



BALL *for* THE MALL

2018 PATRON OPPORTUNITIES

BALL *for* THE MALL

THURSDAY, APRIL 26, 2018
ON THE GROUNDS OF THE NATIONAL MALL



The Trust for the National Mall is pleased to invite you to join us for our BALL for THE MALL 2018 benefit gala. In 2017, we celebrated our tenth year partnering with the National Park Service by changing our signature annual event from a luncheon to an evening gala. And the response was tremendous!

The event welcomed over 750 patrons to join event honorees – businessman and patriotic philanthropist David Rubenstein and Hinrich Wobcken representing Volkswagen, Master of Ceremonies Wolf Blitzer, and presidential historian Douglas Brinkley to celebrate our partnership with the National Park Service. Thanks to the generosity of these supporters, the Trust can continue its work to create modern and resilient solutions that improve the visitor experience on the National Mall.

We hope you will join us on Thursday, April 26 for BALL for THE MALL 2018. As a Patron you will:

- Receive recognition as a partner in the effort to improve the National Mall.
- Participate in a prestigious event that attracts many of Washington’s most prominent leaders, philanthropists and public officials.
- Host guests for a unique experience right on the National Mall.
- Attend a reception with members of Congress, leaders from the National Park Service, U.S. Department of the Interior, public officials from the District of Columbia and surrounding jurisdictions, and the Washington-based diplomatic corps.
- Enjoy volunteer opportunities and other activities on the National Mall throughout the year.

The Trust for the National Mall stewards private support to design and deliver modern and resilient solutions that will improve the visitor experience and preserve the historic legacy of the National Mall. In partnership with the National Park Service, we have invested more than \$22 million in private support and helped advocate for an additional \$130 million in Federal Funds. With 36 million annual visits, the National Mall is one of the most visited parks in the world. Yet the visitor experience is compromised by the continuing challenges of aging infrastructure, increased visitation, and lack of amenities. The National Mall requires more than \$840 million in deferred maintenance and needed upgrades, the highest figure of any national park.



An official partner
of the National Park Service

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A prestigious tented event to be held on the National Mall, the BALL for THE MALL 2018 will feature breathtaking views, distinguished speakers, seated dinner and dessert reception with dancing.

For the first time, the Trust will seek to do a brief report highlighting the progress against the National Mall Plan. In 2010, the National Park Service developed the plan as a practical, ambitious but achievable vision for a sustainable National Mall where visitors feel welcomed and proud of the space that symbolizes our nation. The Trust for the National Mall has worked closely with the National Park Service to identify and prioritize key projects to deliver against this plan.

SCHEDULE OF THE EVENING

5.30 PM	Congressional and Diplomatic Reception
6.30 PM	General Reception
7.30 PM	Dinner
9.15 PM	After-Party and Dessert Reception

In what we expect to become an annual publication issued on the day of the benefit event, the “State of the National Mall Report” will provide updates and emphasis on what has been achieved to preserve and transform the Mall – along with a clear assessment of the ongoing but yet unmet needs that can be addressed with public and private funding.



HOST COMMITTEE

The Host Committee provides essential leadership for a successful event and includes distinguished participants across a variety of industries. We are currently forming the BALL for THE MALL 2018 Host Committee. For more information about how to play a role in supporting this event, please contact Kevin Sturtevant (202.552.4407 | ksturtevant@nationalmall.org).

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2018 SPONSORS AND HOST COMMITTEE

LEADERSHIP

CO-CHAIRS

David and Kirsten Pollin, *The Buccini/Pollin Group*
Lynn Hackney and Kimberly Hoover, *Allyson Capital*
Kevin and Amanda Jacobs, *Hilton Worldwide*

VICE CHAIRS

Chip and Sally Akridge
Marcella Cohen
Catherine Merrill Williams, *Washingtonian Magazine*

HOST COMMITTEE

John Drew, *Trade Center Management Associates (TCMA, A Drew Company)*
Sarah Knutson, *Akridge*
William Magruder, *Clark Construction Group, LLC*
John Richardson, *EagleBank*
Darrel Rippeteau, *Rippeteau Architects, PC*

PLATINUM PATRONS

Allyson Capital
Arent Fox, LLP
BGR Group
Bloomberg Philanthropies
The Buccini/Pollin Group
Clark Construction Group, LLC

General Motors LLC
Hilton Worldwide
Shelley and Allan Holt
Kettler
Leucadia National Corporation
PNC Bank*

Prudential
Quicken Loans
Trade Center Management Associates
(TCMA, A Drew Company)

GOLD PATRONS

Akridge
Alpha Corporation
BB&T
Beer Institute
BP*
Brandywine Realty Trust

Chevron Corporation*
The Economic Club of Washington D.C.
Financial Services Roundtable*
Height Analytics
James G. Davis Construction Corporation
Heather Muir Johnson and Jim Johnson

Debby and Dan McGinn
Rippeteau Architects, PC
Transamerica
The Wharf

AFTER-PARTY RECEPTION SPONSOR

American Airlines

* Denotes membership in the Trust's Corporate Leadership Council

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PATRON LEVELS

	PREMIER \$100,000	DIAMOND \$50,000	PLATINUM \$25,000	GOLD \$10,000
Listing on "State of the National Mall Report"	✓			
HOSPITALITY				
Dinner Seating	20	20	10	8
Passes to Congressional Reception	20	10	4	2
Option to Host VIP at Table	✓	✓	✓	
Option to Seat Guest(s) at Head Tables	2	2		
Premier Table Location	✓			
Priority Table Location		✓	✓	✓
Invitation to Serve as Vice Chair on Host Committee	✓	✓		
Invitation to Join Host Committee			✓	

NIGHT OF EVENT				
Logo on Step and Repeat	✓			
Recognition from Podium	✓	✓		
Signage at Table	✓	✓	✓	
Inclusion in Ads in Media Partner Publication(s)	✓	✓	✓	✓
Exclusive On-Screen Recognition	LOGO			
On-Screen Recognition	✓	✓	✓	✓
Recognition on Signage	LOGO	LOGO	LOGO	LISTING
Advertisement in Program Book	FULL PAGE PREMIUM PLACEMENT	FULL PAGE	1/4 PAGE	1/8 PAGE
Listing in Program Book	✓	✓		

PR and ADDITIONAL				
Listing in Event invitation	✓	✓	✓	✓
Press Release Announcing Supporters	✓	✓		
Social Media Announcement	✓	✓	✓	
Listing on the Trust for the National Mall Website	BANNER LOGO w/ LINK	LOGO w/LINK	LOGO w/LINK	LISTING
Listing in Annual Report	✓	✓	✓	✓
Corporate Day of Service on the National Mall	LUNCH PROVIDED	TRUST VIP ATTEND		
Invitation to Exclusive Events	✓	✓	✓	
Guided Tour of the National Mall with Trust Expert	✓	✓		

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CONGRESSIONAL AND DIPLOMATIC RECEPTION SPONSOR

\$50,000

Our pre-event Congressional and Diplomatic Reception includes program participants, members of Congress, members of Washington's diplomatic corps, distinguished donors and other invited guests. Benefits include:

- **All Platinum Sponsor Recognition Benefits plus:**
- Six additional passes to the Congressional Reception
- Premier placement on event signage and collateral, including invitation
- Inclusion in press release announcing sponsors
- Podium recognition during the dinner program
- Logo on cocktail napkins for Congressional Reception as well as for General Reception
- Option to make brief (2 minutes) remark during the Congressional Reception

AFTER-PARTY RECEPTION SPONSOR (SOLD)

\$50,000

Following the gala dinner and program, we get ready to party, with a live 8-piece band, featured vocalist and dessert stations.

- **All Platinum Sponsor Recognition Benefits plus:**
- Six additional passes to the After-Party Reception
- Company-themed signature drink and/or dessert
- Premier placement on event signage and collateral, including invitation
- Inclusion in press release announcing sponsors
- Podium recognition during the dinner program
- Option to kick off the party from the After-Party stage

VALET SPONSOR

\$20,000 (INCLUDES WATER BOTTLES)

We all hate for the evening to end, but our Valet Sponsor lets the magic continue a bit longer.

- **Two tickets to the BALL, including access to the Congressional Reception**
- Podium recognition as activity sponsor
- Logo on Trust-branded water bottles distributed to all guests as they leave and/or in valet-parked cars

MONUMENT GAZING SPONSOR

\$15,000

Enjoy the spectacular views which make this event so unique by gazing at the National Mall's iconic monuments through our special view-finders.

- **Two tickets to the BALL, including access to the Congressional Reception**
- Podium recognition as activity sponsor
- Opportunity to place signage/materials near viewing stations

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NAME (PLEASE PROVIDE YOUR NAME AS YOU WOULD LIKE IT TO APPEAR ON PRINTED MATERIALS)

We are pleased to participate at the following Patron level:

- Premier \$100,000
- Diamond \$50,000
- Platinum \$25,000
- Gold \$10,000

We are pleased to participate at the following Exclusive Patron level:

- Congressional and Diplomatic Reception Sponsor \$50,000
- Valet Sponsor \$20,000
- Monument Gazing Sponsor \$15,000

Please return by the deadlines below to be listed on the BALL for THE MALL 2018 event materials:
Invitation – February 5, 2018 Program – March 9, 2018

- I am unable to attend, but would like to make a donation to support the Trust's efforts \$ _____

DONOR INFORMATION

NAME(S) (AS YOU WOULD LIKE IT TO BE LISTED)

EMAIL(S)

PHONE NUMBER(S)

ADDRESS

CITY, STATE, ZIP

FULFILLMENT CONTACT IF DIFFERENT FROM ABOVE

NAME

TITLE

EMAIL

PHONE NUMBER

- We will not be using _____ of our tickets, and would like to donate them back to the Trust.

PAYMENT INFORMATION

- A check for the full amount is enclosed and made payable to the Trust for the National Mall
- Please send an invoice for the full amount; payment will be made by April 16, 2018

SIGNATURE

DATE

The Trust for the National Mall is a 501(c)(3) nonprofit organization. Contributions to the Trust are tax-deductible to the extent allowed by law.

The Trust estimates the value of each dinner ticket to the BALL for THE MALL 2018 to be \$175.

QUESTIONS?

Vanessa Chebli | 202-407-9415 | vchebli@nationalmall.org

PLEASE RETURN TO:

Trust for the National Mall—Attn: Gift Processing
1300 Pennsylvania Avenue, NW | Suite 370 | Washington, DC 20004
gifts@nationalmall.org