

# CASE STATEMENT

## THE 9/11 PENTAGON VISITOR EDUCATION CENTER

### ENLIGHTEN. EDUCATE. ENGAGE.



The events of 9/11 are unforgettable. Everyone carries their own distinct memory of where they were and what it felt like when they first heard about the attacks. And yet the Pentagon's story of that day still needs to be told. **The 9/11 Pentagon Visitor Education Center** will be a place where visitors from around the world can learn about the events of September 11, 2001, the lives lost, and the historic significance of the Pentagon Memorial site. **The Pentagon Memorial Fund invites you to be a part of history. Sponsor the 9/11 Pentagon Visitor Education Center and help others understand the day the world changed.**

#### THE PENTAGON MEMORIAL FUND

To preserve the memories of those lost at the Pentagon on September 11, 2001, a day of tremendous significance in our nation's history, the Pentagon Memorial Fund, a 501(c)3 non-profit, was incorporated in May of 2003 by victims' family members to raise funds to build and maintain a simple, but meaningful memorial near the site of the attack for all to visit. Since October 2003, the Pentagon Memorial Fund and the U.S. Department of Defense, Washington Headquarters Services have worked together to ensure that the 184 men, women and children who were killed in the September 11, 2001 terrorist attack on the Pentagon are honored and remembered through the establishment and ongoing operations of the National 9/11 Pentagon Memorial (Pentagon Memorial). As a part of this partnership the Pentagon Memorial Fund is proud to provide annual funding to support the maintenance and operations of the Pentagon Memorial.

On September 11, 2008, the Pentagon Memorial was the first of the three national 9/11 memorials to be dedicated in the United States. A large cross-section of countries, corporations, foundations and individuals (including 9/11 family members), former presidents and first ladies, members of Congress, and former military leaders, joined together to support the Pentagon Memorial Fund. Since the dedication of the Pentagon Memorial, more than one and a half million people have visited the Memorial from around the world.

#### THE 9/11 PENTAGON VISITOR EDUCATION CENTER

The Pentagon is the only 9/11 attack site without a visitor center or museum to explain the historic significance of the site. Among the hundreds of thousands of visitors to the Memorial each year, few know that this memorial is different from all others in Washington, DC in that it is located where the event took place. Research showed that there is a unique teachable moment at the Memorial to explain the events on 9/11; the stories of the victims and heroes; the role of the Department of Defense and Pentagon; and how the United States and governments around the world are working to help prevent another 9/11.

# **CASE STATEMENT**

## **THE 9/11 PENTAGON VISITOR EDUCATION CENTER**

### **ENLIGHTEN. EDUCATE. ENGAGE.**



With the guidance of the project's official education partner, National Geographic, the 9/11 Pentagon Visitor Education Center's interactive exhibits and education programs will give visitors a sense of the broad impact of the tragedy from a variety of perspectives. Stories of the courage and resilient spirit demonstrated by Pentagon employees, first responders and residents of the area will be shared throughout the exhibits. Content for the exhibits and education curricula will be developed through working collaborations with the National September 11 Memorial and Museum, the 9/11 Tribute Center, the Flight 93 Memorial/National Park Service, the Department of Defense, the Federal Bureau of Investigation (FBI), Transportation Security Administration (TSA), National Geographic, and Smithsonian Museum of American History, and the Oklahoma City National Memorial/Museum.

In 2013, the Pentagon Memorial Fund worked with Booz Allen Hamilton to develop a sustainable business model, which was used to create realistic conceptual renderings of the 9/11 Pentagon Visitor Education Center, illustrating visitor accessibility and the unique elevated views of the Pentagon Memorial, the 9/11 family group burial marker in Arlington National Cemetery and the Air Force Memorial. There will be a multi-media interactive exhibit space, a Children's Education Area, a Reflection Area, conference and meeting rooms, an Auditorium, and a Sky Terrace.

The 9/11 Pentagon Visitor Education Center site is in a dramatic location, right where the attack of 9/11 took place and adjacent to the 9/11 Pentagon Memorial, Arlington National Cemetery, and Air Force Memorial. Its orientation corresponds to the path of Flight 77. This thoughtful arrangement creates a powerful backdrop to heighten the experience for visitors as they arrive at the 9/11 Pentagon Visitor Education Center.

### **THE NEED**

Tens of thousands of children and students come to the Memorial each year and few know why this Memorial is different from all others in Washington DC in that it is located where the event took place. Many of those are eighth-graders on class trips that are too young to have experienced the tragedy of 9/11. We do not want to miss out on these teachable moments. The 9/11 Pentagon Visitor Education Center will become the place to tell the stories of the victims and help others understand and appreciate the historic events that took place that day. Visitors will have the opportunity to learn about the survivors and heroes in the Pentagon and the response of the US government and countries around the world on September 12 when NATO invoked Article 5 and 23 ally countries offered to help defend the United States. It is this united cooperation and support that is as relevant and important today as it was on September 12, 2001.

Through exhibits and educational programs complemented by docent and walking audio tours, the 9/11 Pentagon Visitors Education Center will help visitors:

- Connect with those who experienced 9/11.
- Understand how we as a nation have changed and persevered.
- Learn about the Pentagon and why it was targeted.
- Learn about what we are doing to prevent future attacks.

The secure conference space, special events areas, and auditorium will provide a venue to leaders, luminaries, and other entities to gather for programs, meetings and events. The 9/11 Pentagon Visitor Education Center will teach others how September 11, 2001 is relevant today and how the response of the United States and nations around the world has made all of us safer today.

**CASE STATEMENT**  
**THE 9/11 PENTAGON VISITOR EDUCATION CENTER**  
**ENLIGHTEN. EDUCATE. ENGAGE.**



**BE A PART OF HISTORY AND HELP OTHERS UNDERSTAND THE DAY THE WORLD WAS CHANGED**

The 9/11 Visitors Education Center is projected to reach 3.5 million potential visitors annually. The **Pentagon Memorial Fund** will raise \$75 million through a capital campaign over the course of the next three years to fund the 9/11 Pentagon Visitor Education Center building and operations. We need the support of major sponsors to help others learn, understand, and remember the events of 9/11 and how the United States and nations around the world came together to ensure we are all safer today.

There are a number of sponsorship opportunities ranging from \$25,000 to \$25 million investments. Sponsors will receive unique benefits associated with their specific exclusive sponsorship level as outlined in more detail in the attached table. An example of some of these benefits include:

- Public exposure to 3.5 million visitors annually through various media and promotional purposes.
- Permanent name recognition in donor acknowledgment area based on sponsorship.
- Invitation to the advisory board for the duration of the project. Members of the committee will include Pentagon leadership, Federal, State and international representatives, along with other major sponsors.
- Invitation to the Groundbreaking and Dedication Ceremony.
- Access to secure conference space, special events areas, and auditorium.
- Opportunity to be a part of history, creating a landmark and destination for millions of visitors that will forever be part of the Pentagon and the National Capital Region.

Please join us in supporting the 9/11 Pentagon Visitor Education Center and its programs so that we may help more people understand the day the world was changed.

Contact Andrew Ammerman, Senior Executive Advisor to the Board of Directors of the  
Pentagon Memorial Fund at:

[ammerman@pentagonmemorial.net](mailto:ammerman@pentagonmemorial.net) or (301) 740-3388