



MCHS 0079.007.0001



Sponsorship Opportunities

2020

www.willametteheritage.org

35th Annual Sheep to Shawl

FUN • FAMILY • HISTORY
Saturday, May 9th | 10:00 am – 4:00 pm

ABOUT THE EVENT

First held in 1985, Sheep to Shawl is a classic family event, offering an opportunity to experience the full spectrum of wool fiber processing, from the shearing of animals—sheep, of course, but also alpacas, llamas, and the occasional rabbit—to the production of beautiful textiles at the hands of expert fiber artists. Weaving, spinning, knitting, lacemaking, and rug-hooking are on display, as are blacksmith demonstrations in our operating forge. Families can enjoy kid-friendly crafts, learning history from costumed interpreters in museum spaces, and listen to live entertainment.



THE BENEFITS

Our only free event of the year, Sheep to Shawl consistently draws over 1,000 guests, primarily multi-generational families and children. By sponsoring Sheep to Shawl, your brand is seen as a valuable supporter of our community. Our significant marketing—banners, posters, advertising, and social media—ensures that Salem-area residents are aware of this fun, family-friendly opportunity.

THE NUMBERS

- Event attendance averages 1,000 people
- Social media following of over 7,000 across three platforms
- Mailing list of over 1,500 emails
- Thousands of weekly visits to our website:
www.willametteheritage.org
- Membership base of over 400 individuals and families



To learn more about Sheep to Shawl, visit willametteheritage.org/sheep-to-shawl/.

Sheep to Shawl photos by Celine Chamberlin

We invite you!

SPONSORSHIP INVITATION

Sponsorship of **Sheep to Shawl** provides you with recognition by the Willamette Heritage Center as a generous community benefactor and supporter of connecting generations in the Mid-Willamette Valley.

Sponsorship Levels:

PRESENTING	GOLD	SILVER	BRONZE
\$1,000	\$500	\$250	\$100

SPONSORSHIP INCLUDES:

Announcements

Verbal recognition and thanks by emcee during the program

Naming Rights

Exclusive naming rights
(E.g. "Sheep to Shawl presented by...")

Logo Recognition

Your logo listed on website event page for 1 year

Signage

Your banner displayed at event

Lawn sign displayed at event

Promotion

Your advertisement in the event program

Listing in all 2020 newsletters which are distributed to over 600 households and eNewsletter distributed to over 1,500 individuals

Recognition on all social media
(over 7,000 followers across Facebook, Instagram, and Twitter)

Listing in event program

	PRESENTING	GOLD	SILVER	BRONZE
	✓			
	✓			
	✓	✓		
	✓	✓		
	✓	✓		
	QUARTER-PAGE ✓	SIXTH-PAGE ✓	SIXTH-PAGE ✓	
	✓	✓	✓	
	✓	✓	✓	✓
	✓	✓	✓	✓

Logos and advertisements must be received by **April 29, 2020** to be included in the program and on lawn sign.

Fall Gala

Friday, October 30th | 5:30 – 8:30 pm

ABOUT THE EVENT

This special night includes socializing, dinner and drinks, a live auction, and features a special program for the enjoyment and enlightenment of history enthusiasts and WHC supporters. Past themes have included: the 1920s Prohibition Era, a nod to the 1950s reality documentary series “This is Your Life”, a 1930s Frank Sinatra “Luck Be a Lady Tonight” casino night, the early 1900s for a fun evening inspired by “The Harvey Girls”, and a 1940s Bing Crosby “Swinging on a Star” big band dance. This year’s theme will provide another opportunity for an exciting evening to celebrate and support the WHC.



THE BENEFITS

By sponsoring the Fall Gala, you provide essential support to the WHC: a place to make meaningful connections with history and within the community. Marketing for the event encompasses print, digital, and interpersonal communications, reaching thousands of Mid-Willamette Valley community members. Your brand will be recognized on the WHC website, social media accounts, and in direct mail to our members. We rely on community support to make our largest annual fundraiser a success. As a sponsor, your organization will be recognized for your commitment to connecting generations, preserving and interpreting the history of the Mid-Willamette Valley, and ensuring it is accessible for years to come.



THE NUMBERS

- Event attendance averages 200+ people
- Social media following of over 7,000 across three platforms
- Mailing list of over 1,500 emails
- Thousands of weekly visits to our website:
www.willametteheritage.org
- Membership base of over 400 individuals and families



To learn more about our Fall Gala,
visit <https://www.willametteheritage.org/fall-gala/>

We invite you!

SPONSORSHIP INVITATION

Sponsorship of the **Fall Gala** will provide you with recognition by the Willamette Heritage Center as a generous community benefactor and supporter of connecting generations in the Mid-Willamette Valley.

Sponsorship Levels:

PRESENTING	GOLD	SILVER	BRONZE
\$5,000	\$2,500	\$1,000	\$500

SPONSORSHIP INCLUSIONS:

Announcements

Verbal recognition and thanks by emcee during the program

Naming Rights

Exclusive naming rights
(E.g. "Fall Gala presented by...")

Logo Recognition

Your logo listed on website event page for 1 year

Signage

Your banner displayed at event

Promotion

Your advertisement in the event program

Listing in all 2020 newsletters which are distributed to over 600 households and eNewsletter distributed to over 1,500 individuals

Recognition on all social media
(over 7,000 followers across Facebook, Instagram, and Twitter)

Listing in event program

Complimentary Tickets

Complimentary tickets to the event

	PRESENTING	GOLD	SILVER	BRONZE
Announcements	✓			
Naming Rights	✓			
Logo Recognition	✓	✓		
Signage	✓	✓		
Promotion	HALF-PAGE ✓	QUARTER-PAGE ✓	QUARTER-PAGE ✓	
Listing in all 2020 newsletters which are distributed to over 600 households and eNewsletter distributed to over 1,500 individuals	✓	✓	✓	✓
Recognition on all social media (over 7,000 followers across Facebook, Instagram, and Twitter)	✓	✓	✓	✓
Listing in event program	✓	✓	✓	✓
Complimentary Tickets	16 TICKETS (\$960 VALUE)	8 TICKETS (\$480 VALUE)	4 TICKETS (\$240 VALUE)	2 TICKETS (\$120 VALUE)

Logos and advertisements must be received by **October 16, 2020** to be included in the program and on lawn sign.

Magic at the Mill

December 19th – 23rd | 5:30 – 8:00pm

ABOUT THE EVENT

A Salem tradition, Magic at the Mill is our largest community event and has been a pinnacle holiday experience for almost 20 years. Guests of all ages are invited to take a magical step into history with our costumed interpreters. For five nights in December, the Willamette Heritage Center glows with thousands of twinkling lights and bustles with entertainment, shopping, food, music, activities for children, historical demonstrations, and of course, Santa!



THE BENEFITS

Marketing initiatives ensure your brand receives maximum exposure throughout the Willamette Valley. Sponsorships are well advertised on-site during the event with signs and banners posted all around the grounds. Your sponsorship allows us to continue providing a fun and historical holiday event that is a time-honored Salem community tradition.

THE NUMBERS

- 2019 Attendance: Over 4,000
- Volunteers: 394 giving more than 1,560 hours
- Average Attendance per Night: 800
- Reach over 100,000 Mid-Valley residents via print and targeted digital ads in Marion, Linn, and Polk Counties
- Thousands of views through website
- Social media following of over 7,000 across three platforms



To learn more about Magic at the Mill, visit <https://www.willametteheritage.org/magic-at-the-mill/>

We invite you!

SPONSORSHIP INVITATION

Sponsorship of **Magic at the Mill** will provide you with recognition by the Willamette Heritage Center as a generous community benefactor and supporter of connecting generations in the Mid-Willamette Valley.

Sponsorship Levels:

PRESENTING	GOLD	SILVER	BRONZE
\$2,500	\$1,000	\$500	\$250

SPONSORSHIP INCLUSIONS:

Naming Rights

Exclusive naming rights
(E.g. "Magic at the Mill presented by...")

Logo Recognition

Your logo listed on website event page for 1 year

Signage

One decorated Christmas tree during Magic

Your banner displayed at event

Promotion

Your advertisement in the event program

Listing in all 2020 newsletters which are distributed to over 600 households and eNewsletter distributed to over 1,500 individuals

Recognition on all social media
(over 7,000 followers across Facebook, Instagram, and Twitter)

Listing in event program

Networking Opportunity

Invitation to The Night Before Magic VIP "Sneak Preview" (December 18)

Complimentary Tickets

Complimentary tickets to the event

	PRESENTING	GOLD	SILVER	BRONZE
	✓			
	✓	✓		
	✓	✓		
	✓	✓	✓	
	HALF-PAGE ✓	QUARTER-PAGE ✓	QUARTER-PAGE ✓	
	✓	✓	✓	
	✓	✓	✓	✓
	✓	✓	✓	✓
	✓	✓	✓	✓
	20 TICKETS (\$160 VALUE)	12 TICKETS (\$96 VALUE)	6 TICKETS (\$48 VALUE)	2 TICKETS (\$16 VALUE)

Logos and advertisements must be received by **November 30, 2020** to be included in the program and on lawn sign.

Connecting Generations Sponsors

OVERALL SPONSORSHIP INVITATION

Sponsoring the **Willamette Heritage Center** will provide you with recognition by the WHC as a generous community benefactor and supporter of connecting generations in the Mid-Willamette Valley.

Sponsorship Levels:

	PREMIERE	ANNUAL	EXHIBITS	SEASON
	\$10,000	\$5,000	\$2,500	\$1,000
SPONSORSHIP INCLUSIONS:	PREMEIRE	ANNUAL	EXHIBITS	SEASON
Announcements Verbal recognition and thanks during the program at all WHC Signature Events and special exhibit openings	✓			
Logo Recognition Your logo listed on website for 1 year and all flyers, posters, invites, and emails for all events	✓			
Signage Your banner displayed at all WHC Signature events and special exhibit openings	✓	✓		
Lawn sign displayed at event	✓	✓		
Promotion Your advertisement in programs for all WHC Signature events	HALF-PAGE ✓	HALF-PAGE ✓	QUARTER-PAGE ✓	QUARTER-PAGE ✓
Listing in all 2020 newsletters which are distributed to over 600 households and eNewsletter distributed to over 1,500 individuals	✓	✓	✓	✓
Recognition on all social media (over 7,000 followers across Facebook, Instagram, and Twitter)	✓	✓	✓	✓
Listing in program distributed to guests at all WHC events	✓	✓	✓	✓
Networking Opportunity Invitation to special exhibit openings	✓	✓	✓	✓
Complimentary Tickets Complimentary tickets to the Fall Gala, and Magic at the Mill	2 GALA TABLES 24 MAGIC TICKETS (\$892 VALUE)	1 GALA TABLE 18 MAGIC TICKETS (\$494 VALUE)	1 GALA TABLE 10 MAGIC TICKETS (\$430 VALUE)	4 GALA TICKETS 5 MAGIC TICKETS (\$280 VALUE)

Sponsorship Fulfillment: Specs and Examples

Banners:

Sheep to Shawl: Presenting and Gold; **Fall Gala:** Presenting and Gold; **Magic at the Mill:** Presenting, Gold, and Silver; **Connecting Generations:** Premiere and Annual

Must be provided by the sponsor.

Decorated Christmas Tree:

Magic at the Mill: Presenting, Gold

We will provide each sponsor with a tree to decorate (sponsor may elect WHC to decorate tree for them) on site before and during Magic.

Event Program Advertisements:

Connecting Generations advertisements appear in programs for Sheep to Shawl, Fall Gala, and Magic at the Mill; all event sponsorships are noted in examples below

Printed on a half-letter (8.5w x 5.5h) program page (see examples below; examples to scale).

Half-page:
342w x 270h px

Fall Gala:
Presenting

Magic at the Mill:
Presenting

Connecting Generations:
Premiere and Annual

Quarter-page:
171w x 270h px

Sheep to Shawl:
Presenting

Fall Gala:
Gold and Silver

Magic at the Mill:
Gold and Silver

Connecting Generations:
Exhibits and Season

Sixth-page:
171w x 134h px

Sheep to Shawl:
Gold and Silver

Lawn Signs:

Sheep to Shawl: Presenting and Gold

Lawn signs of any size may be provided by sponsor. Sponsor may provide a high-quality .jpg, .pdf., or .png of their logo to be designed and printed by the Willamette Heritage Center. Lawn signs provided by WHC are 18w x 12h in.

Listing in Newsletter:

Sheep to Shawl: Presenting, Gold, and Silver; **Fall Gala:** All levels; **Magic at the Mill:** Presenting, Gold, and Silver; **Connecting Generations:** All levels

Printed on a full-page letter (8.5w x 11h) newsletter page, set in Gill Sans MT at 10 pt (see example below; example not to scale).

WHC | Caboose Club, Community Partners, Current Sponsors, and Grantors

Special thanks to the following...

Caboose Club

Albany & Eastern Railroad	Cheryl Griffith	Salem Alliance Church
Ed Austin Associates	Christopher and Lola Hackett	Salem Downtown Rotary Club
Boatwright Engineering Inc.	Meredith Kuhl	The Salem Foundation
KayLee and Dave Brown	Miller Paint	Sherman Brothers Trucking
Cougar Construction	Oldham Crane Service	Siletz Tribal Charitable Contribution Fund
Tom and Ann Marie Dill	O'Neill Pine Company	Trust Management Services
Financial Products & Services, Inc. in honor of Cascade Warehouse Company of Salem	Photo Electric, LLC	Willamette University Atkinson Graduate School of Management

Community Partners...

Ed Austin Associates

Current Sponsors...

The H Group, Inc.	Salem Fiberarts Guild	Sherman Sherman Jonnie & Hoyt, LLP
Roth's Fresh Markets	Select Impressions	Wilco Farm Stores
Salem Electric		

and Grantors...

City of Salem Cultural and Tourism Promotion Advisory Board	Marion Cultural Development Corporation	Oregon Heritage
First Interstate Bank	Mt. Angel Oktoberfest	Salem Foundation
	Oregon Cultural Trust	William S. Walton Charitable Trust

Listing in Event Program:

All sponsorship levels at all events.

Printed on a half-letter (8.5w x 5.5h) program page, set in Gill Sans MT at 12 pt (see example below; example not to scale).

Thank you to our generous sponsors!

Presenting Sponsor

City of Salem

Gold Sponsors

Ed Austin Associates
Danner & Soli
Grove, Mueller & Swank, PC
Kraft Custom Construction
O'Neill Pine Company
Portland General Electric
Salem Electric
Select Impressions

Silver Sponsors

First Interstate Bank
Roth's Fresh Markets
Sherman Sherman Jonnie &
Hoyt, LLP

Bronze Sponsors

CJ Hansen Co., Inc.
Salem Fiberarts Guild

Sponsorship Agreement

Please complete this form and return it to Willamette Heritage Center
by mail at 1313 Mill St. SE, Salem, OR 97301.

Name of Business, Organization, or Individual: _____

Business Address: _____

Name and Position of Representative: _____

Business Phone: _____

Business Email: _____

Business Website: _____

Sponsorship(s) Selected: _____

Signature of Representative: _____

Payment Method: _____

I have enclosed a check payable to Willamette Heritage Center

I will call WHC to make a payment by phone at (503) 585-7012

Please charge my: (circle one) VISA -or- MasterCard

Card # _____ Exp. Date _____

Signature _____ Security Code _____

If you have questions, please contact Michelle Cordova, Executive Director
at 503.585.7012 ext. 223 or by email at michellec@willametteheritage.org.



Willamette Heritage Center
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