



EXHIBIT SPONSORSHIP PACKET

The Florida Historic Capitol Museum is hosting an exclusive new exhibition in 2013 as part of the statewide *Viva Florida* 500 commemoration of Ponce de Leon's landing in Florida and the following five hundred years of historical transitions. **Navigating New Worlds: Identity, Perception, and Politics in Florida** will highlight rare and important maps and prints from the Michael W. and Dr. Linda M. Fisher collection. The Fisher collection contains more than 800 items, including many significant objects from Florida's past. The curatorial team has selected artifacts spanning more than 400 years to be included, beginning with the unusual *Secunda etas Mundi* map, a 1493 double-sided map framed so that visitors can view the entire object.

Navigating New Worlds: Identity, Perception, and Politics in Florida will be one of the most significant and rare temporary exhibits hosted by the museum to date. Approximately thirty maps and prints will be on view from the Fisher collection, consisting of some of their most rare and historically important pieces. Visitors will explore the ties between outsiders' perceptions of Florida, the experiences of those actually living in the region, and how these interactions shaped Florida's settlement. Through historical interpretation based on scholarly research and document translations, the maps on display will not only depict the influence of Europeans on the future shape of Florida but also reflect the continuity of various cultures and languages throughout the transformation of Florida's political landscape into the Florida that we know today. Mapmaking tools, a video tour of the exhibit with the collector, and other 3-D objects will enhance the visitor experience. The exhibition will also be complemented by a series of educational programs, special events, and participation in the *Viva Florida* 500 statewide marketing campaign.

After opening in January 2013, **Navigating New Worlds: Identity, Perception, and Politics in Florida** will be on display the entire quinquennial year.

The Florida Historic Capitol Museum invites you to join us as we offer visitors the unique opportunity to view an historically significant private collection in a world-class setting.

Sponsorship LEVELS & BENEFITS

By sponsoring the Mapping Florida exhibition, you will be demonstrating your commitment to the community, furthering civic and cultural engagement and education, and affiliating your company with Florida's most iconic Museum located just steps away from Florida's Capitol.

Your sponsorship will be a valuable and creative public relations tool that will enhance your visibility with more than 75,000 patrons who visit the Museum each year and strengthen your corporate image with Florida's top government officials.

In addition to these promotional opportunities, sponsors will receive the benefits listed at each level as outlined here. Also, because the Florida Historic Capitol Foundation is a 501(c)(3) non-profit organization, your gift will be tax deductible to the extent provided by law.



\$25,000

DISCOVERY PRESENTING SPONSOR

- Exhibit naming opportunity (*As presented by your company*)
- Opportunity to host a corporate event at the Museum (during the 2013 Legislative Session)
- Opportunity to speak at Exhibit Opening Reception
- Recognition of Company displayed on slides in the exhibit AV presentations
- Recognition of Company on the Sponsors' panel located at the entrance to the exhibit
- Recognition of Company on all printed promotional materials (*such as flyer, poster, and rack card*)
- Recognition of Company on all electronic announcements of the exhibit
- Recognition of Company in pre-event radio spots
- Acknowledgement in all press releases
- Logo included in all print ads
- Company name and logo on map exhibit page on Museum's website, with link to your website
- Recognition in Exhibit Sponsor Thank You ad to run in Tallahassee Democrat
- Recognition on Museum cumulative giving donor wall
- Copper recognition gift

\$10,000

LATITUDE SPONSOR

- Opportunity to host a corporate event at the Museum (*excluding the months of Session*)
- Recognition of Company during Exhibit Opening Reception
- Recognition of Company displayed on slides in the exhibit AV presentations
- Recognition of Company on the Sponsors' panel located at the entrance to the exhibit
- Recognition of Company on all printed promotional materials (*such as flyer, poster, and rack card*)
- Recognition of Company on all electronic announcements of the exhibit
- Acknowledgement in all press releases
- Logo included in all print ads
- Company name and logo on map exhibit page on Museum's website, with link to your website
- Recognition in Exhibit Sponsor Thank You ad to run in Tallahassee Democrat
- Recognition on Museum cumulative giving donor wall
- Copper recognition gift

\$5,000

LONGITUDE SPONSOR

- Recognition of Company during Exhibit Opening Reception
- Recognition of Company on the Sponsors' panel located at the entrance to the exhibit
- Recognition of Company on all printed promotional materials (*such as flyer, poster, and rack card*)
- Recognition of Company on map exhibit page on Museum's website, with link to your website
- Logo included in all print ads
- Recognition in Exhibit Sponsor Thank You ad to run in Tallahassee Democrat
- Recognition on Museum cumulative giving donor wall

\$2,500

SURVEY SPONSOR

- Recognition of Company during Exhibit Opening Reception
- Company name on the Sponsors' panel located at the entrance to the exhibit
- Company name and logo on map exhibit page on Museum's website, with link to your website
- Recognition in Exhibit Sponsor Thank You ad to run in Tallahassee Democrat

\$1,000

EVENT SPONSOR

- Company name and logo on the promotional materials produced for that event (*such as Event slider on website, press release, flyer*)

Sponsorship **FORM**

INFORMATION

Name:

Company / Organization:

Address:

Phone:

Fax:

SPONSORSHIP LEVELS

Please check the box next to your level of participation below. Please make check payable to the Florida Historic Capitol Foundation.

- \$25,000 DISCOVERY PRESENTING SPONSOR**
- \$10,000 LATITUDE SPONSOR**
- \$5,000 LONGITUDE SPONSOR**
- \$2,500 SURVEY SPONSOR**
- \$1,000 EVENT SPONSOR**

OTHER OPPORTUNITIES TO PARTICIPATE

My company/organization would like to help out with the exhibit by providing:

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If you and your staff would like to assist with the exhibit but are not sure how you would like to participate, please contact Tiffany Baker by phone at 850.410.2230 or by email at baker.tiffany@flhistoriccaptol.gov to discuss ways to participate.



PLEASE RETURN THIS FORM AND PAYMENT FOR YOUR SPONSORSHIP TO:

Florida Historic Capitol Museum
400 South Monroe Street, Room B-06
Tallahassee, Florida 32399-1100
850.487.1902