

BUILDING SPONSOR

9/11 Pentagon Visitor Education Center

RECOGNITION LOCATOR - MAIN ENTRY:



This is a rare sponsorship opportunity to have the 9/11 Pentagon Visitor Education Center named after you or your company exclusively for 10 years beginning the day the 911PVEC is dedicated and open to the public. The incumbent sponsor will retain the first right of refusal to renew the sponsorship at the end of the term. This unique exclusive sponsorship will remain available until a formal pledge commitment is received from sponsor.

❖ **9/11PVEC Exclusive Sponsor: \$25 million** (Pledge can be paid over 5 years)

Location: Main Entry

of Exclusive Sponsorships: 1

▶ Permanent Recognition

- Company / organization name will be permanently displayed in donor acknowledgement area based on specific exclusive sponsorship selected

PRESENTING SPONSORSHIPS (Public Space)

RECOGNITION LOCATOR

A

All exclusive Presenting Sponsorships below are 5-year, \$10 million exclusive name recognition opportunities that can be paid through over three years. The exclusive name recognition right indicates the sponsor will retain the primary sponsorship name recognition for 5 years beginning the day the facility is dedicated and open to the public. Presenting Sponsorships are available on a first come first served basis, without exception.

❖ **Presenting Sponsor: \$10 million** (Pledge can be paid over 3 years)

Location: Room specific

of Exclusive Sponsorships: 1 per room

- ▶ 9/11 Heroes Hall Presenting Sponsor
 - ▶ 9/11 Exhibit Presenting Sponsor (2+ available)
 - ▶ Observation Deck Presenting Sponsor
 - ▶ Interactive Education Center Presenting Sponsor
 - ▶ 9/11 Auditorium Presenting Sponsor
- ▶ **Permanent Recognition**
- Company / organization name will be permanently displayed in donor acknowledgement area based on specific exclusive sponsorship selected

PRESENTING SPONSORSHIPS (Non-Public Space)

RECOGNITION LOCATOR

A

All exclusive Presenting Sponsorships below are 5-year, \$5 million exclusive name recognition opportunities that can be paid through over three years. The exclusive name recognition right indicates the sponsor will retain the primary sponsorship name recognition for 5 years beginning the day the facility is dedicated and open to the public. Presenting Sponsorships are available on a first come first served basis, without exception.

❖ **Presenting Sponsor: \$5 million** (Pledge can be paid over 3 years)

Location: Room specific

of Exclusive Sponsorships: 1 per room

- ▶ Boardroom Presenting Sponsor (Not publicly accessible)
- ▶ SCIF Meeting Room Presenting Sponsor (Not publicly accessible)
- ▶ Sky Terrace Presenting Sponsor

▶ **Permanent Recognition**


- Company / organization name will be permanently displayed in donor acknowledgement area based on specific exclusive sponsorship selected

BUILDING and PRESENTING Sponsor General Benefits

▶ **Exclusive Long Term Recognition**

- Company / organization name will be prominently displayed in designated area based on specific sponsorship selected for the stated term of the sponsorship (5 years or 10 years). The incumbent sponsor will retain the first right of refusal at the end of the sponsorship term.
- Highlighted on all materials generated for media and promotional purposes during project.

▶ **Permanent Recognition**

- Company / organization name will be permanently displayed in donor acknowledgement area  based on specific exclusive sponsorship selected

▶ **Pentagon Memorial 9/11 Visitor Education Center Advisory Committee**

- Company executive will be invited to be part of this executive advisory committee for duration of the project. The purpose of the committee is to advise the Pentagon Memorial Fund leadership on the project throughout its development. Members of the committee will include Pentagon leadership, Federal and State representatives, along with other Foundation sponsors.

▶ **Design and Construction Briefings:**

- Invitations to private briefings for key stake holders (senior Pentagon officials, elected federal, state and county officials, and other Founding sponsors.)

BUILDING and PRESENTING Sponsor General Benefits

▶ **Groundbreaking and Dedication Ceremony**

- Exclusive invitations to the 9/11 Visitor Education Center groundbreaking and dedication ceremony
- Prominent recognition on print materials and in speaker remarks

▶ **Audio Tour Recognition at Pentagon Memorial**

- Featured in 911PVEC sponsor recognition during the audio tour.
(Audio tour is a free cell phone tour offered to visitors to the Pentagon Memorial. Nearly 100,000 visitors have listened to the tour since it was introduced in 2011. To hear the audio tour call (202)741.1004)

▶ **Check Presentation**

- Private tour and check presentation at the Pentagon Memorial.

▶ **Media**

- Formal press release from the Pentagon Memorial Fund announcing sponsorship

▶ **National 9/11 Pentagon Memorial Website**

- Opportunity to place company logo or organization name and hot link on special 9/11 Pentagon Visitor Education Center sponsor page.

FOUNDATION SPONSORS

RECOGNITION LOCATOR – MAIN ENTRY:

B

The 9/11 Pentagon Visitor Education Center (VEC) is an innovative initiative to design and construct a space where visitors from around the world can learn about the events of September 11, 2001, the lives lost that day, and the historic significance of the Pentagon Memorial site. The VEC Foundation Sponsors are visionary leaders who understand the importance that the VEC will play in educating those who did not experience the attacks first-hand, and are committed to providing the critical funding needed to make this historic project a reality for millions of future visitors from around the world.

❖ **Foundation Sponsor: \$5 million** (Pledges can be paid over 2 years)

Location: Main Entry

of Exclusive Sponsorships: 5

▶ **Permanent Recognition**

- Company / organization name will be permanently displayed in donor acknowledgement area based on specific exclusive sponsorship selected

PILLAR SPONSORS (Public Space)

RECOGNITION LOCATOR :

B

❖ **Pillar Sponsor: \$2.5 million** (Pledge can be paid over 2 years)

Location: Room specific

of Exclusive Sponsorships: 5 per room

Select from available locations below:

- ▶ 9/11 Heroes Hall
 - ▶ 9/11 Auditorium
 - ▶ 9/11 Exhibit (2+)
 - ▶ Observation Deck
 - ▶ Interactive Education Center
- ▶ **Permanent Recognition**
- Company / organization name will be permanently displayed in donor acknowledgement area based on specific exclusive sponsorship selected

PILLAR SPONSORS (Non-Public Space)

RECOGNITION LOCATOR :

B

❖ **Pillar Sponsor: \$1 million** (Pledge can be paid over 2 years)

Location: Room specific

of Exclusive Sponsorships: 5 per room

Select from available locations below:

- ▶ **Boardroom (Not publicly accessible)**
- ▶ **SCIF Meeting Room (Not publicly accessible)**
- ▶ **Sky Terrace**

- ▶ **Permanent Recognition**
 - Company / organization name will be permanently displayed in donor acknowledgement area based on specific exclusive sponsorship selected

FOUNDATION and PILLAR SPONSOR GENERAL BENEFITS

▶ **Permanent Recognition**

- Company/organization name will be permanently displayed in donor acknowledgement area based on specific sponsorship level and area selected.

▶ **9/11 Pentagon Visitor Education Center Advisory Committee**

- Company executive representative will be invited to be part of this executive advisory committee for duration of the project. The purpose of this special committee is to advise the Pentagon Memorial Fund leadership on the project throughout its development. Members of the committee will include Pentagon leadership, Federal and State representatives, international officials, along with other major donors.

▶ **Stakeholder Briefings:**

- Invitations to private briefings for key stake holders (Senior Pentagon officials, elected federal, state and county officials, international officials and other Foundation Sponsors.)

▶ **Groundbreaking and Dedication Ceremonies**

- Exclusive invitations to the 9/11 Pentagon Visitor Education Center groundbreaking and dedication ceremonies
- Prominent recognition on print materials

FOUNDATION and PILLAR SPONSOR GENERAL BENEFITS

▶ **Check Presentation**

- Private tour and check presentation at the Pentagon Memorial.

▶ **Media**

- Formal press release from the Pentagon Memorial Fund announcing sponsorship

▶ **National 9/11 Pentagon Memorial Website**

- Opportunity to place company logo and hot link on special 9/11 Pentagon Visitor Education Center sponsor page.

CHAIRMAN'S CIRCLE

❖ **Chairman's Circle: \$500,000** (Pledge can be paid over 2 years)

Plaque Location: 9/11 Heroes Hall

▶ **Permanent Recognition**

- Company / organization name will be permanently displayed on Chairman's Circle plaque located in the 9/11 Heroes Hall

▶ **Groundbreaking and Dedication Ceremony**

- Exclusive invitations to the 9/11 Pentagon Visitor Education Center groundbreaking and dedication ceremonies
- Prominent recognition on print materials

▶ **Check Presentation**

- Private tour and check presentation at the Pentagon Memorial.

▶ **National 9/11 Pentagon Memorial Website**

- Opportunity to place company logo or organization name and hot link on special 9/11 Pentagon Visitor Education Center sponsor page.

LEGACY SPONSOR

❖ **Legacy Sponsor: \$250,000** (Pledge can be paid over 2 years)

Location: 9/11 Heroes Hall

▶ **Permanent Recognition**

- Company / organization name will be permanently displayed on Legacy plaque located in the 9/11 Heroes Hall

▶ **Groundbreaking and Dedication Ceremony**

- Invitations to the 9/11 Pentagon Visitor Education Center groundbreaking and dedication ceremonies.

▶ **Check Presentation**

- Private tour and check presentation at the Pentagon Memorial.

▶ **National 9/11 Pentagon Memorial Website**

- Opportunity to place company logo and hot link on special 9/11 Pentagon Visitor Education Center sponsor page.

PATRIOT SPONSOR

❖ **Patriot Sponsor: \$100,000** (Pledge can be paid over 2 years)

Location: 9/11 Heroes Hall

▶ **Permanent Recognition**

- Company / organization name will be permanently displayed on Patriot plaque located in the 9/11 Heroes Hall

▶ **Groundbreaking and Dedication Ceremony**

- Invitations to the 9/11 Pentagon Visitor Education Center groundbreaking and dedication ceremonies.

▶ **Check Presentation**

- Private tour and check presentation at the Pentagon Memorial.

▶ **National 9/11 Pentagon Memorial Website**

- Opportunity to place company logo and hot link on special 9/11 Pentagon Visitor Education Center sponsor page.

GOLD SPONSOR

❖ Gold Sponsor: \$50,000

▶ **Print Recognition**

- Highlighted as Gold Sponsor on all materials generated for media and promotional purposes during project.

▶ **Groundbreaking Ceremony**

- Invitations to the 9/11 Pentagon Visitor Education Center groundbreaking and dedication ceremonies.

▶ **Dedication Ceremony**

- Invitations to the 9/11 Pentagon Visitor Education Center dedication ceremony.

▶ **Check Presentation**

- Private tour and check presentation at the Pentagon Memorial.

▶ **National 9/11 Pentagon Memorial Website**

- Opportunity to place company logo and hot link on special 9/11 Pentagon Visitor Education Center sponsor page.

SILVER SPONSOR

❖ Silver Sponsor: \$25,000

▶ **Print Recognition**

- Highlighted as Silver Sponsor on all materials generated for media and promotional purposes during project.

▶ **Groundbreaking Ceremony**

- Invitations to the 9/11 Pentagon Visitor Education Center groundbreaking and dedication ceremonies.

▶ **Dedication Ceremony**

- Invitations to the 9/11 Pentagon Visitor Education Center dedication ceremony .

▶ **National 9/11 Pentagon Memorial Website**

- Opportunity to place company logo and hot link on special 9/11 Pentagon Visitor Education Center sponsor page.