/Initiatives:

#### *Blue & Gray Gala*

- \* Two admissions to attend event
- \* Company logo on invitation
- \* ¼ page color ad in program

### General marketing opportunities throughout the year:

- \* Recognition in one Museum e-newsletter
- \* Recognition in Museum email blasts sent to 1,600+ individuals
- \* Recognition on PowerPoint presentation during events when appropriate
- \* Logo on sponsor sign at Museum events

*\*Pewter sponsorships are not industry exclusive.*



## Special Opportunities

If your level of contribution does not fit within the listed sponsorship or you are interested in supporting a specific initiative or event, you may choose among the additional opportunities below. You may also choose to supplement your sponsorship with one or more of the below sponsorships.

### Blue & Gray Gala

<b>Silent Auction Sponsor</b>	\$2,000 ( <i>no limit</i> )
<b>Decoration Sponsor</b>	\$2,000 ( <i>limit of 2</i> )
<b>Program Sponsor</b>	\$1,500 ( <i>limit of 1</i> )

Sponsor benefits include special recognition as that particular sponsor, two admissions to the Gala, a ¼ page ad in the program, recognition on PowerPoint presentation during Gala and listing on sponsor sign.

### \*Various

<b>Adopt-A-Gallery:</b>	\$1,000 - \$6,000
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See page 10 for details.

<b>Exhibit Title Sponsor</b>	\$5,000 ( <i>limit of 1 per exhibit</i> )
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Includes company logo on title panel, 10 admissions to the opening reception, opportunity to distribute literature at reception, company logo on reception program, a website link and promotion on all marketing materials

<b>Lessons in History Civil War Lectures (Choose one: Jan-Dec)</b>	\$300
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Includes company logo on all marketing materials and listing on website

*\*Special opportunity sponsorships are non-exclusive.*





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## Special Opportunities

### Various (cont.)

#### Community Free Day

**Presentation Sponsor (PS)** \$1,000

Includes recognition as presentation sponsor, logo on Education Gallery sign, logo on activities flyer and listing on website

**Children's Activities Sponsor (CAS)** \$750

Includes recognition as Children's Activities Sponsor, logo on sign & logo on activities flyer

**Reproduction Artifact Station Sponsor (RAS)** \$500

Includes recognition as Reproduction Artifact Station Sponsor, logo on sign, and logo on activities flyer

**Living History Sponsor (LHS)** \$500

Includes recognition as Living History Sponsor, logo on sign, and logo on activities flyer

**Living History Encampments** \$750

Includes company logo on all marketing materials and listing on website

**Exhibit Opening Reception Host** \$500

Includes company logo on opening reception program, 2 admissions to attend event & company logo on table sign

**Two Living History Encampments** \$250










Includes company logo on all marketing materials for two encampments of your choice



## Adopt-A-Gallery

A gallery sponsor provides some financial support for the up-keep and maintenance of the adopted gallery. A tax deductible contribution will help support the gallery for the period of time of the sponsorship. Your contribution will be directed toward some of the costs of insurance, supplies to keep the gallery in museum condition, re-labeling the exhibits and other associated costs.

Each Adopt-A-Gallery sponsor will be recognized with special signage in the appropriate gallery and on the NCWM website, identifying the company or individual as the key contributor supporting that area of our Museum.

Gallery Name	Quarterly Contribution	Annual Contribution
A House Divided, 1850-1860 	\$1,000	\$3,500
American Slavery & First Shots 	\$1,750	\$6,000
Making of Armies and Weapons & Equipment 	\$1,750	\$6,000
Campaigns & Battles, 1861-1862 Campaigns & Battles, 1863-1864 	\$2,000	\$7,000
Camp Curtin, Why Men Fought & Civil War Music 	\$1,750	\$6,000
Gettysburg 	\$1,500	\$5,000
Costs of War 	\$1,500	\$3,500
Lincoln Gallery & Theater 	\$2,500	\$8,000
Education Gallery 	\$1,000	\$3,500

# Enrollment Form

All sponsorships are for one calendar year and available on a first-come, first-paid basis. Payment is expected at time of enrollment. However, Platinum, Gold and Silver sponsorships may be split in two payments. **Enrollment is not complete until payment is received.**

*Please note: The National Civil War Museum's tax ID number: 25-1855915.*

## Contact details

Company representative: \_\_\_\_\_

Title: \_\_\_\_\_

Company name to appear in materials: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Sponsor Level *(Please note that sponsorships are not industry exclusive)*

Platinum \$10,000    Gold \$7,500    Silver \$5,000    Bronze \$2,500

Pewter \$1,200    Other \_\_\_\_\_

## Special Opportunities

Blue & Gray Gala - Sponsor type: \_\_\_\_\_ Amount: \_\_\_\_\_

Adopt-A-Gallery \$ \_\_\_\_\_ Quarterly/Yearly   Gallery: \_\_\_\_\_

Exhibit Title Sponsor \$5,000   Exhibit Name: \_\_\_\_\_

Lessons in History Program \$300 per monthly lecture

Community Free Day PS \$1,000    Community Free Day, CAS \$750

Living History Encampments \$750    Community Free Day, RAS or LHS \$500

Exhibit Opening Reception Host \$500    Two Living History Encampments \$250

## Payment

\_\_\_\_\_ Full amount is enclosed made payable to The National Civil War Museum.

\_\_\_\_\_ Partial payment is enclosed *(for platinum, gold and silver levels only)*.

\_\_\_\_\_ Please charge my \_\_\_\_\_ AMEX \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ Disc for amount.

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Security Code (3 digits on back or 4 digits on front) \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*This enrollment form constitutes a legally binding contract between the sponsor and The National Civil War Museum.*

# About The National Civil War Museum



The National Civil War Museum opened in February 2001 and is now approaching its fifteenth year as the premier destination for unbiased Civil War history. At 65,000 square feet, The National Civil War Museum is one of the largest museums in the country to exhibit and portray the issues, causes and scope of the American Civil War that claimed nearly 620,000 lives.

As a \$40 million project, the building of the Museum was, by far, one of the largest economic investments in the local community. Since opening, the Museum has attracted over half a million visitors from across the nation and the world, highlighting Central Pennsylvania as a tourist destination. In addition to the nearly 35,000 square feet of exhibit area, the Museum has over 8,000 square feet of event space. These rooms are used for corporate meetings, educational programs, receptions, and other special events.

While the Museum's exhibits present the facts about various campaigns and battles, they provide a focus on the people and the lives that were affected when brother fought brother on American soil. The Museum houses an impressive collection of Civil War artifacts and other items that had been amassed for nearly 15 years. The collection includes photographs, letters, memoirs and manuscripts. Approximately one-fourth of the artifacts are on display at any given time. A large archival collection is also available for researchers, members and historians.



The National Civil War Museum currently receives no guaranteed Federal, State or City operational funding. Therefore, we rely heavily on the support of the community and community organizations through annual giving, corporate sponsorships, grants, memberships and other sources of contributed support.



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# Thank You 2016 Sponsors

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# C THE NATIONAL CIVIL WAR M U S E U M<sup>®</sup>

1 LINCOLN CIRCLE IN RESERVOIR PARK

HARRISBURG, PA 17103

***It is the vision of The National Civil War Museum to be valued as the national destination of choice by all, especially families, students, Civil War enthusiasts and historians to experience and research the culture and history of the American Civil War.***

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