



The Mark Twain House & Museum 2020 Virtual Gala

Sponsorship Opportunities

A Writer's Home, A Home for Writers

Friday | November 6, 2020 | 8:00 p.m.

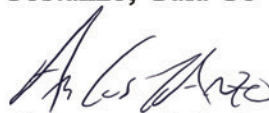
We invite your sponsorship support for a once-in-a-lifetime global event as we creatively respond to the pandemic challenge with a VIRTUAL Gala. The event will be uniquely our own, in keeping with the Mark Twain mission and legacy. We also expect surprises and entertainment from well-known national celebrities. With free viewing and an extensive, far-reaching marketing campaign, there is no limit to the global audience we will capture. This is a sponsorship dream to create visibility with so many more people, in so many more geographic locations than our traditional Gala could ever promise!



Pieter Roos, Executive Director



Tara Costanzo, Gala Co-Chair



Tony Costanzo, Gala Co-Chair



the **Mark Twain**
House & Museum





Event Information

Friday | November 6, 2020 | 8 PM

Celebrity Guests



Clockwise around Mark Twain, from top left: Brad Paisley, Jodi Picoult, John Grisham, Jimmy Buffet, David Baldacci, Sophronia Scott, Ron Chernow, and Dr. Christina Greer.

Event Details

Streaming program including entertainment with celebrities & surprises

Online auction & Fund the Legacy (i.e. VIRTUAL paddle raise)

Party boxes offered FREE to sponsors (additional fee for non-sponsors)

How will this Virtual Event be different and more impactful than an in-person event?

For the first time, our Gala will have more national coverage. It's not just a local event any more. The audience will be larger. Instead of 200 people for our local, in-person event, we estimate to have 500+ viewers. Prominent visibility for sponsors on multiple platforms (website, social media, auction site, etc.) High-level sponsors will have the opportunity for a 30-second sponsor announcement.

Gala Co-Chairs



Tara & Tony Costanzo,
Costanzo Clothing

Gala Committee

Tara Costanzo, Co-Chair
Tony Costanzo, Co-Chair
Paul Eddy, Board Chair
Pieter Roos, Executive Director
Liz Reynolds, Event Planner
Jacquelyn Andrews
Grace Belanger
Catherine Blinder
Jeffrey Bodeau
Ray Colla
Rand Richards Cooper
Mary Coursey
Jennifer DiBella
Sylvia Guinan
Mallory Howard

Guy Labella
Maribel La Luz
Donna Larcen
Jairo Lemos
Sharon McCormick
Paul Mehlman
Ania Muhlhauser
Barbara Roos
Rebecca Rose
Rosalie Roth
Anna Schofer
Jeanmarie Shea
Betsy Udall
Faith Zeller



Sponsorship Opportunities



PRESENTING SPONSOR - \$25,000


- 20 VIP Party Boxes to be delivered*
- An opportunity to address the audience on the Gala video in a pre-recorded message
- Exposure to a wide audience of local, national, and global attendees
- Sponsor Recognition and Logo on The Mark Twain House website, e-newsletter, e-blasts, social media, & digital invitation
- Strong prominence and Logo on silent auction website launched prior to event
- Strong prominence and Logo on Gala video
- A full-page, digital color ad to be strategically and prominently displayed during the Gala video
- Corporate membership to include discounted member pricing for employees for general house tours and public programs



PLATINUM SPONSOR - \$10,000

- 10 VIP Party Boxes to be delivered*
- Exposure to a wide audience of local, national, and global attendees
- Sponsor Recognition and Logo on The Mark Twain House website, e-newsletter, e-blasts, social media, & digital invitation
- Strong prominence and Logo on silent auction website to be launched prior to event
- Strong prominence and Logo on Gala video
- A full-page, digital color ad to be strategically displayed during the Gala video

GOLD SPONSOR - \$7,500

- 8 VIP Party Boxes to be delivered*
 - Exposure to a wide audience of local, national, and global attendees
 - Sponsor Recognition and Logo on The Mark Twain House website, e-newsletter, e-blasts, social media, & digital invitation
 - Prominence and Logo on silent auction website to be launched prior to event
 - Strong prominence and Logo on Gala video
 - A full-page, digital color ad to be strategically displayed during the Gala video
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* Delivery radius is limited



Sponsorship Opportunities



SILVER SPONSOR - \$5,000

- 6 Party Boxes to be delivered*
- Exposure to a wide audience of local, national, and global attendees
- Sponsor Recognition and Logo on The Mark Twain House website, e-newsletter, e-blasts, social media, & digital invitation
- Prominence on silent auction website to be launched prior to event
- Prominence on Gala video
- A half-page, digital color ad to be strategically displayed during the Gala video

BRONZE SPONSOR - \$2,500

- 4 Party Boxes to be delivered*
- Exposure to a wide audience of local, national and global attendees
- Sponsor Recognition and Logo on The Mark Twain House website, e-newsletter, e-blasts, social media, & digital invitation
- Prominence on silent auction website to be launched prior to event
- Prominence on Gala video
- A half-page, digital color ad to be displayed during the Gala video

CONTRIBUTOR SPONSOR - \$1,000

- 2 Party Boxes to be delivered*
- Exposure to a wide audience of local, national, and global attendees
- Sponsor Recognition on The Mark Twain House website, e-newsletter, e-blasts, social media, & digital invitation
- Prominence on silent auction website to be launched prior to event
- Prominence on Gala video
- A quarter-page, color ad to be interspersed during the Gala video

FRIEND SPONSOR - \$500

- Exposure to a wide audience of local, national, and global attendees
- Sponsor Recognition on The Mark Twain House website, e-newsletter, e-blasts, and social media
- Visibility on silent auction website to be launched prior to event
- Visibility on Gala video

PARTY BOX - \$75

- 1 Party Box (+ shipping)
- Name in digital program book
- Delivery radius is limited

* Delivery radius is limited






About The Mark Twain House & Museum

We continue Twain's tradition of welcoming writers today: Through ongoing, personal communications and invitations to have them speak at the museum and tour the house, we have tried to make writers feel like welcome guests and to create a sense of their belonging to a special circle of friends. We've worked to create a community of authors, encouraging them to regard the museum as their literary home.



The Mission of The Mark Twain House & Museum



Mark Twain changed the way the world sees America and the way Americans see themselves. We carry on this legacy to foster an appreciation of Twain as one of our nation's defining cultural figures, and to demonstrate the continuing relevance of his work, life, and times. The Mark Twain House & Museum has restored the author's historic Hartford, Connecticut home, built in 1874, where the author and his family lived for 17 years. It was here that Twain wrote his most important works, including *The Adventures of Huckleberry Finn*, *The Adventures of Tom Sawyer*, and *A Connecticut Yankee in King Arthur's Court*. In addition to providing tours of Twain's restored home, a National Historic Landmark, we offer educational and public programs that encourage critical thinking and foster literacy, humanity, humor, and social justice.

All proceeds support The Mark Twain House & Museum's education and public programs and the preservation of Mark Twain's historic house.



Sponsorship Commitment Form

The Mark Twain House & Museum Virtual Gala:
A WRITER'S HOME, A HOME FOR WRITERS

Friday | November 6, 2020 | 8 PM
Co - Chairs: Tara & Tony Costanzo

Company/Organization Name: _____
(as it should appear in all marketing materials)

Contact Person: _____

E-Mail: _____

Address: _____

Phone: _____ **Date:** _____

Sponsorship Level:

☐ \$25,000

☐ \$7,500

☐ \$1,000

☐ \$10,000

☐ \$5,000

☐ \$500

Party Box:

☐ \$75 (+ shipping)

Advertising:

☐ Full-Page Color Ad in Digital Program Book (5" x 8") \$650

☐ Half-Page Color Ad in Digital Program Book (5" x 3.75") \$450

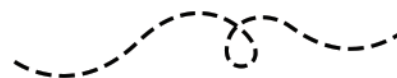
☐ Quarter-Page Color Ad in Digital Program Book (2.75" x 3.75") \$250





Donation:

☐ Please accept our donation of \$ _____



Payment Information:

☐ Please send an invoice to the contact name listed above to expedite payment.

☐ Check will be mailed.

☐ Check payable to The Mark Twain House & Museum is enclosed.

☐ Credit card information:

CC#: _____

Expiration Date: _____ / _____ Security Code: _____

Tax deductibility of your sponsorship will be detailed in acknowledgement letter.

Submission

Please complete and submit all information by **September 25, 2020.**

Sponsorship Commitment Form:

E-Mail:

Rosalie Roth, Director of Development
Rosalie.Roth@marktwainhouse.org

Mail:

The Mark Twain House & Museum
Attn: Rosalie Roth, Director of Development
351 Farmington Avenue
Hartford, CT 06105

Ad & Logo:

Jacquelyn Andrews, Development Associate
Jacquelyn.Andrews@marktwainhouse.org

Please submit Ad and Logo as high-resolution
(minimum of 300 dpi) JPEG or PNG

