Dear Friends,

We had all hoped we would be able to get together again this September at the beautiful Laros Estate for our Annual Gala, but unfortunately we must adapt to this challenging time and take our celebration virtual. As we continue the work of preserving and sharing our rich industrial legacy, even in these times of uncertainty and struggle, we hope you will consider lending your support as a Virtual Gala Celebration sponsor.

2020 marks both the 100th Anniversary of Prohibition and of our esteemed Spirit of Innovation honoree, PPL, so we will be celebrating with a 1920s theme. Highlights will include an online auction & luxury raffle, virtual mixology lessons, virtual lectures and programs, giveaways, youth activities and more. Throughout the week, we will also spotlight the rich 100-year history and significant community impact of PPL through images and videos shared through social media and e-blasts.

As a Virtual Gala sponsor, you will receive prominent recognition throughout all of the week’s events and inclusion in our commemorative Prohibition Cocktail Recipe Book/Gala Program. As an added benefit—you will receive a Prohibition Party Pack including custom-crafted pre-mixed cocktails from County Seat Spirits, gourmet chocolates, commemorative Cocktail Recipe Book and other party favors to host your own socially distant get-together at the home or office.

**We need your help.** In the face of months of closure and visitation limitations, NMIH has launched and will continue to expand its virtual offerings to include online lectures and demonstrations, mobile and virtual tours, virtual field trips and summer camps. We have adapted our physical space to provide a safe, comfortable and meaningful experience for our in-person visitors and look forward to unveiling several signature exhibits in the coming months. Your contributions are crucial to our continued efforts and the bright future of NMIH.

Please help us celebrate PPL with the Spirit of Innovation Award as we raise much-needed funds for the preservation and care of our artifacts and archives, high-quality exhibits and interactive experiences, and impactful S.T.E.A.M. education programs for the young people in our community. Sponsorship and program advertisement opportunities are enclosed.

On behalf of the Board of Directors, staff and volunteers of NMIH, we thank you for your commitment and generosity and hope you are all safe and well. You are at the forefront of our minds and we cannot wait for a time when we can all get together again.

Sincerely,

L. Charles Marcon
Chairman of the Board

Kara Mohsinger
President & CEO
National Museum of Industrial History

TWENTY TWENTY

Virtual Gala Celebration

HONORING

ppl

WITH THE ANNUAL SPIRIT OF INNOVATION AWARD

September 5th through 12th, 2020

Join us for a week of fun and educational virtual programs and events that celebrate America's rich industrial past, present and future. NMIH will be honoring PPL with the second annual Spirit of Innovation Award in recognition of its 100-year history of innovation, longstanding commitment to the community and generous support of the Museum's mission.

All proceeds support the Museum's exhibits, S.T.E.A.M. Education initiatives, and the ongoing care and preservation of its vast artifact and archival collections.

https://www.nmih.org/support/2020-annual-gala/
Featuring...

- Luxury Raffle including jewelry, fine spirits & more
- Online auction featuring industrial art, gifts, one-of-a-kind experiences
- Virtual Lecture - *Tesla: Inventor of the Electrical Age* with author & historian W. Bernard Carlson, Chair, Department of Engineering and Society, University of Virginia
- Virtual Lecture - Prohibition in the Industrial Age with author, public historian and Washington, DC tour guide Garrett Peck
- Virtual Mixology Lessons with North American Whiskey Ambassador Sam Beedle and County Seat Spirits - Lehigh Valley’s first state licensed and federally permitted distillery since prohibition.
- Innovation Station: Electricity - a new video feature from the National Museum of Industrial History hosted by our curatorial team that explores the history of household products and how they became staples in homes across the world.
- Youth Activities including activity pages, games & more

2020 Spirit of Innovation Award Presentation

For over 100 years, PPL has consistently found new and innovative ways to deliver energy. Celebrating its centennial year, PPL’s commitment to their customers combined with their ability to adapt to changing market conditions and customer needs has allowed them to continually evolve to help power economic growth and communities that thrive. PPL goes beyond its core business by supporting innovative education programs, helping to revitalize neighborhoods and fostering the development of the future workforce. Their commitment to the environment, philanthropic contributions and the dedicated volunteerism of PPL employees significantly impacts our Greater Lehigh Valley community.

Sponsorship and program advertisement opportunities are enclosed. Please visit nmih.org for details.
Blast Furnace Sponsor $10,000
Prohibition Party Pack including County Seat Spirits Custom cocktails, cocktail recipe book and chocolate favors for 10 people
Sponsor recognition on all virtual events, marketing materials and website throughout the week
Full-page program ad (inside front, inside back, or back cover)
25 Museum Admission Passes for employees, clients & friends

Iron Foundry Sponsor $7,500
Prohibition Party Pack including County Seat Spirits Custom cocktails, cocktail recipe book and gourmet chocolate favors for 8 people
Recognition on all virtual events, marketing materials and website throughout the week
Half-page program ad
Logo recognition in print materials
15 Museum Admission Passes for employees, clients & friends

Coke Oven Sponsor $5,000
Prohibition Party Pack including County Seat Spirits Custom cocktails, cocktail recipe book and gourmet chocolate favors for 6 people
Recognition on all virtual events, marketing materials and website throughout the week
Quarter-page program ad
Text recognition in print materials
10 Museum Admission Passes for employees, clients & friends

Machine Shop Sponsor $2,500
Prohibition Party Pack including County Seat Spirits Custom cocktails, cocktail recipe book and gourmet chocolate favors for 4 people
Quarter-page program ad
Text Recognition in program

I-Beam Sponsor $1,000
Prohibition Party Pack including County Seat Spirits Custom cocktails, cocktail recipe book and gourmet chocolate favors for 2 people
Text recognition in program

Friends of NMIH $250
1 luxury raffle entry
Text recognition in program and website
2020 Virtual Gala

Company Name: _______________________________________________________________

Street Address: ________________________________________________________________

City/State/Zip:  ________________________________________________________________

Primary Contact: _______________________________________________________________

Phone: ____________________________ Email: _____________________________________

Website: _________________________________________________

Sponsor Level: _________________________________________________________________

___ Please charge my credit card (Visa, MC, Amex) in the amount of $____________

Card Number: ________________________________ Expiration: ______ Security Code: _____

Name on card: _______________________________________________________________________

Billing Address (if different than above):
[____________________________________________________________________________]

Signature: ____________________________________________________________________________

___ Check enclosed (payable to National Museum of Industrial History) in the amount of $_______

___ Please send me an invoice.

Please return w/ a high resolution jpeg of your company logo and advertisement to mpildis@nmih.org by 9/1/2020 for inclusion in program

Megan Pildis
VP of Business Development
National Museum of Industrial History
511 East Third Street, Suite 270
Bethlehem, PA 18015
mpildis@nmih.org

Thank You for Supporting the National Museum of Industrial History!
## PROGRAM ADVERTISING RATES

### FULL PAGE $500

5”(w) x 8”(h)

### HALF PAGE $250

5”(w) x 3.75”(h)

### QUARTER PAGE $150

2.25”(w) x 3.75”(h)

Please submit your ad by August 31st to mpildis@nmih.org. Ads are in full color and should be to size and at least 300dpi. Please submit in .jpeg format. It is always recommended that important text is at least 1/8” from the advertisement borders.

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Mail or e-mail to: Megan Pildis, National Museum of Industrial History, 511 East Third Street, Suite 270, Bethlehem, PA 18015; mpildis@nmih.org, 610-694-6636

*Thank You for Supporting the National Museum of Industrial History!*