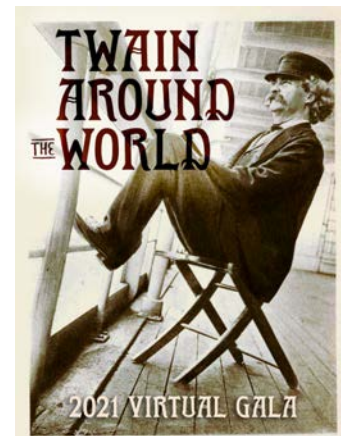




2021 VIRTUAL GALA SPONSORSHIP OPPORTUNITIES

Thursday, November 4, 2021 at 7 pm
Co-Chairs: Julie Zyla & Rand Richards Cooper



Featuring appearances by Nelson DeMille, Brad Meltzer, Azar Nafisi, Adriana Trigiani, Scott Turow, Lincoln Child and Douglas Preston, and more to be announced.

We invite your sponsorship support at a variety of levels as we continue our virtual gala format, a not-to-be-missed unique global event available to thousands of guests. With Twain's iconic and far-reaching notoriety, last year's event was gratifying with its overwhelming demand. In keeping with the Twain mission and legacy, this year's event guarantees entertainment and surprises that viewers will welcome, as they did last year with great success. Now a tried and proven opportunity, the free Twain Virtual Gala offers great visibility to a national and international audience—last year we attracted 1600 registrants, so many more people than our traditional gala could ever promise!

Join us for The Mark Twain House & Museum Virtual Gala as we present the remarkable global appeal of Mark Twain—his round-the-world travels, diverse interests and the many writers and celebrities he has inspired. Our “Twain Around the World” event will be an unforgettable digital journey and an evening of enjoyable education and entertainment! As a global icon, Twain's legacy lives on everywhere and our virtual gala allows us to reach far and wide.

Sponsors will receive prominent visibility on multiple platforms (website, social media, auction site, streaming presenting site, etc.) and higher-level sponsors will have the opportunity to provide a pre-recorded 30-second message to our viewers.

About the artwork

The illustrations used throughout this document are collected from Mark Twain's various travel books and noted with each image. If an illustration has a caption in its book, it is included. The image used in the gala logo is from “Following the Equator.”

MER DE GLACE (MONT BLANC)
A Tramp Abroad

A CYCLONE
Following the Equator

LEANING TOWER
Innocents Abroad

THE PARTHENON
Innocents Abroad



Following the Equator

FIRST CLASS SPONSOR

\$25,000

20 VIP Captain's Boxes delivered*

Opportunity to address guests 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 & Museum website, e-newsletter, e-blasts, social media and digital invitation

Pre-event prominence and logo on silent auction website launched in advance of Gala

Strong prominence and logo on Gala video stream

A full page, digital 4-color ad strategically displayed during the event

Corporate membership to include discounted pricing for employees for general house tours and public programs

WORLD TRAVELER SPONSOR

\$10,000

10 VIP Captain's Boxes delivered*

Opportunity to address guests 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 & Museum website, e-newsletter, e-blasts, social media and digital invitation

Pre-event prominence and logo on silent auction website launched in advance of Gala

Strong prominence and logo on Gala video stream

A full page, digital 4-color ad strategically displayed during the event



WAITING FOR A TRIP
Life on the Mississippi



UNEXPECTED ELEVATION
Roughing It

GLOBETROTTER SPONSOR

\$7,500

8 VIP Captain's Boxes delivered*

Exposure to a wide audience of local, national and global attendees

Sponsor recognition and logo on The Mark Twain House & Museum website, e-newsletter, e-blasts, social media and digital invitation

Pre-event prominence and logo on silent auction website launched in advance of Gala

Strong prominence and logo on Gala video stream

A full page, digital 4-color ad strategically displayed during the event

*Delivery limited to
Greater Hartford area

Customized sponsorships available.



A NON-CLASSICAL STYLE
A Tramp Abroad

EXPEDITION SPONSOR

\$5,000

6 VIP Captain's Boxes delivered*

Exposure to a wide audience of local, national and global attendees

Sponsor recognition and logo on The Mark Twain House & Museum website, e-newsletter, e-blasts, social media and digital invitation

Pre-event prominence and logo on silent auction website launched in advance of Gala

Strong prominence and logo on Gala video stream

A half-page, digital 4-color ad strategically displayed during the event

PORT OF CALL SPONSOR

\$2,500

4 VIP Captain's Boxes delivered*

Exposure to a wide audience of local, national and global attendees

Sponsor recognition and logo on The Mark Twain House & Museum website, e-newsletter, e-blasts, social media and digital invitation

Pre-event prominence and logo on silent auction website launched in advance of Gala

Strong prominence and logo on Gala video stream

A quarter-page, digital 4-color ad strategically displayed during the event



BEAUTIFUL STRANGER
Innocents Abroad

PASSPORT SPONSOR

\$1,500

2 VIP Captain's Boxes delivered*

Exposure to a wide audience of local, national and global attendees

Sponsor recognition on The Mark Twain House & Museum website, e-newsletter, e-blasts, social media and digital invitation

Pre-event prominence on silent auction website launched in advance of Gala

Prominence on Gala video stream

A quarter-page, digital 4-color ad strategically displayed during the event

SIGHTSEER SPONSOR

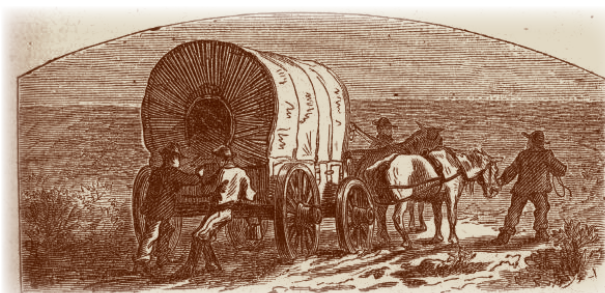
\$500

Exposure to a wide audience of local, national and global attendees

Sponsor recognition on The Mark Twain House & Museum website, e-newsletter, e-blasts, social media and digital invitation

Pre-event prominence on silent auction website launched in advance of Gala

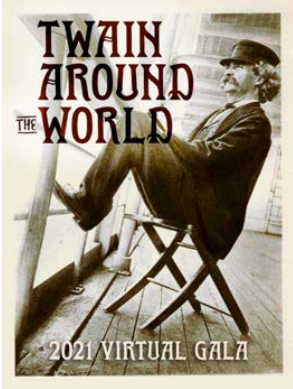
Prominence and Gala video stream



GOING TO HUMBOLDT
Roughing It



WHAT AWAKENED US
A Tramp Abroad



Date submitted _____

2021 VIRTUAL GALA SPONSORSHIP COMMITMENT FORM

Thursday, November 4, 2021 at 7 pm

COMPANY/ORGANIZATION NAME:

(As it should appear in all marketing materials):

Contact Person:

E-Mail:

Phone:

Address:

City:

State:

Zip:

SPONSORSHIP LEVEL:

\$25,000 \$10,000 \$7,500 \$5,000 \$2,500 \$1,500 \$500

Donation Amount \$

Captain's Box \$85 each Quantity:

ADVERTISING ONLY, NON-SPONSORS:

- Full-Page Ad in Gala Digital Program Guide \$750 5" x 8"
- Half-Page Ad in Gala Digital Program Guide \$500 5" x 3.875"
- Quarter Page Ad in Gala Digital Program Guide \$250 2.375" x 3.875"

TOTAL COMMITMENT \$

NOTE: ADS AND LOGOS should be high resolution (minimum of 300 dpi) PDF, JPG or PNG and sent to Jacquelyn.Andrews@MarkTwainHouse.org or call 860.280.3112 with questions.

PAYMENT:

- Please send an invoice to the contact name listed above to expedite payment.
- Check will be mailed.
- Enclosed is our check, made payable to The Mark Twain House & Museum.
- Please charge the credit card below: *Please print and mail if paying by credit card*

Credit Card #

Expiration

/ CVC Code

(Tax deductibility of your sponsorship will be outlined in your acknowledgment letter.)

SUBMISSION:

Please complete and submit all information as soon as possible but no later than Sept. 17, 2021.

SEND SPONSORSHIP COMMITMENT FORM:

Email Rosalie Roth, Director of Development, Rosalie.Roth@MarkTwainHouse.org —or—

Mail Rosalie Roth, Director of Development, The Mark Twain House & Museum, 351 Farmington Avenue, Hartford 06105 —or—

Call Rosalie Roth with any questions 860.280.3113 (direct 860.657.6815)