



February 15, 2018

Dear Friend of Hannibal,

As you know, Hannibal will be celebrating its Bicentennial in 2019, so plans are underway for a yearlong Bicentennial Celebration to honor the past, invigorate the present, and anticipate the future. We have launched our official website, Hannibal2019.com, where we will honor Hannibal's history, promote events, and acknowledge our sponsors. The website will be updated and maintained throughout 2018, 2019, and 2020.

Sponsorship presents a unique opportunity to support this once in a lifetime celebration, and we need your help. Your support will go toward event planning, marketing & promotion, and beautification efforts to ensure we are putting our best foot forward for visitors and future residents.

Will you please review the enclosed sponsorship levels and give consideration to supporting this historic endeavor? The website is our virtual 'calling card' to the world and will showcase the sponsors that are supporting the town's 200th anniversary. We hope you will be among them.

The year of 2018 will be filled with detailed planning so that 2019 is indeed a yearlong celebration that achieves the highest expectations with special events. With the events, press, and promotion of 2019, we expect 2020 will also be a banner year for Hannibal. **Will you please invest in Hannibal as we plan the 2019 Bicentennial?**

I invite you to call me to discuss your interest in sponsorship at your convenience. You can reach me at 860.250.6850 or by email at clovell@stetson.edu. Please join me in planning the best birthday party Hannibal has ever thrown! (We'll party like it's 1819!)

Sincerely,

A handwritten signature in cursive script that reads "Cindy Lovell".

Cindy Lovell, Ph.D.
Hannibal Bicentennial Event Director

CC: Gail Bryant, Director of Hannibal Convention and Visitors Bureau and Bicentennial Committee Chair

Sponsorship Levels & Benefits for Hannibal's Bicentennial Celebration

There are six sponsorship levels reflecting Hannibal's unique history. We hope you will find a sponsorship level that is comfortable for you. Please note that this covers a sponsorship period of two years (2018-2019), and the Bicentennial website will be maintained throughout 2020. If need be, sponsorship can be divided in two equal payments (due June 30, 2018 and June 30, 2019). We appreciate your full payment as soon as it is convenient for you.

1. Founder – \$50,000

In 1819, Moses Bates surveyed the downtown area that became Hannibal, and with Jonathan Fleming built the first log cabin in town. Bates owned the first steamboat in Hannibal, and as plots were sold and new settlers arrived, the town's population grew to 30 residents by 1830. The town became a chartered city in 1845, and James Brady was elected Mayor. By 1850, Hannibal boasted more than 2,000 citizens.

To honor these early founders, will you please consider sponsoring our Bicentennial Celebration at the **Founder Level**?

Benefits:

- Corporate logo and link on Hannibal2019.com
 - Best logo placement in relevant printed materials (e.g., programs, posters)
 - 12 premium seats for all ticketed events
 - VIP access for 12 for all VIP ticketed events
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2. Preservationist – \$25,000

When Mark Twain published *The Adventures of Tom Sawyer* in 1876, Hannibal immediately became a tourist destination. Mark Twain died in 1910, and when plans were being made to tear down his boyhood home, George and Ida Mahan stepped in and bought the house, donating it to the city in 1912. Another Hannibal resident, W.B. Pettibone, donated hundreds of acres of prime real estate to establish Riverview Park in 1909 for the benefit of the public. Both sites are on the National Register of Historic Places. These are just two examples of the foresight of community leaders who took the initiative to preserve important sites in Hannibal. Millions of visitors have toured the Mark Twain Boyhood Home, Riverview Park, and dozens of other historical sites that have been preserved down through the years.

To honor these early preservationists, will you please consider sponsoring our Bicentennial Celebration at the **Preservationist Level**?

Benefits:

- Corporate logo and link on Hannibal2019.com
 - Logo placement in relevant printed materials (e.g., programs, posters)
 - 6 premium seats for all ticketed events
 - VIP access for 6 for all VIP ticketed events
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3. Historian - \$10,000

Hannibal's rich history as a frontier town in the 19th century and a manufacturing center and tourist destination in the 20th century includes those who made history and those who documented the stories. From the forty-niners streaming through town on their way to the California gold rush to the WPA (Works Progress Administration) workers expanding Hannibal's infrastructure, Hannibalians contributed greatly to the history books.

To honor Hannibal's early historians and history-makers, will you please consider sponsoring our Bicentennial Celebration at the **Historian Level**?

Benefits:

- Corporate logo and link on Hannibal2019.com
 - Logo placement in relevant printed materials (e.g., programs, posters)
 - 4 premium seats for all ticketed events
 - VIP access for 4 for all VIP ticketed events
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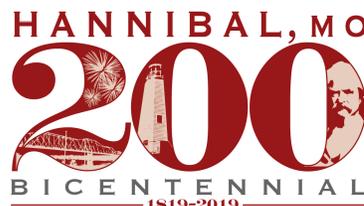
4. Ambassador - \$5,000

Hannibal residents are known for their hometown pride for good reason, and no shortage of Hannibal ambassadors have made a lasting impression on the world. There was Jake Beckley, famed baseball player, fine artist James Carroll Beckwith, the legendary Margaret Tobin Brown (survivor of the Titanic), Admiral Robert Coontz, country singer Helen Cornelius, actor Cliff Edwards (the voice of "Jiminy Cricket"), William Lear (inventor of the Learjet), Olympian George Poage, and of course Samuel Clemens, better known as Mark Twain. With heritage like this, no wonder residents are proud to call Hannibal home!

To honor these early ambassadors, will you please consider sponsoring our Bicentennial Celebration at the **Ambassador Level**?

Benefits:

- Logo and link on Hannibal2019.com
 - Logo placement in relevant printed materials (e.g., programs, posters)
 - 2 premium seats for all ticketed events
 - VIP access for 2 for all VIP ticketed events
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5. Pillar of the Community - \$2,500

A community is only as solid as its citizens, and Hannibal's citizens combined ingenuity and innovation with hard work and local resources to build a rock solid community. From the earliest log cabin to the thriving lumber industry of the 19th century, from log rafts to steamboats, Hannibalians have been building a town to be proud of. The Hannibal & St. Joseph Railroad, completed in 1859, was the first to cross the state of Missouri. Hannibal's famed Portland cement has been providing support to the town and the rest of the world for more than a century. Hannibal can even claim the oldest daily newspaper in Missouri, the *Hannibal Courier-Post*, which began publishing in 1853.

To honor the solid community foundation upon which Hannibal was built, will you please consider sponsoring our Bicentennial Celebration at the **Pillars of the Community Level**?

Benefits:

- Corporate link on Hannibal2019.com
 - Name in printed materials (e.g., programs, posters)
 - 6 seats for all ticketed events
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6. Immortal Character - \$1,000

When most people think of the famous fictional characters of Hannibal, they probably think first of Mark Twain's characters - Tom Sawyer, Huck Finn, Jim, Becky Thatcher, Aunt Polly, and others. That's quite a roster, and we can forgive folks for not realizing there are other characters immortalized in various fictional forms. If you're a fan of the musical *Damn Yankees*, you'll recognize Joe Hardy ("Shoeless Joe From Hannibal, MO). M*A*S*H fans may remember that Colonel Sherman Potter was a Hannibal resident. There's also Joyce Palmieri from *Kindergarten Cop*, Nick Dunne, the protagonist in the novel *Gone Girl*, and plenty of other famous fictional characters who hail from Hannibal.

To honor these unforgettable characters, will you please consider sponsoring our Bicentennial Celebration at the **Immortal Character Level**?

Benefits:

- Corporate link on Hannibal2019.com
 - Name in printed materials (e.g., programs, posters)
 - 4 seats for all ticketed events
-



Hannibal Bicentennial Sponsorship Pledge Form

Sponsorships can be paid over the two-year period of 2018 and 2019

- \$50,000 FOUNDER
- \$25,000 PRESERVATIONIST
- \$10,000 HISTORIAN
- \$5,000 AMBASSADOR
- \$2,500 PILLAR OF THE COMMUNITY
- \$1,000 IMMORTAL CHARACTER
- Other: \$ _____ (Thank you for supporting the Bicentennial!)
- Goods and/or Services Value: \$ _____ (Please contact Cindy Lovell at 860-250-6850 to discuss donations of good/services.)

NAME AS YOU WISH IT TO APPEAR IN SPONSORSHIP MATERIALS:	
If this is a business, please provide contact name here: _____	
ADDRESS, CITY, STATE, ZIP	PHONE:
COMPANY WEBSITE (IF APPLICABLE):	EMAIL:

- Full payment enclosed
- Payment will be sent separately
- Partial payment enclosed (Please describe timeline for payments):

Thank you for supporting Hannibal's Bicentennial Celebration!

Please make checks payable to: City of Hannibal and mail with this completed form to:
HCVB – Bicentennial, 505 N. 3rd St., Hannibal MO, 63401

