



# ★ 2020 Corporate Partnership Opportunities ★



## Welcome Message from our Corporate Advisory Council Chair



At Bank of America we believe in the power of arts and culture to help economies thrive, enrich societies and enhance cultural understanding. The Museum of the American Revolution connects us to these ideals by uncovering and sharing compelling stories about the diverse people and complex events that sparked America's ongoing experiment in liberty, equality, and self-government. We have been proud supporters of the Museum of the American Revolution since its opening in 2017 and I am honored to be stepping in as Corporate Advisory Council Chair.

In the past few years, we have found many ways to partner with the Museum and help it reach our employees, clients and communities. We were pleased to support several key initiatives, including the *Hamilton Was Here* special exhibition and the Gerry Lenfest Spirit of the American Revolution Award Gala. In addition, our company's signature Museums on Us program provides free access to the Museum for all Bank of America and Merrill Lynch credit and debit cardholders on the first full weekend of every month. With fascinating exhibits and beautiful spaces, the Museum has quickly become one of our favorite spots for entertaining clients.

Next year promises to be an exciting year to engage with the Museum. In 2020, the United States will celebrate the 100th anniversary of passage of the 19th Amendment, which gave women the right to vote. In celebration, the Museum will be highlighting stories about revolutionary women in our nation's past and present. On behalf of the Corporate Advisory Council, please join us in partnering with the Museum in 2020, supporting inclusive and compelling storytelling, and ensuring that the promise of the American Revolution endures.

Jim Dever  
Philadelphia Market President  
Bank of America



## CREATING REVOLUTIONARY IMPACT

### MISSION

The Museum uncovers and shares compelling stories about the diverse people and complex events that sparked America's ongoing experiment in liberty, equality, and self-government.

### VISION

To ensure that the promise of the American Revolution endures.



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**98%** of visitors would recommend the Museum to others

*"The best museum I've ever been to. Moved to tears and renewed joy in our great nation. Thank you for this great treasure!"*

– Museum comment card

**800,000+** TOTAL VISITORS since opening

*"As history it is superb. (Confession: I am a retired history professor.) It brings out the complexity and humanity of this tumultuous period without holding back on its dark side but while preserving the radical optimism of its message."*

– New York visitor

**210,000+** STUDENTS since opening

**5,000+** MEMBERS from all **50** states

**16** Aspiring US citizens from **10** countries completed the Museum's inaugural Civics & Citizenship course

*"I need to tell you that I didn't want to come here and my parents made come. I had so much fun here and I'm happy they made me come."*

– Jessica, age 6½



## WHY PARTNER WITH US?

### CREATE EDUCATIONAL IMPACT

Corporate Partners support rich and diverse educational programs ranging from dynamic speakers to hands-on learning experiences in Revolution Place, our discovery center for children and families. Our field trips engage 60,000-plus students annually in exploring the American Revolution through the eyes of those who lived through it. And we support teachers with high quality educational resources and engaging and effective professional development opportunities.



### ENTERTAIN CLIENTS AND ENGAGE EMPLOYEES

Our partners gain inside access to the Museum of the American Revolution through complimentary executive memberships and exclusive tours, free and discounted event rentals, and invitations to special events. The Corporate Advisory Council and Young Professionals Committee can help network your executives and emerging leaders within the community.



### TELL YOUR REVOLUTIONARY STORY

Partnering with us means more than aligning your brand with a trusted cultural institution. It also unlocks vivid, relatable content. Whether your narrative is one of leadership, collaboration, diversity and inclusion, entrepreneurship, market disruption, stewardship and sustainability, or one of the countless other themes of the Revolution, our compelling stories provide unique messaging and learning opportunities.



### COMMITMENT TO STEWARDSHIP AND SUSTAINABILITY

The Museum of the American Revolution has achieved the Gold level of the LEED certification. We are committed to preserving both our cultural and environmental resources for present and future generations.



## 2020 PARTNERSHIP OPPORTUNITIES

### PROGRAM AND EXHIBITION SPONSORSHIPS

The Museum of the Revolution invites corporate partners to enjoy targeted marketing exposure and engagement opportunities by sponsoring Museum programs. Sponsorship opportunities for 2020 – which can be combined with annual membership benefits – include seasonal promotions, special exhibitions, education initiatives, public programs, and more. *Please inquire for current sponsorship opportunities.*

### 2020 GERRY LENFEST SPIRIT OF THE AMERICAN REVOLUTION AWARD DINNER

At this marquee event, the Museum will honor several prominent citizens who are revolutionizing the field of public history. The Museum's Chairman Emeritus H.F. (Gerry) Lenfest created the award to recognize distinguished and significant achievement in advancing awareness and understanding of history and of its relevance in the ongoing American experiment.

### PENNSYLVANIA EITC

The Museum of the American Revolution is an approved Educational Improvement Organization (EIO) through the Pennsylvania Educational Improvement Tax Credit (EITC) program. During the 2018-19 school year, EITC gifts helped provide scholarships for 12,000 students from disadvantaged Philadelphia-area schools to experience *Through Their Eyes*, the Museum's core field trip program.

### FEATURED 2020 SPONSORSHIP OPPORTUNITY

**WHEN WOMEN LOST THE VOTE: A REVOLUTIONARY STORY, 1776-1807**  
SPECIAL EXHIBITION OPENING AUGUST 2020

When Women *Lost* the Vote examines the little-known history of the nation's first women voters – the New Jersey women who legally held the vote more than 100 years before the Nineteenth Amendment granted American women the right to vote. Based on newly discovered voter records, the exhibition explores the experiences of a generation of women voters and asks how the American Revolution shaped women's political opportunities and activism.

### REVOLUTIONIZE YOUR MEETINGS AND EVENTS

The Museum's event spaces provide the perfect setting for client entertainment, corporate meetings, and employee recognition events. From our boardroom, ballroom, and Bank of America Terrace overlooking Independence National Historical Park, to our theaters and grand rotunda, the Museum offers an ideal setting for any event. Corporate members receive exclusive event rental discounts.



Founders Boardroom



Liberty Hall



## CORPORATE MEMBERSHIPS

As a corporate member, your company will provide important support for the Museum's mission. In return, you will enjoy benefits that provide value to your company, your employees, and your clients. Let us customize a membership package for your company. All corporate members receive:

- Invitations to exclusive exhibit receptions and programs
- Recognition on corporate support signage, Annual Report, website, and collateral as applicable
- Acknowledgement as a sponsor in our annual advertisement in the Philadelphia Business Journal
- Advance consideration for unique sponsorship opportunities

Additional benefits at tiered membership levels include:

### \$25,000+

- 250 complimentary Museum admission passes
- 3 executive membership cards good for free admission to a group of 6 guests (valid for one year)
- 4 exclusive Museum highlights tours (up to 15 guests each)
- 2 complimentary daytime rentals of Founders Boardroom
- 20% discount on all other Museum facility rentals
- Appoint a company executive to serve on Museum's Corporate Advisory Council
- Complimentary Young Leadership Committee memberships for two company employees

### \$15,000 – \$24,999

- 150 complimentary Museum admission passes
- 2 executive membership cards good for free admission to a group of 6 guests (valid one year)
- 3 exclusive Museum highlights tours (up to 15 guests each)
- 1 complimentary daytime rental of Founders Boardroom
- 15% discount on all other Museum facility rentals
- Appoint a company executive to serve on Museum's Corporate Advisory Council
- Complimentary Young Leadership Committee membership for one company employee

### \$10,000 – \$14,999

- 100 complimentary Museum admission passes
- 1 executive membership card good for free admission to a group of 6 guests (valid for one year)
- 2 exclusive Museum highlights tours (up to 15 guests each)
- 1 complimentary daytime use of Founders Boardroom
- 10% discount on all other Museum facility rentals
- Appoint a company executive to serve on Museum's Corporate Advisory Council

### \$5,000 – \$9,999

- 50 complimentary Museum admission passes
- 1 executive membership card good for free admission to a group of 6 guests
- 1 exclusive Museum highlights tour (up to 15 guests)
- 5% discount on Museum's rental facilities



**For more information on Corporate Partnerships, contact:**

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THANK YOU TO OUR FISCAL YEAR 2019  
CORPORATE MEMBERS, SPONSORS, AND EITC DONORS

