2018
Army Heritage Center Foundation
Sponsorship Opportunities

BUILD

ENHANCE

PROMOTE

Telling the Army Story . . .
One Soldier at a Time. ©

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The United States Army Heritage and Education Center

The United States Army Heritage and Education Center (USAHEC) is a 56-acre military history, education, and cultural campus in Carlisle, Pennsylvania. The facility seeks to honor the service and sacrifice of Soldiers and their Families; to preserve their artifacts and archival materials for public study; and to educate the Army and the public by promoting a greater understanding of our Soldiers’ and Army’s contributions to the Nation. All venues are free and open to the public to include access to the research collection, public lectures, and living history programs.

Secretary of the Army Thomas White announced the development of USAHEC in October 2001. The Center currently consists of the:

- Research library and archives for personal papers of Soldiers and their Families.
- Visitor and Education Center - the “front door” to the complex, the focal point of educational activities and museum and art galleries.
- Army Heritage Trail - an outdoor venue to support education, living history, and interpretive programs.
- Conservation Center - a facility to meet the Army’s obligation to preserve and conserve documents and artifacts entrusted to its care.

Future plans include:

- An expansion of the Visitor and Education Center to enhance its ability to support additional educational programs and special events.
- The construction of the Army Heritage Center - a facility that through interpretive exhibits and displays will “Tell the Army Story… one Soldier at a time.”

The Army Heritage Center Foundation

The Army Heritage Center Foundation is the not-for-profit 501(c)(3) that leads a public-private partnership supporting the development of USAHEC. Through donated financial support, the Foundation builds the public components of the Center— the Visitor and Education Center and the Army Heritage Center. As the phased construction programs are completed, the Foundation transfers facilities to the U.S. Army to operate, staff, and maintain as part of the Center. The Foundation promotes the facility as a research center and a national tourist destination and provides “margin of excellence” support that enhances educational programs and other activities where federal funds are inadequate or unavailable.

The Foundation was incorporated in 1999 as the Military Heritage Foundation and today does business as the Army Heritage Center Foundation. For more information, please visit the Foundation’s website at www.armyheritage.org.
Sponsorship Opportunities
We Need Your Support!

The Army Heritage Center Foundation works with the U.S. Army Heritage and Education Center (USAHEC) to honor our Soldiers and their Families, preserve their memories, and educate the Army and the public about their service throughout our Nation’s history.

As the leader of a public-private partnership, the Foundation needs your support! We receive no direct funding from federal, state, or local governments. We can only accomplish our support of USAHEC through the generosity and support of our members, donors, and partners.

The opportunities in this guide provide a variety of means for individuals, foundations, and corporations to demonstrate their support to the missions of the U.S. Army Heritage and Education Center and the Army Heritage Center Foundation.

Sponsorship support falls into three major categories – community and member engagement, educational programs, and Veteran outreach.

All charitable donations to the Army Heritage Center Foundation are tax deductible to the extent permitted by law.¹

Selected educational programs are eligible for the Commonwealth of Pennsylvania Educational Improvement Tax Credit (EITC) program.

For more information, contact the Foundation’s Executive Director, Mike Perry, at 717-258-1102 or by email at mperry@armyheritage.org.

¹ As always, should you have any questions about deductions, please consult a tax professional.
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## Army Heritage Center Foundation Construction Program

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Annual Army Birthday Celebration Dinner

Each June, the Foundation hosts Central Pennsylvania’s Army Birthday celebration with a program and dinner at USAHEC. The program seeks to build support for the U.S. Army and the U.S. Army War College, develop a public understanding of U.S. Army traditions, and provide an enjoyable evening of dining.

Date: Saturday, June 2, 2018

Projected attendance: 150 - 175

Audience: Members of the Army Heritage Center Foundation, the U.S. Army War College and Carlisle Barracks Leadership, Army War College students, area business leaders, dignitaries, and the Army Heritage Center Foundation Board of Directors.

Sponsorships

Event Sponsor: $7,500
• Top billing logo recognition (on all promotional materials, including print and event signage)
• Opportunity to speak
• Maximum of two sponsors; industry exclusive
• 8 complimentary tickets
• Full-page program ad

Gold Sponsor: $5,000
• Logo recognition (on selected promotional materials, including print and event program)
• Maximum of three sponsors; industry exclusive
• 8 complimentary tickets
• Full-page program ad

Silver Sponsor: $3,500
• Logo recognition (on selected promotional materials and event program)
• 6 complimentary tickets
• Half-page program ad

Bronze Sponsor: $2,500
• Name recognition (on selected promotional materials and event program)
• 4 complimentary tickets
• Quarter-page program ad

Reception Sponsor: $2,000
Name recognition (in event program)
• 4 complimentary tickets
• Quarter-page program ad

Toasts Sponsor: $1,500
• Name recognition (in event program)
• 4 complimentary tickets
• Quarter-page program ad

Dinner Sponsor: $1,000
• Name recognition in event program
• 4 complimentary tickets

Tickets: $55 per attendee
To honor of our Veterans, the Foundation hosts its annual recognition and membership dinner each fall at USAHEC. Highlights of the event include the recognition of distinguished Soldiers and organizations that support Soldiers, a silent auction, and a dinner. Sponsorship opportunities include reception and event sponsorships and range from $1,000 to $25,000. Each sponsorship includes complimentary dinner tickets and advertising opportunities.

Date: Saturday, November 3, 2018

Projected attendance: 200-225

Audience: Members of the Army Heritage Center Foundation, U.S. Army War College and Carlisle Barracks Leadership, Army War College students, area business leaders, dignitaries, and the Foundation Board of Directors.

Sponsorships

Event Sponsor: $25,000
- Top billing logo recognition (on all promotional materials, including print and event signage)
- VIP tour of Gettysburg National Battlefield
- Opportunity to speak
- Maximum of two sponsors; industry exclusive
- 8 complimentary tickets
- Full-page program ad

Living Legend Award Sponsor: $10,000
- 2018 Awardee – TBD
- Recognizes and honors as Living Legends those Soldiers whose service illustrates both individual and group excellence and that is significant to the history and heritage of the U.S. Army.
- Past recipients have included: BG Anna Mae Hays, USA Ret., the Army’s first female general officer; Medal of Honor Recipient COL Walter J. Marm, USA Ret.; Secretary of the Army John O. Marsh, Jr., and Heisman Trophy winner BG Pete Dawkins, USA Ret.
- Opportunity to introduce the awardee
- 8 complimentary tickets
- Recognition on promotional materials, including print and event program

Boots on the Ground Award Sponsor: $10,000
- 2018 Awardee – TBD
- Recognizes individuals and organizations whose contributions and service demonstrate their commitment to the U.S. Army, its Soldiers, and their Families.
- Past recipients have included Military Child of the Year (Army) Cavan McIntyre-Brewer; Mr. H. Ross Perot; The American Gold Star Mothers, Hendrick Motorsports, and LTG (R) Claude Kicklighter.
- Opportunity to introduce the awardee
- 8 complimentary tickets
- Recognition on promotional materials, including print and event program
MG John Armstrong Award Sponsor:
$10,000
- Recognize individuals who have made significant contributions to the development of the U.S. Army Heritage and Education Center and its programs
- 2018 Awardee – TBD
- MG Armstrong was a colonial era Soldier, a statesman, a leader, and a pioneer who helped shape the development of the Nation.
- Past recipients have included: Mr. Cliff Jones, BG Joseph McCarthy, USA Ret., and the Honorable Thomas Ridge.
- Opportunity to introduce the awardee
- 8 complimentary tickets
- Recognition on promotional materials, including print and event program

Gold Sponsor: $7,500
- Logo recognition (on selected promotional materials, including print and event program)
- Maximum of three sponsors; industry exclusive
- 8 complimentary tickets
- Full-page program ad

Silver Sponsor: $5,000
- Logo recognition (on selected promotional materials and event program)
- 6 complimentary tickets
- Half-page program ad

Bronze Sponsor: $3,500
- Name recognition (on selected promotional materials and event program)
- 4 complimentary tickets
- Quarter-page program ad

Reception Sponsor: $2,500
- Name recognition (in event program)
- 4 complimentary tickets
- Quarter-page program ad

Toasts Sponsor: $1,500
- Name recognition (in event program)
- 4 complimentary tickets
- Quarter-page program ad

Sponsor: $1,000
- Name recognition (in event program)
- 4 complimentary tickets

Tickets: $55 per member
$80 non-member (includes a one-year Membership)
The Army Heritage Center Foundation supports USAHEC’s military themed art exhibit program in two areas. The Foundation identifies civilian or military artists who are willing to display their works at USAHEC and coordinates all aspects of the exhibit with the artist and the Army. The Foundation facilitates the preparation and curation of USAHEC collections by providing staff support and supplies where funding is unavailable.

The Foundation seeks to support one exhibit each calendar year. Please contact the Foundation for additional details.

Past support includes the exhibits: Veterans: Paintings by Nina Talbot and Sleepless Nights - Korean War Veteran John A. Cook’s sketches.

Sponsorship for an art exhibit is between $5,000 and $15,000, depending on the complexity of the exhibit and associated requirements to identify artists and coordinate exhibits, transport and insure collections, and prepare exhibits for display.

Sponsors of the programs will:
- Receive recognition for their support at the entrance of the gallery, in Foundation press releases, newsletters, and our annual report.
- Participate in the opening ceremony of the exhibit.
- Assist the Foundation to identify artists.
NHD in PA is the Commonwealth of Pennsylvania’s component of a national classroom based program that engages students in hands-on historical research and exploration. Students participating in the NHD program select a topic based on the annual theme, research and analyze primary and secondary sources, draw conclusions, and create projects to demonstrate their learning. Students enter their projects in a series of competitions where they meet with judges and receive feedback on their projects.

The NHD in PA program spans the entire commonwealth from Philadelphia to Erie, and more than 13,000 students from 325 schools participate. Each May, approximately 800 students and 250 teachers and judges attend the state contest. Typically, 60 to 75 students from Pennsylvania attend the national competition each June conducted at the University of Maryland, College Park, just outside of Washington, DC.

The Foundation receives no governmental support to plan, manage, and execute this program.

Donations to the NHD in PA program are eligible for Educational Improvement Tax Credit Program (EITC).

Sponsorships
Statewide Program Sponsor: $25,000
- Attend contest as Foundation Guest.
- Make comments and serve as a presenter at the State Contest awards ceremony.
- Sponsor will be recognized on the t-shirts issued to state contest attendees, program website, in media releases, in program guides, Foundation newsletters, and annual report.

State Contest Sponsor: $1,000 to $10,000
- Serve as a presenter at the State Contest.
- Sponsor will be recognized on the t-shirts issued to state contest attendees, the program website, in media releases, in program guides, Foundation newsletters, and annual report.

National Contest Delegation Sponsor: $1,000 to $5,000
- Sponsor will be recognized on the program website, in media releases, in program guides, Foundation newsletters, and annual report.

Sponsorships in the amount of $300 can provide a scholarship to a student in need to attend the state or national contest:
- Thank you letter from hosted student.
- Sponsor will be recognized in program guides, Foundation newsletters, and annual report.
STUDENT INTERNSHIPS

Foundation sponsored internships provide students with the experience employers seek. Students engage in meaningful tasks that support Foundation sponsored teacher workshops and make aspects of the USAHEC collections publicly available. The program further allows the student to determine career goals while making valuable contributions.

Schools-to-Career High School Internships
As a component of an academic program, Junior or Senior High School students interested in careers in history related fields serve a semester internship with the Foundation. Students are given the opportunity to explore potential career fields and gain skills that will enable them to become successful. During the semester, the students enhance their educational experience by incorporating an experiential component into their academic curriculum.

Donations to Schools-to-Career are eligible for Educational Improvement Tax Credit Program (EITC).

Schools-to-Career Sponsorship:
- Academic Year Program: $5,000
- Individual student: $2,000 will allow you to support a semester or summer internship opportunity for an area youth with an invaluable educational opportunity.
- Sponsors are welcome to recommend suitable students for internships with the Foundation.
- Sponsors will be recognized on the Foundation’s website, in our semi-annual newsletters, and our annual report.

College Internships
The Foundation provides a meaningful educational experience to college interns. Each learns workplace skills through meaningful assignments in a professional environment. Our adaptable program engages interns in project-based tasks that are challenging but achievable. Interns receive an appropriate mix of assignments for their ability level, ranging from the complex to the mundane, and learn that the modern workplace requires workers at all levels to pitch in to help the team succeed.

College Internship Sponsorship:
- $2,000 will support a semester or summer internship for a student.
- Sponsors are welcome to recommend qualified candidates for internships.
- Sponsors will be recognized on the Foundation’s website, in our semi-annual newsletters, and our annual report.
Teacher Professional Development Programs

Professional Development Workshop for Teachers
The professional development of teachers is a critical issue schools can address to improve student performance. No other changes to the curriculum or school environment can be effective if the schools lack expertly trained teachers. The Foundation’s highly regarded workshops offer teachers and schools a low-cost, high-impact means to develop stronger teachers. Developed in partnership with the Library of Congress’ Teaching with Primary Sources program, our workshops leverage the resources in the archival collections at the U.S. Army Heritage and Education Center to provide high-quality training.

The Foundation conducts 4 workshops each year.

Sponsorship: $2,000
- Supports a day-long workshop for up to 20 teachers.
- Sponsors may attend the workshop.
- Sponsors will be recognized in the Foundation’s publicity for the workshop on our website, semi-annual newsletters, and annual report.
- Sponsors are welcome to recommend topics for the workshops they sponsor.

Holocaust Education
Our Holocaust education programs highlight the perspective of victims, witnesses, and Soldiers who participated in the liberation of concentration camps. We partner to produce an ongoing series of teacher workshops with Mr. Peter Mashinski, a Fellow with the United States Holocaust Memorial Museum (USHMM) and member of the Museum’s Regional Education Corps.

Our programs raise awareness and enhance understanding and education about the Holocaust for students and the public. We seek to expand our offerings to include public displays presenting the Holocaust through programs that adhere to USHMM guidelines for teaching the Holocaust in an effective, sensitive, and accurate manner.

Sponsorship: $3,000
- Supports one public program or two teacher workshops with an outside expert presenter.
- Sponsors may attend the workshop or public program.
- Sponsors will be recognized in the Foundation’s publicity for the workshop on our website and in our semi-annual newsletters and annual report.
Special Enrichment Programs

**The Soldier Experience Living History Adventure Camp (SELHAC)**

Our summer educational program for students in grades 7-10 provides a challenging, hands-on, historically based living history experience. Participating students spend a week on the Army Heritage Trail at the U.S. Army Heritage and Education Center, engaged in realistic training developed from historic training manuals and modified for safety and practicality. The program is designed and led by U.S. Army Veterans, assisted by local ROTC students who serve as counselors in training. The program emphasizes valuable workplace skills like teamwork and discipline.

**Sponsorship: $2,500:**
- You or your company will be identified as the program sponsor.
- $300: You will provide a scholarship for one camper to attend.
- Sponsors will be recognized on the t-shirts issued to campers, in program publicity, and on the Foundation’s website, and in our semi-annual newsletters and annual report.

**History-Science-Technology, Engineering, and Math (H-STEM) Project**

The Foundation develops educational signage for the Army Heritage Trail, USAHEC’s outdoor living history museum. These materials combine history with science, technology, engineering, and mathematics (STEM) to provide students with a varied and enriched educational experience. The signs allow teachers to meet standards for multiple subject areas while on field trips to USAHEC. The signs are developed in cooperation with teachers who collaborate to develop the signs and supporting curricular materials.

**Sponsorship: $5,000:**
- Supports the development and installation of a sign on the Army Heritage Trail and the development of teacher supporting materials.
- Sign will bear your company name and logo.
- Sponsors will be recognized on the Foundation’s website and in our semi-annual newsletters and annual report.
The Russell F. Weigley Award for Military History

The Foundation partners with Temple University to award the Russell F. Weigley Award for Military History at their annual Barnes Club Conference. Professor Weigley was the Distinguished University Professor of History at Temple University in Philadelphia, Pennsylvania and an internationally noted military historian.

His research and teaching interests centered on American and world military history, World War II, and the Civil War.

The Russell F. Weigley Award for Military History is a monetary and book award presented to the best military history paper submitted to the Conference, as chosen by a panel of military historians.

**Sponsorship: $750:**
- Sponsor the award for one year.
- Sponsors will be recognized at the award ceremony, on the Foundation’s website and in our semi-annual newsletters and annual report.
- Sponsor may attend the conference and present the award.

Soldier Stories

The Soldier Stories on the Foundation’s website honor the service of American Soldiers throughout our nation’s history in a student-friendly format that facilitates educational use. Each story provides a first-person perspective on the conflicts that have shaped the world and is accompanied by contextual articles that help students, teachers, and the public better understand the valor and sacrifices of our fighting Soldiers.

**Sponsorship: $2,500:**
- Supports the research and development of a Soldier Story based on the USAHEC collection.
- Sponsors may select a time period or conflict for the story they are sponsoring.
- Sponsors will receive a printed copy of the Soldier Story and a certificate identifying them as a sponsor with the name and rank of the Soldier they sponsored.
- Sponsors will be recognized on the web page for the Soldier and in our semi-annual newsletters and annual report.
Veteran Outreach

Veterans Oral History Program (VOHP)
The Foundation offers students an outstanding intergenerational learning experience that builds community and promotes the intergenerational transmission of values and experience through VOHP, managed in partnership with local high schools and Veterans organizations. Managed by the Foundation’s Education Department, students learn how to prepare for, conduct, and submit for preservation an oral history interview with a Veteran from their community.

Veterans’ Cafe Program
The Foundation conducts a Veterans’ breakfast in the Harrisburg-York-Carlisle region to create a forum that promotes an appreciation of the Veterans’ experience; encourages Veterans to tell their story; and captures, preserves, and shares Veterans’ stories for future generations.

Frequency: Quarterly

Sponsorships

Platinum: $1,500
- Sole sponsorship of an event.
- Speaking role at event, prominent full page ad in program, premium seating, and complimentary meals for four representatives at the event, prominent name and logo on all program materials related to the event, banner or logo placement at the event for all photo opportunities, prominent sponsor name recognition in press materials, and logo placement on program website.

Gold: $500
- Up to three sponsors per event.
- Prominent full page ad in program, premium seating and complimentary meals for four representatives, prominent name and logo on all program materials related to the event, name and logo on head table and welcome table, banner or logo placement at the event for all photo opportunities, prominent sponsor name recognition in press materials, and logo placement on program website.

Silver: $250
- Up to four sponsors per event.
- One-half page ad in program, complimentary meals for two representatives, name and logo on all program materials related to the event (deadlines may apply), banner or logo placement at the event for all photo opportunities, prominent sponsor name recognition in press materials, and logo placement on program website.

Bronze: $100
- Up to five sponsors per event.
- One quarter-page ad in program, complimentary meal for one representative, name and logo on all program materials related to the event (deadlines may apply), banner or logo placement at the event for all photo opportunities, sponsor name recognition in press materials, and logo placement on program website.

- Advertising opportunities are available.
- Discounts for multiple event sponsorships are available.

Sponsorship: $5,000 Funds VOHP for an academic year and provides students with a valuable and unique educational experience.
- Sponsors will be recognized on the Foundation’s website, in our semi-annual newsletters, and annual report.
Army Heritage Center Foundation
Construction Program

The Army Heritage Center Foundation finances and manages the construction of the public components of the U.S. Army Heritage and Education Center (USAHEC). These public facilities consist of the Visitor and Education Center (VEC) and the Army Heritage Center, the future home of the Army Heritage Museum.

The Foundation supports the construction of these public facilities to allow the U.S. Army and USAHEC to tell a comprehensive history of its Soldiers’ service from colonial times to the present day.

Visible donor recognition opportunities exist within the complex at specific locations as well as on a centralized donor wall located in a high traffic area of the facility.

**Completed Construction:**
- The Army Heritage Center Foundation completed construction of Phase One of the VEC in July 2010, improvements to USAHEC’s infrastructure in 2012, and expansion of the VEC designated as the *Hall of the American Soldier* with additional exhibit gallery space, multipurpose rooms, and expanded café seating and a renovation of the former Ridgway Hall lobby into exhibit space in 2016.
- Phase One, a 37,000 square-feet structure, provided the first interpretive gallery on the campus; multipurpose rooms to support veteran reunions, special events, and educational programs; visitor support services; and offices for staff.
- The infrastructure improvements included a third parking area for patrons, two event plazas for outdoor programs, and storm water management resources. This project prepares the site for future construction activities.
- The VEC expansion, a 7,500 square-foot addition supports USAHEC’s growing visitation.
- Funding to support these projects was provided by a Commonwealth of Pennsylvania Redevelopment Assistance Capital Program grant and private donations.

**Future Construction:**
- The final phase of the Education Center will create the defining architectural feature and add 30,000 square-feet to the complex. Included is the conversion of the current gallery in the *Hall of the American Soldier* into the primary entrance to USAHEC and modification of the multipurpose room to serve as a gallery, the addition of multipurpose rooms to enhance educational and conferencing capabilities that support larger and more complex programs and events. The estimated cost is $10 million.
- The Army Heritage Center is the final public facility planned for the USAHEC campus. This 40,000 square-foot building will provide interpretive galleries and the space to display large items of Army equipment that were critical to our Soldiers’ efforts.
The Current Campus of the U.S. Army Heritage and Education Center

Architectural Concept of Completed Visitor and Education Center