Independence Soirée

a virtual fundraising event

September 25, 2020

Sponsorship Opportunities
Independence Soirée* will be a spectacular, virtual fundraising event that takes everything you love about Independence National Historical Park and streams it to you at your home.

During the Independence Soirée, join Independence Historical Trust and Independence Visitor Center Corporation as we provide an up close look at some of our nation’s treasures and take you behind-the-scenes of our favorite National Park.

Proceeds from this fundraising event will support the operations of Independence Historical Trust and Independence Visitor Center Corporation, two organizations dedicated to welcoming visitors to the City of Philadelphia and providing a world class experience.

As a sponsor, not only will you have the opportunity to be a part of this amazing event but your brand/name will have the opportunity to reach thousands of people during our stream.

We hope you will join us on September 25th for a unique, one-of-a-kind event from your home.

*Soirée is defined as an evening party or gathering, typically in a private house, for conversation or music. While we won’t be gathering at Independence Hall like in years past, we want everyone to have a fun, festive time at home.

Independence Soirée 2020 Theme

This year marks the 100th anniversary of the adoption of the 19th Amendment. We will commemorate this momentous event by recognizing and celebrating the women who marched, protested and voted to try to make our country a better nation. This is the year to celebrate all women.

We hope you will join us virtually this September!
### Summary of Sponsor Benefits

<table>
<thead>
<tr>
<th>Company recognized outside of the event by:</th>
<th>Stars and Stripes</th>
<th>Purple Sponsors</th>
<th>Gold Sponsors</th>
<th>White Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo/name placed on invitations and other promotional materials for event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo/name placement on Independence Historical Trust’s and Independence Visitor Center Corporation’s website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company ad in the Independence Historical Trust’s annual newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company name listed in the Independence Historical Trust’s annual newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition of sponsorship on the Independence Visitor Center Corporation’s 42ft. digital wall experience</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo placement on event landing page</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
<th>Company recognized at the event by:</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Logo prominently displayed during virtual event</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo/Name displayed during virtual event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo/name in the event program book</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad in the program book (sizes vary)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>A 15 second commercial spot to be provided by sponsor and shown during the virtual event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledgement of sponsorship during virtual event</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Event Participation:</th>
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<th>Gold Sponsors</th>
<th>White Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link to event to be shared with colleagues.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Company recognized outside of the event by:
- Company logo prominently placed on invitations and other promotional materials for event*
- Company name included in all press materials including media kits, releases and alerts
- Prominent logo placement on Independence Historical Trust’s and Independence Visitor Center Corporation’s website with a hyper-link for one year
- Company ad featured in the Independence Historical Trust’s annual newsletter
- Recognition of sponsorship in the Independence Visitor Center building

Company recognized at the event by:
- Logo prominently displayed during event
- Company logo in the event program book
- Prominent full two-page spread, full color advertisement in the event program book
- Opportunity to record video message to be shown during event

Event Participation:
- Link to event to be shared with colleagues

* Logos must be sent to Independence Historical Trust by Friday, August 21, 2020 to be included in the invitation.
Purple Sponsors: $10,000

Company recognized outside of the event by:
- Company logo listed on invitation and other promotional materials*
- Company name included in all press materials including media kits, releases and alerts
- Company logo placed on the Independence Historical Trust’s and Independence Visitor Center Corporation’s website
- Company ad featured in the Independence Historical Trust’s annual newsletter
- Recognition of sponsorship in the Independence Visitor Center building

Company recognized at the event by:
- Logo displayed during virtual event
- Company logo in the event program book
- Full page, full color ad in event program book

Event Participation:
- Link to event to be shared with colleagues

* Logos must be sent to Independence Historical Trust by Friday, August 21, 2020 to be included in the invitation.
Company recognized before the event by:
✴ Company name listed on invitation and other promotional materials
✴ Company listed on the Independence Historical Trust’s and Independence Visitor Center Corporation’s website
✴ Company ad featured in the Independence Historical Trust’s annual newsletter

Company recognized at the event by:
✴ Logo displayed during virtual event
✴ Company logo in the event program book
✴ Half-page, full color ad

Event Participation:
✴ Link to event to be shared with colleagues
Company recognized before the event by:
✴ Company name listed on invitation and other promotional materials
✴ Company listed on the Independence Historical Trust’s and Independence Visitor Center Corporation’s website
✴ Company name listed in the Independence Historical Trust’s annual newsletter

Company recognized at the event by:
✴ Logo displayed during virtual event
✴ Company name in the event program book
✴ Quarter-page, full color ad

Event Participation:
✴ Link to event to be shared with colleagues

White Sponsors: $2,500
Patron - $1,000

Benefactor - $500

Your generosity to the Independence Soirée will support the activities of the Independence Historical Trust and the Independence Visitor Center Corporation. Activities such as:

- Providing free educational walking tours to park visitors
- Hosting educational programs and events that promote the national park and highlight the national treasures in Philadelphia
- Supporting the services provide by IVCC at the Visitor Center as a free public use venue for information and amenities for all visiting the Philadelphia region

Supporters will be recognized with a listing of their name in the following:

- Event program book
- Event website
- Virtual event credits
- Independence Historical Trust's Annual Report
Program Book Design Requirements

Stars and Stripes Sponsorship - $25,000
  Program Book - Two, full page, full color ads placed next to each other or separated
  Each ad must be 6.5” wide by 9.25” high
  (When designing the ad, please remember that a white space will be in between the two ads.)

Purple Sponsorship - $10,000
  Program Book - Full Page, full color ad
  Ad must be 6.5” wide by 9.25” high

Gold Sponsorship - $5,000
  Program Book - Half-Page, full color ad
  Ad must be 6.5” wide by 4.5” high

White Sponsorship - $2,500
  Program Book - Quarter-Page, full color ad
  Ad must be 3.125” wide by 4.125” high

Ads are due no later than Wednesday, September 2, 2020 at COB.
Logos should be sent in right away to be recognized on website. Please send all design work to Maiti Gallen at Maiti@inht.org.

All ads should be full color. Acceptable formats for ads - PDF or Jpeg. All logos should be in color. Acceptable formats for Logo’s - PDF, Jpeg, EPS. Must be 300 (dpi)
The Independence Historical Trust (INHT) and Independence Visitor Center Corporation (IVCC) will be hosting this event jointly. The IVCC will be handling all financial transactions. Please return this form and check (made payable to Independence Visitor Center Corporation) to:

Independence Visitor Center Corporation
Attn: Marketing Department
1 N. Independence Mall West
6th and Market Streets
Philadelphia, PA 19106

For more information, please reach out to:
Natasha Calabria, Development Assistant
Gala@inht.org  |  Tel 215-861-4971

As required by IRS, section (f)(8), all contributions and sponsorships are tax deductible to the extent permitted by law as noted. The official registration and financial information of the Independence Visitor Center Corporation may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1(800) 732-0999. Registration does not imply endorsement.