



Established 1975

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Santa Monica History Museum

Cultural Center • Research Library • Photo Archives

Keeping History Alive

Dear Friend,

On October 17, 2021, the Santa Monica History Museum will hold its annual Gala Tribute Dinner and Silent Auction. This year we are going virtual again and invite you to join us. This is the Museum's top fundraiser and allows us to pay tribute to those who have contributed to the culture and history of Santa Monica.

This past year offered a unique opportunity to reimagine our focus as we move into the future and plan for reopening. One of the key initiatives that we've undertaken has been the formation of our Diversity, Equity and Inclusion Committee.

The Museum plays a vital role in our community in how we tell the stories of who we are and where we come from. Reflecting the diversity of that cultural heritage is a critical part of our work - we cannot claim to be truly essential to society if we are not accessible to all.

This year's theme, HOMETOWN HEROES, Celebrating our Diverse Histories, is our way of beginning to recognize the contributions of members of our diverse community. We are honoring Kathleen Rawson, CEO of Downtown Santa Monica, Carlyne and Bill Edwards of the Quinn Research Center, and the Santa Monica Black Lives Association (SMBLA).

We stand committed to building and sustaining a diverse and inclusive community, including acknowledging and addressing barriers to full inclusion of historically underrepresented groups. Recognizing that multiple voices and perspectives enrich our work, we are dedicated to creating an environment where differences are valued and respected and where all members of our community are full and engaged participants in our mission.

We're reaching out to leaders like you who share our passion for preserving the rich and vibrant multicultural past of our Santa Monica community. Your generous sponsorship allows us to ensure that visitors to our museum come away with a better understanding of the history of Santa Monica, and to continue our work of maintaining Santa Monica's cultural treasures and sharing them for generations to come.

Thank you in advance for your generosity and continued support.

Susan Gabriel Potter
President

Rob Schwenker
Board Chair

Kera Blades-Snell
Gala Chair

Museum Address
1350 7th Street
Santa Monica, CA 90401

www.santamonicahistory.org
Phone: (310) 395-2290
Fax: (310) 395-2298
info@santamonicahistory.org

Mailing Address
P.O. Box 3059
Santa Monica, CA 90408



ANNUAL GALA DINNER SPONSORSHIPS

Sunday, October 17, 2021

HOMETOWN HEROES

Celebrating our Diverse Histories

Honoring

Kathleen Rawson

CEO of Downtown Santa Monica

Bill and Carlyne Edwards

Quinn Research Center

and

Santa Monica Black Lives Association

Keeping History Alive - \$10,000

- Catered Dinner for 10 delivered to two locations (20 total meals)
- Full screen logo recognition during the event
- Inclusion in marketing materials & social media
- Logo/name & link on event website for a year
- Use of the museum as VIP venue
- Four Bottles Wine

Visionary - \$7,500

- Catered dinner for 10 delivered to one location
- Half screen logo recognition during event
- Inclusion in marketing materials & social media
- Logo/name and link on event website for a year
- Three Bottles Wine

Preservation - \$5,000

- Catered dinner for 8 delivered to one location
- Half screen logo recognition during event
- Inclusion in marketing materials & social media
- Logo/name & link on event website for a year
- Two Bottles of Wine

Education/Research - \$2,500

- Catered dinner for four people available for pick-up
- Quarter screen logo recognition during event
- Inclusion in social media campaign
- Logo/name & link on event website for a year
- Two Bottles Wine

Supporter - \$1,500

- Catered dinner for two people available for pick-up
- Quarter screen logo recognition during event
- Logo/name & link on event website for a year.
- One Bottle Wine

Friend - \$500

- Quarter Screen message of congratulations to the honoree/s during event

Individual Ticket - \$150

- Catered dinner for one person available for pick-up

For more details about Sponsorships, visit SantaMonicaHistory.org

Custom and in-kind sponsorships are available.

Questions? Contact (310) 395-2290 or RSVP@santamonicahistory.org Please return this form by September 27, 2021

ANNUAL GALA DINNER

Sunday, October 17th, 2021 – In the Comfort and Safety of your Home!

Hometown Heroes

SPONSORSHIP OPPORTUNITIES

Each of the five sponsorships include digital ads displayed continuously throughout the event and on website

All sponsors will be acknowledged. Your generosity is greatly appreciated!

- \$10,000 Keeping History Alive
- \$ 7,500 Visionary
- \$ 5,000 Preservation
- \$ 2,500 Education/Research
- \$ 1,500 Supporter



- Friend – \$500 – ¼ Screen message
- Individual Ticket(s) \$150 _____

Logos should be submitted by September 27, 2021 to meet our deadline. Artwork is accepted in the following formats: JPG, PDF, TIFF, as high resolution 300dpi. Email files to info@santamonicahistory.org. For more information (310) 395-2290 or RSVP@santamonicahistory.org.

Business Name _____

Contact Person _____

Title _____

Phone _____

Email _____

Address _____

City _____

State _____

Zip _____

Card Number _____

Billing ZIP _____

Security Code _____

Expiration Date _____

Name on Card _____

Signature _____

- My check payable to Santa Monica History Museum is enclosed**
Santa Monica History Museum · PO Box 3059 · Santa Monica, CA · 90408

310-395-2290, RSVP@santamonicahistory.org

Santa Monica History Museum is a 501(c)(3) non-profit organization.

Tax ID #95-3019295

Submitting Your Logo for Inclusion in Marketing and Event Materials

- High-Resolution Logo is needed
- Resolution: Minimum 300 DPI Required
- Logo Format: JPG, Tiff, PDF or PNG

Description of Acknowledgments

Sponsorship Acknowledgments

- **Inclusion in marketing materials & social media:**
 - Prior to event:
 - An individual thank you message along with the logo/name and link to the sponsor will appear weekly on the museum's social media sites (Facebook, Twitter, Instagram).
 - Day of Event:
 - A consolidated thank you message will be posted containing all sponsorship logos. Logo/name size and position will vary depending on sponsorship level.
 - Post Event:
 - A consolidated thank you message will be posted containing all sponsorship logos/names. The message will be posted on our social media accounts. Logo/name size will vary depending on sponsorship level.
- **Logo/name and link on event website**
 - Logos/names of sponsors will appear on the event page of the museum's website.
 - Size and position will vary depending on the sponsorship level.
 - A link to the sponsor's website will be attached to the logo/name if it is provided.
 - The 2021 Gala event sponsorship webpage will be active through April 2022.
- **Event Printed Program**
 - All Gala dinner guests will receive an event program detailing the evening's activities, information on the Honorees and a thank you to our sponsors.
 - Logo/name size and position will vary depending on sponsorship level.

Sponsorship & Ad Tribute Acknowledgments

- **Digital Ads**
 - All sponsor logos will be shown throughout the event according to each level.
 - A version of this will be added to the museum's event website and Facebook page.
 - The 2021 Gala event webpage will be active through April 2022.

Questions?

Contact (310) 395-2290 or RSVP@santamonicahistory.org **Please submit ads & logos by September 27th, 2021.**