



**Norwich University
Bicentennial Birthday Gala**

WASHINGTON, D.C.



October 26, 2019

Sponsorship Opportunities

A Celebration 200 Years in the Making!

Norwich University will mark its 200th anniversary with a year-long celebration that will span the nation. In addition to a spectacular on-campus party during Homecoming 2019 (September 18-22), five gala events will take place in 2019-2020.

January 19, 2019: **Naples, FL: The Naples Beach Hotel**

June 7, 2019: **New York, NY: Intrepid Sea, Air and Space Museum**

October 26, 2019: **Washington, DC: National Museum of the U.S. Army**

November 16, 2019: **Boston, MA: Seaport Hotel**

January 25, 2020: **San Francisco, CA: JW Marriot Union Square**



About the Washington, D.C. Gala:

Norwich University's Bicentennial Gala will be the first event to take place in the spectacular new National Museum of the United States Army. Located at Fort Belvoir, Virginia, the main building will display 15,000 pieces from the Army Art Collection and 30,000 artifacts, documents and images. The majority of these rare and priceless objects have never been seen by the American public. A centerpiece of the museum is an exhibition dedicated to soldiers' stories which are joined with images tracing the history of the U.S. Army from colonial times to today and depicting what it means to be a soldier in times of war and peace. This capstone museum will open to the public in 2020 but Norwich guests will have the first behind-the-scenes look at this incredible portrayal of Army history and traditions. While some exhibits may not be completed by the bicentennial event, guests will be the first to preview the majority of the museum's collections and displays.

Be part of the historic celebration!

A limited number of individual and corporate sponsorship opportunities are available for the Washington, D.C. gala on Saturday, October 26, 2019. A sell-out attendance of 450 guests is anticipated and will include Norwich trustees, alumni, parents and friends as well as prominent dignitaries. Support for the Washington, D.C. event will also provide your company with visibility at Homecoming 2019 and the other four gala events in the bicentennial series.

Sponsorship options:

Commemorative program book ad

Featuring historical images and text, 5,000 copies of the commemorative program book will be distributed at the gala events in Naples, New York City, Boston, Washington D.C. and San Francisco as well as Homecoming 2019.

Table Sponsor

40 table sponsorships available

Your sponsored table of ten will include signage with your corporate logo and preferred seating in the beautiful lobby dining room. Premiere Table Sponsors will have preferred placement and guests will receive complimentary, signed copies of Norwich's history book, *Citizens & Soldiers: The First 200 Years of Norwich University*.

Commemorative Gift Sponsor

Single sponsorship available

The official bicentennial commemorative coin is a beautiful memento of the once-in-a-lifetime events celebrating Norwich's 200th anniversary. These 1.5" struck brass coins feature Norwich University's seal on one side and the bicentennial logo on the other. Your corporate name and logo will be included on the elegant packaging for each coin.



Cocktail Reception Sponsor

Single or co-sponsorship available

The reception will be held in the stunning Medal of Honor Garden, a rooftop patio that honors Army recipients of the nation's highest award for valor. The Sullivan Museum & History Center traveling exhibit will also be on display for guests to explore while enjoying cocktails and light fare.

Bicentennial Commemorative Program Book Ads

5,000 copies of the commemorative program book will be distributed at the gala events in Naples, New York City, Boston, Washington D.C. and San Francisco as well as at Homecoming 2019.

1/4 page ad (4.25"x5.5" vertical)	\$600
1/2 page ad (5.5"x8.5" horizontal)	\$1,000
Full page ad (8.5"x11" vertical)	\$2,000
Inside front or back cover (8.5"x11" vertical)	\$2,500

Washington D.C. Gala Sponsorship Opportunities

	Table sponsor \$1,000 <small>(\$500 gift credit)</small>	Premier Table sponsor \$2,500 <small>(\$1,150 gift credit)</small>	Commemorative Gift sponsor \$5,000 <small>(\$4,500 gift credit)</small>	Cocktail Reception sponsor \$12,000 <small>(\$10,650 gift credit)</small>
PRE-EVENT RECOGNITION				
Acknowledgement on event invitations (postal/email)				X
Corporate logo with link from registration page				X
Social media shout outs--Facebook/Instagram/Twitter			X	X
ON SITE RECOGNITION				
1/8 page ad in Commemorative Program book	X			
1/4 page ad in Commemorative Program book		X		
1/2 page ad in Commemorative Program book			X	
Full page ad in Commemorative Program book				X
Boxed commemorative gift with corporate logo			X	
Cocktail table signage/banner at reception				X
Recognition on video screen during reception/dinner				X
Recognition from podium			X	X
Opportunity for corporate table display			X	X
Full color logo on event banner/poster/easel			X	X
Complimentary table of 10	X		X	X
Complimentary table of 10 with preferred placement		X		
Complimentary, signed copies of Norwich's history book, "Citizen & Soldiers" for each guest at sponsor's table		X		X
Sponsorship recognition on host dinner tables		X		
Sponsorship recognition on all dinner tables				X
POST-EVENT RECOGNITION				
Corporate profile in The Record alumni magazine				X
Recognition in Norwich University Annual Report			X	X



For information on bicentennial event sponsorships, please contact
Diane Scolaro at 802.485.2358 or dscolaro@norwich.edu.
alumni.norwich.edu/Celebrate200