

INDIVIDUAL SPONSORSHIPS



featuring

DORIS KEARNS GOODWIN

Doris Kearns Goodwin is a renowned American historian and author, widely recognized for her expertise in presidential history and leadership. With a career spanning over five decades, Goodwin has written numerous critically acclaimed books, including the Pulitzer Prize-winning *No Ordinary Time: Franklin and Eleanor Roosevelt: The Home Front in World War II* and *Team of Rivals: The Political Genius of Abraham Lincoln*, which served as the basis for Steven Spielberg's film, *Lincoln*. Known for her meticulous research and captivating storytelling, Goodwin is one of the most trusted voices in American history, offering insightful analysis and shedding light on the lives and legacies of some of the nation's most influential leaders. Her ability to connect the past with the present has made her a sought-after commentator and speaker, inspiring audiences with her deep understanding of the complexities of leadership and the lessons we can learn from history.

MAKING HISTORY

gala

THURSDAY

JUNE 6, 2024

FAIRMONT COPLEY PLAZA
138 St. James Ave. | Boston

5:30 PM

cocktail reception

6:30 PM

dinner program

gala committee

Catherine Allgor, MHS President
Newcomb Stillwell, MHS Board Chair

Jim Segel, Gala Committee Chair

Olly Ames

Lee Campbell

Karilyn Crockett

Candace Jans

David Kirk

Claire Nelson

Laura S. Rockefeller

Matt Scholder

Alex Whittemore

details at

www.masshist.org/gala

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ABOUT THE MHS

Connecting the Past to the Future

Founded in 1791, the Massachusetts Historical Society (MHS) is an invaluable resource for American history, life, and culture. Our extraordinary collections tell the story of America through millions of rare and unique documents, artifacts, and irreplaceable national treasures.



Our mission is to promote understanding of the history of Massachusetts and the nation by collecting and communicating materials and resources that foster historical knowledge.

Accessible to All

As the nation's first historical society, the MHS strives to enhance the understanding of our nation's past and its connection to the present, demonstrating that history is not just a series of events that happened to individuals long ago, but is integral to the fabric of our daily lives. At the MHS, we believe that historical insight is critical to creating a better world. Everyone is welcome to draw upon our collections to encourage a richer understanding of our past.






In the complex world in which we live today, it is imperative that the MHS take an active role in defining what it means to interact with history. We use our resources to educate, connect, and inspire. Through its rich archives, exhibitions, educational workshops, and programs, the MHS engages with the public, promotes the relevance of history, and helps to improve the understanding of the role of civics in public life. The MHS is free and open to the public.

National Treasures

Our collection provides an unparalleled record of American history. It contains many famous documents including Paul Revere's own account of his famous ride and Abigail Adams's famous "Remember the Ladies" letter to John Adams, where she advocates for the rights of women to be included in the founding of the United States, and several imprints of the Declaration of Independence. Well-known for extensive holdings of personal papers from three presidents—John Adams, John Quincy Adams, and Thomas Jefferson—the MHS also holds accounts of the lives of thousands of ordinary Americans. This extraordinary collection helps to tell the story of America through millions of rare and unique documents, artifacts, and irreplaceable national treasures.

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Proceeds support the Massachusetts Historical Society's educational initiatives, including National History Day and civics education.

LIVE SPONSORSHIP BENEFITS		SIGNATURE \$10,000	BENEFACTOR \$5,000	PATRON \$2,500	ADDED PERKS	
TICKETS		COCKTAIL RECEPTION + DINNER GUESTS	10	6	2	MEET & GREET WITH FEATURED SPEAKERS SIGNAGE FOR TABLES OF 10
	RECOGNITION		PROGRAM BOOKLET (SPONSOR BY 04-05-2024)	CENTERFOLD COLOR AD	FULL-PAGE COLOR AD	HALF-PAGE COLOR AD
		NAME ON ALL DIGITAL EVENT MARKETING				61,500+ VIEWS ACROSS ALL PLATFORMS SCROLL-THROUGH NAMES AS GUESTS ARE SEATED

If individuals wish to pay for part of their sponsorship with a **Donor-Advised Fund**, they may do so in accordance with IRS guidelines. The donor must pay for the portion of the sponsorship covering goods or services received by guests: Signature - \$1,100, Benefactor - \$700, Patron - \$300

Please contact Victoria McKay at vmckay@masshist.org or **617-646-0570** with any questions.

All donations are tax-deductible to the full extent of the law. The MHS Tax ID is 042108374. Tax deductibility: Signature - \$8,900, Benefactor - \$ 4,300, Patron - \$2,200, Ticket - \$400

Sponsorship form must be received by **April 5, 2024**, to be listed in the program booklet. Please contact Sarah Brugge at sbrugge@masshist.org or **617-646-0518** with any questions.

GENERAL ADMISSION TICKET – \$500 PER PERSON
INCLUDES COCKTAIL RECEPTION + DINNER

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BENEFITS SPECIFICATIONS & REQUIREMENTS

Program Booklet

Program booklet measures 8.5 x 5.5 in.

- Centerfold or Quarter-page Color Ad: 2.125 x 3.625 in.
- Full-Page Color Ad: 4.5 x 7.5 in.
- Half-Page Color Ad: 4.5 x 3.625 in.

Note: Ads do not bleed.

Podium Mention

Verbal credit will be delivered by James W. Segel, Massachusetts Historical Society Trustee and Gala Committee Chair, and will include name. Please submit details to Sarah Brugge at sbrugge@masshist.org by May 3, 2024.

Event Signage

General event signage will include Signature and Benefactor sponsor names. Bar sponsorship signage (two locations) will include Premier and Signature sponsor names.

Digital Marketing

Name included on website, MHS e-communication about the Gala (minimum of two distributions to MHS database of 24,000+ subscribers), and social media channels including Facebook, Instagram, and Twitter (minimum of two posts per channel with a combined reach of over 37,500 followers).

Press Release + Media Tool Kit

Name listed in all event press releases, with a minimum of one release guaranteed. Media tool kit includes names posted on the Gala website. Link to media kit included in press release.

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MHS AUDIENCE, DEMOGRAPHICS + INITIATIVES

MHS Audience + Events Attendees

- The MHS database contains 24,000+ unique households.
- MHS Membership represents approximately 600 households, 85% of which are located in the Metro Boston area.
- Save the Date and Gala invitations are mailed to approximately 1,500 households.
- The 2022 Gala hosted nearly 400 guests, many of whom represent Greater Boston's leadership in financial, legal, real estate, medical, and higher education institutions, along with elected and civic leaders.

MHS Education Initiatives

The MHS seeks to promote history and civics education as one of the nation's premier resource providers for K–12 educators. It supports innovative and best practices in teaching history through teacher training, online resources, fellowships, and National History Day in Massachusetts. Signature programs include:

History Source

Historysource.org provides primary source sets for K–12 social studies, ELA, and civics classrooms. These sets are drawn from MHS collections and highlight voices of the many people who changed Massachusetts and the nation. The website is free and searchable, and each primary source set includes student-friendly descriptions, transcriptions, adapted texts, and other tools and resources. More source sets will be released throughout the school year.

National History Day

National History Day (NHD) in Massachusetts is an educational program sponsored by the MHS to equip students with the necessary skills to succeed in college, in their careers, and as active, engaged citizens. It is a year-long interdisciplinary program for students in grades 6–12 that focuses on historical research, interpretation, and creative expression. Students choose a historical topic and conduct primary and secondary source research, presenting their work through various mediums. They have the opportunity to compete for prizes at local, regional, state, and national contests. NHD prioritizes student-centered learning, boosts student performance in all subjects, improves 21st-century skills, and fosters an understanding of democracy and community engagement. NHD students are shown to outperform their peers in reading, science, math, and social studies 2:1, yet only 1% of eligible students in MA currently participate in the program.

- 4,000+ students from 63 schools in MA participated in 2023
- 60% increase in student participation since 2021
- 50% MA gateway cities have participated since 2018

Teacher Workshops

The MHS develops and implements workshops on American history where educators gain access to first-rate primary sources from MHS collections and learn strategies for how best to use them in the classroom. Teachers engage with expert scholars, visit historical sites, and participate in peer-to-peer learning. Offered both virtually and in person, these single- to multi-day workshops deepen teachers' content knowledge and build confidence in their own practice, resulting in more effective instruction and better student outcomes.

BECOME AN INDIVIDUAL SPONSOR

SPONSORSHIP

I/WE WISH TO SPONSOR THE MAKING HISTORY GALA AT THE LEVEL CHECKED BELOW.

SIGNATURE – \$10,000 BENEFACTOR – \$5,000 PATRON – \$2,500

Please list names as they should appear for recognition purposes.

NAME _____ DATE _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

E-MAIL _____ PHONE _____

TICKETS

I/we will purchase _____ general admission tickets at \$500 each for a total of \$ _____

I/we cannot attend, but would like to make a donation of \$ _____

PAYMENT

Invoice Requested

Check: Make payable to the Massachusetts Historical Society.

MasterCard Visa AmEx Discover

NAME *as it appears on card* _____

BILLING ADDRESS _____

CARD NUMBER _____ EXP. _____ SECURITY CODE _____

SIGNATURE _____

SUBMISSION

Online: Submit sponsorship digitally at www.masshist.org/gala.

E-mail: Save and send this fillable form to Sarah Brugge at sbrugge@masshist.org.

Mail: Send a printed form to MHS Gala, 1154 Boylston Street, Boston, MA 02215

SPONSORSHIP FORMS AND ASSOCIATED PAYMENT MUST BE RECEIVED
BY APRIL 5, 2024, TO BE LISTED IN THE PROGRAM BOOKLET.