



MAYBORN'S

MAMMOTH
MASQUERADE

MAY 17, 2024

20TH
ANNIVERSARY
Mayborn
MUSEUM

 | Baylor University



2024 marks a significant milestone in our history—the 20th anniversary of Baylor University’s Mayborn Museum! We invite you to join us in celebrating 20 exceptional years at our gala celebration, *Mayborn’s Mammoth Masquerade*. This event on May 17, 2024, will benefit the Mayborn’s plan to transform the natural history exhibits.

The Mayborn’s riverfront home has welcomed more than 2 million visitors, supported hundreds of researchers and housed an important collection of Central Texas history. The Mayborn is a showcase for world-class exhibitions, a chronicler of regional history and a local center for hands-on learning that has stirred the imagination of millions of visitors.

The Museum has deep roots in the community and a history that spans more than 125 years. What started off as a collection of specimens used in biology classes, became the Baylor University Museum in 1893. The Museum had many homes on the Baylor campus over the years, including Carroll Library, Pat Neff Hall and most recently, the basement of Sid Richardson when it was named the Strecker Museum after long-time curator John K. Strecker. The dream of a stand-alone museum building, a place where science, history and hands-on learning came together, was a dream for many years. When the Mayborn Museum Complex opened its doors in 2004, it was thanks to the support and dedication of people like you.

We are now at a turning point in our story as we reignite curiosity in our natural history hall. Together, we will bring the museum’s exhibits up to date and offer visitors a more hands-on, immersive experience. We hope that these exhibits will encourage every Central Texas resident to visit and explore the natural habitats and creatures that drew people to the area.

Will you partner with us to make our 20th Anniversary a success? Thank you for taking the time to look at our 20th Anniversary sponsorship options. We hope you will join us on May 17 as a generous sponsor of our special *Mayborn’s Mammoth Masquerade* gala.

Sincerely,

Charles Walter
Executive Director
Mayborn Museum Complex

Alice Starr
Co-Chair

Berkley Knas
Co-Chair



20TH ANNIVERSARY GALA

MAYBORN'S MAMMOTH MASQUERADE

The Mayborn Museum is celebrating 20 years in the Central Texas community! As we look forward to the next 20 years, please join us for a special evening celebrating 20 years of learning and growing together.

We are looking for partners to help make this night a success! Museum sponsors not only take pleasure in knowing they're contributing to an important legacy, but they also enjoy customized benefits packages that highlight access to our audience.

Mayborn's Audience

The Mayborn sees 175,000 people per year and has 3,600 annual members.

A little about our visitors:

More than 90% of our visitors rate us as an outstanding experience/excellent experience.

Each year, we see visitors from every zip code in McLennan County.

In the last 20 years we have seen over 2 million visitors from all over the world.

Additional audience impressions include:

Email Marketing - 20,000 subscribers, 43% open rate

Social Media Marketing - 35,000 reached monthly

Website - 14,000 monthly page views

Digital Screens throughout Museum - 40,000 monthly impressions



UNDERWRITING OPPORTUNITIES

MASQUERADE SPONSOR

\$10,000

Present the Masquerade during our 20th Anniversary Gala. This opportunity includes your logo prominently displayed at our Masquerade table and on all masks provided to guests by the museum.

Additional benefits include:

- Sponsorship recognition on the Gala website (30,000 impressions).
- Recognition in the Gala printed program.
- 2 invitations to the VIP event.
- 6 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad.
- Pliosaur Level Corporate Membership at the Mayborn. *\$10,000 (3 of 4 remaining)*

TICKET AND INVITATION SPONSOR

\$10,000

Present our invitations and tickets during our 20th Anniversary Gala campaign. The Museum will invite over 20,000 museum friends to attend our Gala. During our campaign, we will announce the ticket presale in January 2024 and announce the public sale in February 2024. This opportunity includes your logo featured prominently on all save-the-dates, invitations and tickets (print and digital).

Additional benefits include:

- Recognition in the Gala printed program.
- 2 invitations to the VIP event.
- 6 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad.
- Pliosaur Level Corporate Membership at the Mayborn. *\$10,000 (one available)*

VALET SPONSOR

\$10,000

Present our valet during our 20th Anniversary Gala. Our valet service will park up to 500 cars at the event on May 17. This opportunity includes your logo featured prominently at the valet station.

Additional benefits include:

- Valet Sponsorship recognition on the invitations and website (30,000 impressions).
- The option to leave a takeaway in each car during the event.
- 2 invitations to the VIP event
- 6 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad.
- Pliosaur Level Corporate Membership at the Mayborn. *\$10,000 (one available)*

Mayborn
MUSEUM

 | Baylor University



UNDERWRITING OPPORTUNITIES

FLORAL SPONSOR

SOLD

Present flower-scapes throughout the Museum during our 20th Anniversary Gala. This opportunity includes your logo prominently displayed next to each flower-scape.

Additional benefits include:

- Recognition in the Gala printed program.
- Name or logo displayed at the Gala.
- 2 invitations to the VIP event.
- 4 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad.
- Turtle Level Corporate Membership at the Mayborn. \$7,000

SILENT AUCTION SPONSOR

\$7,000

Present our silent auction during the 20th Anniversary Gala. This opportunity includes your logo near the silent auction.

Additional benefits include:

- Recognition in the Gala printed program.
- Name or logo displayed at the Gala.
- 2 invitations to the VIP event.
- 4 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad.
- Turtle Level Corporate Membership at the Mayborn. \$7,000 (one available)

THEME SPONSOR

\$5,000

Present our decorations during our 20th Anniversary Gala.

Additional benefits include:

- Recognition in the Gala printed program.
- Name or logo displayed at the Gala.
- 2 invitations to the VIP event.
- 2 tickets to the 20th Anniversary Gala
- Recognition as a sponsor in a post-event Wacoan ad.
- Turtle Level Corporate Membership at the Mayborn. \$5,000





UNDERWRITING OPPORTUNITIES

PHOTOGRAPHY SPONSOR

SOLD

Present our photographer at the Gala. This opportunity includes your logo on each photo from the Gala.

Additional benefits include:

- 2 invitations to the VIP event
- 2 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad.
- Turtle Level Corporate Membership at the Mayborn. \$5,000

PROGRAM SPONSOR

\$5,000

Present our program during the 20th Anniversary Gala. This opportunity includes your logo on the cover of the event program.

Additional benefits include:

- Name or logo displayed at the Gala.
- 2 invitations to the VIP event.
- 2 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad.
- Turtle Level Corporate Membership at the Mayborn. \$5,000 (*one available*)

DESSERT SPONSOR

\$5,000

Present our dessert during the 20th Anniversary Gala. This opportunity includes your logo displayed at the dessert station.

Additional benefits include:

- Recognition in the Gala printed program.
- 2 invitations to the VIP event.
- 2 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad.
- Turtle Level Corporate Membership at the Mayborn. \$5,000 (*one available*)





UNDERWRITING OPPORTUNITIES

DINNER COURSE SPONSOR

\$5,000

Present a dinner course during the 20th Anniversary Gala. This opportunity includes your logo displayed at a food station.

Additional benefits include:

- Recognition in the Gala printed program.
- 2 invitations to the VIP event.
- 2 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad.
- Turtle Level Corporate Membership at the Mayborn. *\$5,000 (one available)*

PATRON SPONSOR

\$2,500

Additional benefits include:

- Recognition in the Gala printed program.
- 2 invitations to the VIP event.
- 2 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad. *\$2,500*

BENEFACTOR SPONSOR

\$1,000

Additional benefits include:

- 2 invitations to the VIP event.
- 2 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad. *\$1,000*



UNDERWRITING CONTRACT

Business Name:

Contact Person:

Mailing Address:

City: State: Zip:

Email: Phone Number:

Name (or company) as you wish it to appear:

SPONSOR LEVEL

MASQUERADE SPONSOR
\$10,000

TICKET AND INVITATION SPONSOR
\$10,000

VALET SPONSOR
\$10,000

FLORAL SPONSOR
SOLD

SILENT AUCTION SPONSOR
\$7,000

THEME SPONSOR
\$5,000

PHOTOGRAPHY SPONSOR
SOLD

PROGRAM SPONSOR
\$5,000

DESSERT SPONSOR
\$5,000

DINNER COURSE SPONSOR
\$5,000

PATRON SPONSOR
\$2,500

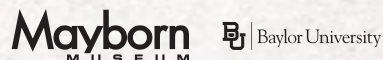
BENEFACTOR SPONSOR
\$1,000

My check is enclosed and made payable to Baylor University.

My payment will be made by credit card.

For credit card payments call Misty Thornton at (254) 710-1180

Please mail contract to: **Rebecca Nall**
Mayborn Museum
One Bear Place #97154
Waco, TX 76798-7154
Rebecca_Tucker@baylor.edu





MAYBORN'S MAMMOTH MASQUERADE
20TH ANNIVERSARY GALA

PRESENTING SPONSOR

This opportunity includes company recognition as presenting sponsor in all Gala marketing, including the website, social and email communication (100,000 impressions); Gala tickets (10,000 impressions); Gala save-the-dates and invitations (40,000 impressions); and Gala ads (100,000 impressions).

Additional benefits include:

- Verbal recognition during the program.
- Recognition in the Gala printed program.
- Recognition on event signage.
- Recognition in the Museum's Annual Report.
- 6 invitations to the VIP event.
- 10 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad.
- Mammoth Level Corporate Membership at the Mayborn.



\$25,000





MAYBORN'S MAMMOTH MASQUERADE
20TH ANNIVERSARY GALA

PRESENTING SPONSOR CONTRACT

Business Name:

Contact Person:

Mailing Address:

City: State: Zip:

Email: Phone Number:

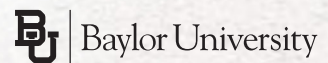
Name (or company) as you wish it to appear:

My check is enclosed and made payable to Baylor University. (\$25,000)

My payment will be made by credit card.
For credit card payments call Misty Thornton at (254) 710-1180.

Please mail contract to:

Rebecca Nall
Mayborn Museum
One Bear Place #97154
Waco, TX 76798-7154
Rebecca_Tucker@baylor.edu





MAYBORN'S MAMMOTH MASQUERADE
20TH ANNIVERSARY GALA

VIP EVENT SPONSOR

Present our VIP reception at Art Center Waco on May 3, 2024. Host the Mayborn's board and top donors for a special occasion before the Gala.

Additional benefits include:

4 invitations to the VIP event.

6 tickets to the 20th Anniversary Gala.

Recognition as a sponsor in a post-event Wacoan ad.

Pliosaur Level Corporate Membership at the Mayborn.



\$10,000



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20TH ANNIVERSARY GALA

VIP EVENT SPONSOR CONTRACT

Business Name:

Contact Person:

Mailing Address:

City: State: Zip:

Email: Phone Number:

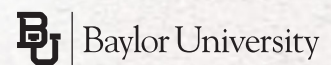
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My payment will be made by credit card.
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Please mail contract to:

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Mayborn Museum
One Bear Place #97154
Waco, TX 76798-7154
Rebecca_Tucker@baylor.edu





MAYBORN'S MAMMOTH MASQUERADE
20TH ANNIVERSARY GALA

ADVERTISING SPONSOR

Present our advertising campaign for the 20th Anniversary Gala. "This ad is presented by [your logo]" on all digital and print ads including billboards, magazine ads and radio ads.

Additional benefits include:

2 invitations to the VIP Event.

6 tickets to the Gala.

Recognition as a sponsor in a post-event Wacoan ad.

Pliosaur Level Corporate Membership at the Mayborn.



\$10,000



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ADVERTISING CONTRACT

Business Name:

Contact Person:

Mailing Address:

City: State: Zip:

Email: Phone Number:

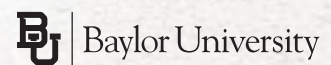
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20TH ANNIVERSARY GALA

BIRTHDAY PARTY SPONSOR

Present our 20th Anniversary Birthday Party on May 18, 2024. Our Birthday Party is an opportunity to celebrate 20 years of the Mayborn with families across Central Texas. We will have a cake, hands-on activities, a Dr Pepper toast and more! This opportunity includes recognition in all marketing of The Mayborn Museum's 20th Anniversary Birthday Party, including the website, social media and email (100,000 impressions).

Additional benefits include:

- Verbal recognition during the event.
- Acknowledgement on the signage at the event.
- Recognition in the Museum's Annual Report.
- 2 invitations to the Gala VIP Event.
- 6 tickets to the 20th Anniversary Gala.
- Recognition as a sponsor in a post-event Wacoan ad.
- Pliosaur Level Corporate Membership at the Mayborn.



SOLD



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MUSEUM

 | Baylor University



20TH ANNIVERSARY

BIRTHDAY PARTY CONTRACT

Business Name:

Contact Person:



Mailing Address:

City: State: Zip:

Email: Phone Number:

Name (or company) as you wish it to appear:

My check is enclosed and made payable to Baylor University.

My payment will be made by credit card.

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