

PARTNERSHIP OPPORTUNITIES

BALL *for* THE MALL

May 8, 2024

A Celebration of Storytelling on the National Mall

**HISTORY, HEROES & HOPE
AWARD HONOREES**



DAVE GROHL

19-time Grammy-Winning Musician,
Best-Selling Author, DC Native



THE MELLON FOUNDATION

Accepted by Elizabeth Alexander
President, Mellon Foundation



GEORGE C. WOLFE

Renowned Filmmaker, 5-time Tony-
Winning Playwright & Producer

TRUST FOR THE
NATIONAL
MALL



2024 BALL *for* THE MALL

May 8, 2024

A CELEBRATION OF STORYTELLING ON THE NATIONAL MALL

HOST COMMITTEE BALL for THE MALL 2024

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EagleBank

Gabor Vida
Rosewood Washington, D.C.

Katie Zirkelbach
Zirkelbach Strategies

JOIN US on May 8, 2024 for BALL for THE MALL for an unforgettable night honoring our *History, Heroes & Hope Awards*, now in its tenth year, honoring the spirit of the iconic National Mall and all it represents as a symbol of our nation.

Be a part of this monumental evening on the National Mall welcoming 600+ guests – an array of prominent philanthropists, business leaders, members of Congress and public officials for a night of celebration in support of the National Mall.

Join us before the extraordinary backdrop of the **Washington Monument**, the U.S. Capitol and the iconic green lawn to celebrate our work and mission with the National Park Service to restore, preserve and elevate the National Mall.

The **BALL** will showcase our prestigious **2024 History, Heroes & Hope Award honorees: Dave Grohl** of Foo Fighters, **The Mellon Foundation**, accepted by its President, Elizabeth Alexander, and **George C. Wolfe**, filmmaker of *RUSTIN* film with Netflix and Higher Ground.

Watch for exciting announcements about our **2024 special presenters!** Featured speakers will include **David M. Rubenstein**, longtime Premier sponsor and former Trust honoree.



2022 BALL for THE MALL: Catherine Townsend, Trust President and CEO, Jeffrey Reinbold, Superintendent, National Mall and Memorial Parks, Trust Board Secretary, Georgette "Gigi" Dixon and Trust Board Chair, Bruce Broussard

JOIN US: Our shared mission to ensure a vibrant and engaging National Mall for all takes on a new meaning as we approach the Semiquincentennial, the 250th anniversary of American Independence in 2026, when the National Mall, America's Civic Stage, will play center stage for this milestone, yearlong commemoration.



BALL for THE MALL 2023: Jeff Reinbold, Superintendent, National Mall and Memorial Parks, National Park Service; Ambassador Emily Haber; Sheila Johnson, Vice Chair, Trust Board of Directors; Bruce Broussard, Chair, Trust Board of Directors, CEO, Humana Inc. and Catherine Townsend, President & CEO, Trust for the National Mall.

BECOME A PARTNER

This invitation-only event with **sponsorship opportunities** will feature a Chairman's Reception, an awards presentation, and a seated dinner and dessert and champagne reception. Guests will include Congressional leaders, featured guest speakers, award honorees, Trust Board of Directors and our generous philanthropic partners for one unforgettable night. **Sponsorships and Tables available now! Individual tickets will be released beginning March 1, 2024.**

SUPPORT THE TRUST'S MISSION

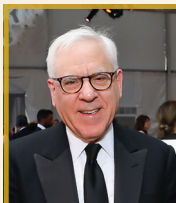
Join us for BALL for THE MALL

Your gift will steward the Trust's work to restore, preserve and enrich America's Front Yard. Partners will receive the following benefits and more, fully explained on the back page:

- Premier seating at the event
- Invitation to the special Chairman's Reception
- Recognition on invitation, website and social media, prior to event
- Recognition at the event, signage and program
- Promotion in Trust partner media, earned media and social media



BALL for THE MALL 2023 Honorary Chair,
First Lady, Jill Biden



One of the things I've chosen to do [with my giving] is to remind people of the history and heritage of our country, and one of the best places to do that is the National Mall.

David M. Rubenstein | Philanthropist | Co-Founder and Co-Chair, The Carlyle Group



Images courtesy of Blake Belcher Photography for the Trust for the National Mall

BALL *for* THE MALL

May 8, 2024

JOIN US AS A PARTNER FOR BALL *for* THE MALL 2024

SPONSORSHIP LEVELS

Champion Sponsor* \$250,000
 Premier Sponsor* \$100,000
 Platinum Sponsor \$50,000
 Gold Sponsor \$25,000
 Silver Sponsor \$10,000

BALL <i>for</i> THE MALL	Platinum Sponsor \$50,000	Gold Sponsor \$25,000	Silver Sponsor \$10,000
Listed in advertising and promotions with BALL <i>for</i> THE MALL media partners	Logo or Name Recognition	Listing	
Recognition On-Screen During the Event	Logo or Name Recognition	Logo or Name Recognition	Listing
Advertisement in Program Book (deadline is April 15, 2024)	1/2 page	1/4 page	Listing
Listing in Event E-Invitation (deadline is March 13, 2024)	Logo or Name Recognition	Listing	Listing
Seating + Tickets to BALL <i>for</i> THE MALL	20	10	4
Invitations to Chairman's Reception	20	10	
Personalized Tour of the National Mall	Eight Guests		
Washington Monument Observation Level Tour	Eight Guests		
Recognition on Trust for the National Mall Partners Webpage	Logo or Name Recognition	Logo or Name Recognition	Listing
Rights to use Pre-Approved Messaging + Opportunity to use Trust for the National Mall photos, quotes, etc.	✓	✓	
Corporate Leadership Council Membership	Included	Included	Included

**To learn more about Champion \$250,000 and Premier \$100,000 level sponsorship opportunities and exclusive benefits, please contact Allie Fernandez, Director of Philanthropy, West Coast at afernandez@nationalmall.org.*

Join us for BALL *for* THE MALL 2024,
 Please email ballforthemall@nationalmall.org

nationalmall.org

