



# Your Museum - Your History!

200 N. Main Street  
Bloomington, IL 61701

## Who We Are

Established in 1892, the mission of The McLean County Museum of History is to preserve, educate, and collaborate in sharing the diverse stories of the people of McLean County. Through immersive and innovative exhibits, programs, and research, we engage the community to understand and be inspired by the rich history of McLean County.

## Investment Opportunity

Approximately 70% of our annual budget is supported by private donations, including contributions and sponsorships from our local business community. **We want to make it easy for our business partners to invest in our work at the Museum.** We are engaged in an array of programming annually, most of which is offered free to the community. Private support makes this possible and we offer a variety of sponsorship opportunities for our partners to consider based on their specific goals.

## Partnering With You

The attached Corporate Alliance Program shares both individual sponsorship opportunities, as well as bundled opportunities that provide additional value throughout the year. **The bundled opportunities make it easy to invest with one contribution and the choice of those programs aligning best with your specific goals.** We can provide an invoice or payment plan for your convenience. Corporate memberships are also available for companies based on the size of the business, allowing employees and their families free admission to the Museum and a 10% discount on gift shop purchases.

## Serving the Community

We serve the entire community, with programming for youth, seniors, and educators. We have volunteer opportunities for your employees and are free to the public all day on Tuesdays and on Saturday mornings during the Farmer's Market. In a normal year we serve over 40,000 individuals with guests from 48 U.S. states and countries abroad.

## Your Museum, Your History!

**Our goal is to establish relationships with businesses where we can develop an annual funding level that is beneficial to both our partners and the Museum.** We are your historians of McLean County-- the go-to source when individuals and organizations are looking to research the past and preserve their present stories for the future. Your story is an important part of explaining who we are, and your story is our story at the McLean County Museum of History.

We look forward to discussing how we might partner together!

Director of Development

Executive Director

*For questions and to confirm your preference for support,  
please contact Norris Porter, Director of Development  
Office: (309) 827-0428 ext. 104 | Cell: (309) 706-9242 | development@mchistory.org*



*MCMH is accredited by the American Alliance of Museums and committed to researching, preserving, and interpreting our shared past. Your Museum, Your History!*

## **Opportunity**

Invest annually in one of the most dynamic cultural institutions in the region  
Bundled recognition benefits, choose what aligns with your organizational priorities

### **Partner (\$15,000) value \$20,500**

- History Makers Gala Dome Sponsor & benefits
- “Featured” Sponsor Evergreen Cemetery Walk
- Premium Sponsor for Christmas Under the Dome & Futures in History Camp
- 1 Gold “Title” Sponsor (**AND**) 1 Silver “Title” Sponsor
- Museum Sponsorship for one week at Museum Entrance
- Private tour of Museum for executive team

### **Colleague (\$10,000) value \$12,500**

- History Makers Gala Dome Sponsor & benefits
- Evergreen Cemetery Walk Premium Sponsor
- Premium Sponsor for Christmas Under the Dome & Futures in History Camp
- 1 Gold (**OR**) 1 Silver “Title” Sponsor
- Private tour of Museum for executive team

### **Associate (\$5,000) value \$6,500**

- History Makers Gala Rotunda Sponsor & benefits (**OR**) 1 Gold “Title” Sponsor
- Evergreen Cemetery Walk Premium Sponsor
- Basic Sponsor for Christmas Under the Dome & Futures in History Camp
- 1 Silver “Title” Sponsor

### **Ally (\$3000) value \$4,000**

- History Makers Gala Gallery Sponsor & benefits (**OR**) 1 Silver “Title” Sponsor
- Evergreen Cemetery Walk Premium Sponsor
- Basic Sponsor for Christmas Under the Dome & Futures in History Camp

### **Friend (\$1,500) value \$2,250**

- History Makers Gala Exhibit Sponsor & benefits
- Evergreen Cemetery Walk Basic Sponsor
- Basic Sponsor for Christmas Under the Dome (**AND**) Futures in History Camp

\*All Corporate Alliance Program participants will be recognized in the MCMH OnTheSquare quarterly magazine that is mailed to approximately 1,000 households. Social media recognition will occur at all levels as appropriate.

**Sponsorship opportunity & Corporate Membership details on pages 2 & 3.**

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## Event Sponsorship Opportunities & Value

### History Makers Gala

Annual gala event honoring History Makers from within our community. These are individuals who have dedicated their lives to the betterment of their neighbors and McLean County as a whole. Nearly 500 people gather to celebrate, enjoy cocktails and a delicious dinner, and experience a short performance by Illinois Voices Theater highlighting the impact of our History Makers.

- **\$5,000 Dome Sponsor:** 2-tables (16 guests), full page ad in Gala program, logo displayed on Gala video screens, recognition in Museum magazine, logo in email blasts promoting the Gala, logo on Gala webpage, social media recognition, and free rental of the Museum's Governor Fifer Courtroom for an event.
- **\$2,500 Rotunda Sponsor:** 1 table (8 guests), half-page ad in Gala program, logo displayed on Gala video screens, recognition in Museum magazine, logo in email blasts promoting the Gala, logo on Gala webpage, and social media recognition.
- **\$1,500 Gallery Sponsor:** 1 table (8 guests), logo recognition in Gala program, logo displayed on Gala video screens, and social media recognition.
- **\$750 Exhibit Sponsor:** ½ table (4 guests), name recognition in Gala program, name displayed on Gala video screens, and social media recognition.

### Evergreen Cemetery Walk

Since 1995, MCMH has presented the annual Evergreen Cemetery Walk offering the community a chance to engage with its local history. This historical theater event illustrates important aspects of local history and cemetery preservation through a unique, interactive experience. Held in the fall, attendance includes approximately 2,000 students annually with an additional 1,500 weekend guests.

- **\$5,000 Feature Sponsor:** Front cover & 1<sup>st</sup> page recognition in official playbill, event signage, full page playbill ad, webpage recognition – social media – email blasts, VIP Dress Rehearsal access for up to 5 guests, and 6 performance vouchers.
- **\$1,000 Premium Sponsor:** First page recognition in official playbill, event signage, ½ page playbill ad, webpage recognition – social media – email blasts, VIP Dress Rehearsal access for up to 5 guests, and 6 performance vouchers.
- **\$500 Basic Sponsor:** First page recognition in official playbill, ¼ page playbill ad, webpage recognition, and 4 performance vouchers.

### Futures in History Camp

Open to any area camper entering 4<sup>th</sup> – 6<sup>th</sup> grade in the fall. Sessions are in June & July exploring law, archaeology, architecture, museum studies, and environmental science. Total of 40 campers. Includes museum and field trip experiences.

- **\$1,000 Premium Sponsor:** Recognition at Museum entrance for camp days, recognition in Museum magazine, logo included on camp T-shirt, social media.
- **\$500 Basic Sponsor:** Logo included on camp T-shirt, social media.

### Christmas Under the Dome

A festive family celebration Under the Dome at the McLean County Museum of History. Festivities include music, crafts, performances, and visits with Santa. Annual attendance of approximately 1,500.

- **\$1,000 Premium Sponsor:** Recognition at Museum entrance, event signage, recognition in Museum magazine, social media and e-blasts.
- **\$500 Basic Sponsor:** Event signage, social media and e-blasts.

## Title Sponsor Opportunities

Title sponsors receive exclusive recognition for the event/activity/program of their choice from the following categories for one year:

### **\$2,500 Gold**

- Futures in History Camp
- Christmas Under the Dome
- Senior Reminiscence Program
- Lunch & Learn Series
- MCMH Member & Friends E-blasts
- Special Event Speakers Series
- Free Tuesdays at the Museum

### **\$1,500 Silver**

- MCMH Speakers Bureau
- Artifact Supplies Collection Preservation
- Local Authors Acquisition Fund
- MCMH Farmer's Market Display
- MCMH Volunteers
- MCMH Intern Program
- MCMH public Wi-Fi splash page
- Field Trip Materials
- Movies Under the Dome
- Knit-in
- Book Club

## Corporate Membership

Twelve-month Corporate Memberships are a great way to support the work of the Museum while providing value for your team members. Employees and their immediate family receive FREE unlimited admission to the Museum and a 10% discount on gift shop purchases. Employees just need to show a corporate identification card upon entering the Museum.

*(Arrangements will be made should your organization not have corporate ID cards)*

- \$5,000 – for organizations with 1,000 or more employees
- \$2,500 – for organizations with 250 – 999 employees
- \$1,000 – for organizations with under 250 employees



## Programming & Events

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### History Makers Gala

Annual gala event honoring History Makers from within our community. These are individuals who have dedicated their lives to the betterment of their neighbors and McLean County as a whole. Nearly 500 people gather to celebrate, enjoy cocktails and a delicious dinner, and experience a short performance by Illinois Voices Theatre highlighting the impact of our History Makers. **The event will be held on the evening of June 21st in 2023 at the Brown Ballroom on the campus of Illinois State University.** The audience for this event is educated, affluent, and deeply involved in making our local area a better place to live and work.

### Evergreen Cemetery Walk

Since 1995, MCMH has presented the annual Evergreen Cemetery Walk offering the community a chance to engage with its local history. What is now the Museum's signature activity, this historical theatre event illustrates important aspects of local history and cemetery preservation through a unique, interactive experience. Held in the fall, attendance includes approximately 2,000 students annually with an additional 1,500 weekend guests. The diverse individuals portrayed by the actors of Illinois Voices Theatre create a culturally dynamic experience for the students, showcasing the lives of those from all walks of life. This event has impacted over 50,000 students since 1995. **We are offering a hybrid model once again in 2023, including both in-person and virtual options. Weekend in-person walks are scheduled for September 30 & October 1 and October 7 & 8 with student tours taking place during the week.**

### Futures in History Camp

Open to any area camper entering 4<sup>th</sup> – 6<sup>th</sup> grade in the fall. Sessions will be held in June & July exploring law, archaeology, architecture, museum studies, and environmental science. Total of 32 - 40 campers. Includes onsite and offsite experiences and lunch each day. Fifty percent of campers attend on full scholarship due to financial need.

### Christmas Under the Dome

A festive family celebration Under the Dome at the McLean County Museum of History. Coordinated with the annual Bloomington-Normal Jaycees Christmas Parade. Festivities include music, crafts, performances, and visits with Santa. Annual attendance of approximately 1,500.

### Senior Reminiscence Program

Brings Museum educators to senior living facilities at no cost to help older adults engage and reconnect with their past. Using authentic objects, photographs, and inquiry-based facilitation, we encourage older adults to recall memories, tell stories, and connect with others through shared history. Annually reaching 1,500 seniors in 25-30 senior living sites.

### Speakers Bureau

Thirty-to-sixty-minute presentations by Museum staff or expert volunteers on topics related to McLean County history. From people and culture, to labor, farming, industry, architecture, Abraham Lincoln, and more, we offer something of local interest to civic, higher education, and school groups through curated lectures and walking tours. We conduct over 80 of these programs annually.



# Programming & Events

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## **Muse 2U Loan Kits**

Interactive learning activity kits to enhance classroom curriculum for teachers. Think of a loan kit as a museum in a box. Each thematic kit contains relevant artifacts and reproductions, as well as suggested activities for classroom use. We will serve 25 -30 classrooms annually through this program.

## **Fieldtrips and Onsite Student Programs**

We host approximately 95 to 100 groups annually for school programs and other student educational programs onsite at the Museum. These additive programs engage students in grades pre-K through 12 with the physical space of the Museum through exhibit exploration and immersive hands-on activities. Themes include im/migration, farming, Native lifeways, museum literacy, civic engagement, and social justice, and more. These programs reach approximately 2,500 students annually.

## **Special Events**

The Museum will host over 70 special events annually surrounding various themes and reaching over 6,000 people.