



## 2023 American Independence Museum Sponsorship Opportunities

### **What Is The American Independence Museum?**

Founded in 1991 in historic Exeter, NH, the American Independence Museum develops programs, exhibits, tours, and events that advance a more inclusive understanding of what is meant by “life, liberty, and the pursuit of happiness.” Our mission is “to engage, educate and excite people of all ages, to understand and celebrate the American struggle for freedom and self-governance and to preserve and share our buildings, grounds and collection so they will be an inspiration for generations to come.”

### **Why Does History Education Matter?**

History is not a mere study of dates, events, or historical figures. Rather, history is a study of ourselves as human beings. At the American Independence Museum, this study focuses on Colonial America (early 1750’s - Revolutionary War) through the early years of the Republic (1840). The formation of the United States of America represents one of the greatest social, political, and economic experiments in human history, and this experiment continues to this very day.

### **Why Sponsor The American Independence Museum?**

When you sponsor the American Independence Museum, you align yourself with our belief that all voices and all perspectives matter, which is an ideal made implicit with the signing of the United States Constitution on September 17, 1787. Although composed of many voices, “**we are one**” people, one nation, one planet...

...As a sponsor, your reach is substantial, as we welcome 5,000+ annual visitors to our Exeter, NH campus and more than 40,000 to our website. In addition to enhancing your company’s marketing and philanthropic objectives, sponsorships support our efforts to 1) Bring History to Life, 2) Educate Children & Youth, 3) Engage Older Adults, and 4) Build Community.

Collectively, these efforts advance the concept of “**We Are One,**” which is our organization’s motto for the next three years as we prepare for the nation’s 250th anniversary. We cannot build this future alone, however, a belief that underscores the importance we place on corporate sponsors, whom we consider -- and treat as -- invaluable community partners.

# Become a Sponsor

Bring History to Life | Educate Children & Youth | Engage Older Adults | Build Community

## STEP ONE

*Select which initiative you would like to support.*

### Bring History to Life

This initiative supports programs that quite literally bring history to life. Examples of events that fall under this initiative include Storywalk, American Independence Festival (1,000 + visitors), Spiritualism/Cemetery Tour, and Humanities To Go. This initiative also supports original research, exhibits, and collection care/stewardship.

### Educate Children & Youth

This initiative supports the development of experiences and educational curricula for several events and programs, including both on-site field trips and the Youth Traveling Trunk program. In 2022, we educated approximately 415 students on-site and 1,000+ students through the Traveling Trunk program, which travels nationwide. Events and programs that fall under this initiative include Homeschool Programs, Youth Traveling Trunk, Field Trips, Revolutionary Story Time, and Camp Programs.

### Engage Older Adults

This initiative supports our efforts to engage older adults. In 2022, we served 150 older adults through our Traveling Trunk program. Currently, we are working to form an advisory council in which older adults would help us develop programs specifically designed for them. This initiative comes alive in our Older Adult Traveling Trunk program.

### Build Community

This initiative is geared toward all ages and quite literally brings the community together. Events and programs that fall under this initiative include Tavern Talks, Comic Book Workshop: Constitution Comic, Holiday Open House, Beer for History, and Better Arguments.

## STEP TWO

*Select your level of investment.*

*All investments include the following core benefits.*

- Recognition in Annual Report
- Invitations to private tours, corporate gatherings, and special events
- 10% discount to Museum Shop

### *Ice House | \$500*

**Core benefits plus:**

- Company name with hyperlink to your site on American Independence Museum website

### *Public House | \$1,000*

**Core benefits plus:**

- Company logo with hyperlink to your site on American Independence Museum website
- Recognition in print, social media and website for events/programs in selected initiative

### *Garrison House | \$2,500*

**Core benefits plus:**

- Company logo with hyperlink to your site on American Independence Museum website
- Recognition in print, social media and website for events/programs in selected initiative
- Recognition in press releases and digital communications (e-blasts)

### *Blockhouse | \$5,000*

**Core benefits plus:**

- Company logo with hyperlink to your site on American Independence Museum website, including homepage
- Prominent recognition in print, social media and website for events/programs in selected initiative
- Featured recognition opportunities in press releases and digital communications (e-blasts)
- Complimentary Rental of Folsom Tavern

### *Powder House | \$7,500*

**Core benefits plus:**

- Company logo with hyperlink to your site on American Independence Museum website, including homepage
- Featured recognition in print, social media and website for events/programs in selected initiative
- Exclusive recognition opportunities in press releases and digital communications (e-blasts)
- Complimentary Rental of Folsom Tavern

# Traditional Artisan Sponsorships



Traditional Artisan sponsorships are perfect for businesses or individuals interested in ‘crafting’ their own customized sponsorship to suit their unique philanthropic and/or marketing objectives. Investments in this initiative can be used to support specific events/programs or creatively applied to directly benefit communities, such as free admission for tours in 2023 as one example.

**Let’s craft something together.**

*Traditional Artisan | Varying levels of investment*

**Core benefits plus some or all of the following depending on level of investment:**

- Company logo with hyperlink to your site on American Independence Museum website, including homepage
- Exclusive customizable recognition and event/program naming opportunities
- Exclusive recognition in American Independence Museum Quarterly Newsletter
- Featured recognition in print, social media and website for selected events/programs
- Exclusive recognition opportunities in press releases and digital communications (e-blasts)
- Complimentary Rental of Folsom Tavern



**To learn more about these opportunities, contact Robert Levey**

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**[www.independencemuseum.org](http://www.independencemuseum.org)**