



Grosse Pointe Historical Society

Established 1945 – celebrating our 70th anniversary!

Some Enchanted Evening

**A summer gala to benefit the Grosse Pointe Historical Society
Thursday, June 18, 2015**

MAJOR SPONSORSHIP OPPORTUNITIES



Grosse Pointe becomes magical at the 12th Annual Summer Gala benefiting the Grosse Pointe Historical Society. The gala will be presented at a Palm Beach-style mansion designed by architect August Geiger, and once the home of renowned automotive designer, Harley Earl. Gourmet food and drinks, a Big Band Orchestra led by Scott Gwinnell, and an automotive design exhibit with classic cars on display will be featured at the event, staged in the spacious grounds and home. A limited-admission “after party” featuring tours of private rooms and a Hummer Bar will be held in the motor courtyard.



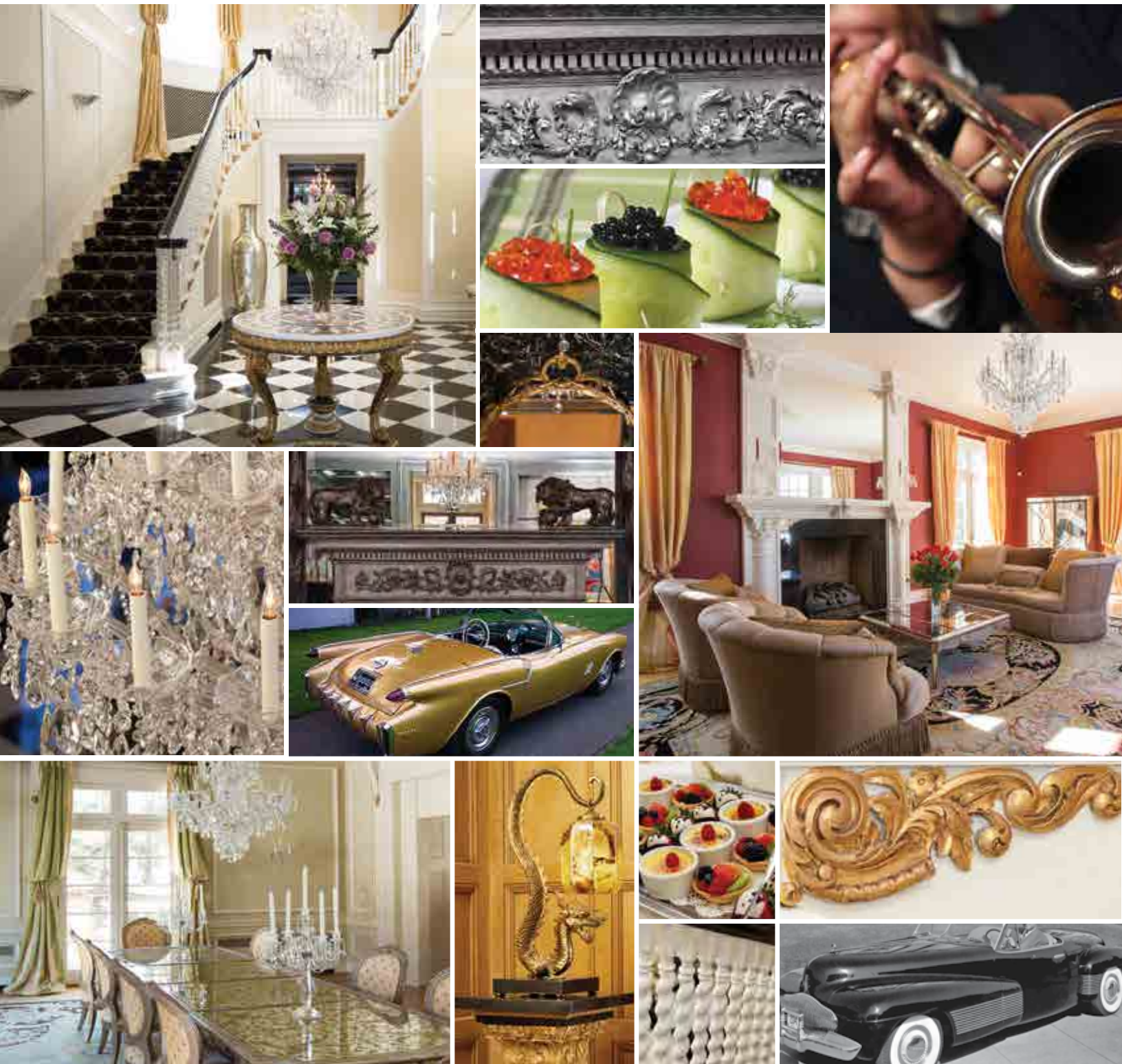
Schwartz Building • 381 Kercheval Avenue • Suite 2 • Grosse Pointe Farms, MI • 48236-3085
313.884.7010 • Fax 313.884.7699 • gphistorical.org

Presenting a Gala 70th Anniversary Fundraiser for the Grosse Pointe Historical Society

Some Enchanted Evening

Thursday, June 18, 2015 at 7 p.m. • A rarely-seen 1929 Grosse Pointe Farms Estate

Gourmet food and drink • Big Band Orchestra • Harley Earl Automotive Design Exhibit



For more information and tickets, visit www.gphistorical.org
Sponsorship Opportunities 313-884-7010. Info@gphistorical.org



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Grosse Pointe Historical Society Reach

The Grosse Pointe Historical Society celebrates its 70th anniversary in 2015.

“Some Enchanted Evening” is the 12th annual major gala fundraiser presented by the Society.

Event attendance figures from past galas range from 260 to more than 500.

Publicity for “Some Enchanted Evening”

Publicity includes direct mail of save-the-date and invitations to a list of 4000 + prospects.

Flyers and posters at key community locations in all five Pointes.

Online promotion in local web sites and GPHS site.

Listings/features in digital calendars, including Patch, Macomb Daily, Detroit News, C&G News, IXITI.com.

Social Media including Facebook, Twitter, blogs.

Work is underway to obtain commitments for publicity from Grosse Pointe Cable, and additional online and television media.

Media commitments:

Feature story in Grosse Pointe Magazine, May/June issue (circulation 20,000)

Feature stories in Grosse Pointe News leading up to event (weekly circulation of 11,050)

Feature story(ies) in Grosse Pointe Times leading up to event (weekly circulation to every GP household)

Feature pre-event stories in March and May issues of “The Moorings,” society newsletter mailed to 1500+ and post-event issue of “The Moorings.”

Grosse Pointe facts:

Average age: 45.2

Median family income: \$113,953

“Some Enchanted Evening” Sponsorship Offerings

Presenting Sponsor		\$20,000
Exhibition Sponsor	(SOLD)	\$15,000
Big Band Sponsor		\$10,000
Tent and Valet Sponsor		\$ 7,500
Dessert Feast Sponsor		\$ 5,000
Media Sponsor	(SOLD)	\$ 5,000
Hummer After-Party Sponsor		\$ 5,000
Strolling Supper Station Sponsors		\$ 2,500
History-Saver Sponsors		\$ 1,000
Preservation Sponsors		\$ 750
Education Sponsors		\$ 500

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Sponsorship Opportunities

Item	Opportunities	Presenting	Exhibition	Big Band	Tent and Valet	Dessert Feast	Media	Hummer After-Party	Strolling Supper	History Saver	Preservation	Education
	Amount	\$ 20,000	\$ 15,000	\$ 10,000	\$ 7,500	\$ 5,000	\$ 5,000	\$ 5,000	\$ 2,500	\$ 1,000	\$ 750	\$ 500

GPHS Mission Opportunities

1	Executive Leadership team invited and positioned at mission moment activities, speaking opportunities, welcomes, etc.	x	x									
2	Included in promotion for signature GPHS community events	x	x	x	x							
3	Featured on GPHS web site year-long	x	x	x	x							
4	Included in The Moorings newsletter for entire year	x	x	x	x							

Event Marketing Opportunities*

5	Company executive serves as chair of Honorary Committee	x										
6	Company & executive/team featured in campaign communication	x										
7	Recognition in event comments*	x	x	x								
8	Included in all event publicity, stories	x	x	x	x							
9	Inclusion of company executive on honorary committee	x	x	x	x	x	x	x				
10	General event signage	x	x	x	x	x	x	x	x			
11	Signage on appropriate location at event	x	x	x	x	x	x	x	x			
12	Logo/name on all event materials	x	x	x	x	x	x	x	x	x	x	x

Company Logo usage

13	Company logo used all year long on GPHS materials, web site	x	x	x								
14	Sponsor may use GPHS logo in their publicity	x	x	x								

Hospitality Benefits

15	Sponsor Reception & Gala tickets	10	8	6	6	4	4	4	4	2	2	2
16	Gala only tickets	Negotiable*			<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
17	Equals total gala tickets	<u>10</u>	<u>8</u>	<u>6</u>	<u>6</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>2</u>
18	Post-party tickets**	0	0	0	0	0	0	4	0	0	0	0

* Presenting sponsorship benefits will be customized to suit goals of sponsor.

** Post-party "afterglow" event will include tours of private rooms in the home, and a "Hummer Bar" reception in the motor courtyard.



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Fact Sheet About The Grosse Pointe Historical Society

The Grosse Pointe Historical Society (GPHS) was founded in 1945 to preserve and promote the rich local heritage and share it with the community. The Society works to make the history of our exceptional community vital, relevant and accessible. Through programs, facilities and events, we bring history to life and protect historic artifacts.

The Society operates in two facilities, the Alfred B. and Ruth S. Moran Resource Center, which houses the Archives, and the Provencal-Weir House, which functions as a living history museum for programs and educational activities.

GPHS puts an emphasis on education, with programming and materials for schools and students from the Grosse Pointe public and private schools and outside the community. Activities at the Provencal-Weir House include the One Room School House program and Second Saturday events.

The Archives collections include maps, documents, bills, contracts, letters, books and catalogs, photographs, videos, prints, drawings, watercolors, scrapbooks, albums, real estate records and other ephemera relating to the history of Grosse Pointe, as well as Native American objects and clothing, tools, and household goods and furniture.

The c. 1823 Provencal-Weir House is believed to be the oldest surviving residence in the Pointes. The rooms are interpreted to represent different periods in history: the parlor representing 1850-60; the dining room, the 1910s; and the schoolroom c. 1900. The House contains furniture, paintings, prints, textiles, books and Native American artifacts.

The Society operates with 1.5 paid staff members and considerable volunteer effort. 80% of the roughly \$145,000 operating budget each year is supported by current giving, including program, activity and gift shop revenue, membership and annual appeal giving, and the proceeds from the annual gala. An endowment contributes an average of about \$10,000 average annual income to the budget.

In 2014, the Grosse Pointe Historical Society was awarded a Collection Assessment Program (CAP) grant provided by Heritage Preservation and the Institute of Museum and Library Services (IMLS). The grant paid for extensive evaluations of collections and buildings by professional assessors. The final reports give us the backbone for future planning, preservation, conservation, and fundraising. Also in 2014, GPHS received the Historical Society of Michigan Special Projects Award for Legends of the Lake, a partnership with Grosse Pointe Theatre and The Edsel and Eleanor Ford House.



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Sponsorship Commitment

To reserve your sponsorship, please mail, fax or e-mail this completed form back as soon as possible.

Sponsor Information

Company or Individual Name _____
(please print as it should appear in Event Recognition)

Contact Person _____

Title _____

Email _____ Phone _____

Address _____

City _____ State _____ Zip _____

Sponsorship Level

- Presenting Sponsor \$20,000
- Exhibition Sponsor (SOLD) \$15,000
- Big Band Sponsor \$10,000
- Tent and Valet Sponsor \$ 7,500
- Dessert Feast Sponsor \$ 5,000
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- History-Saver Sponsors \$ 1,000
- Preservation Sponsors \$ 750
- Education Sponsors \$ 500

Payment

- Check enclosed Invoice
- Charge Visa/Mastercard

Card No. _____ Name on card _____

Exp. Date _____ Security code _____

Please note that full payment is requested at least 60 days prior to event, to allow for preparation of publicity and recognition materials.