



SPONSORSHIP OPPORTUNITIES FOR

# The Honorable William H. Webster Distinguished Service Award Dinner

An evening dedicated to illuminating the critical role of individuals and organizations serving the Intelligence Community.

**Wednesday, November 6, 2019**

**New Home of the International Spy Museum**  
**L'Enfant Plaza**  
**Washington, DC**

AWARD DINNER CO-CHAIRS

**Mr. Michael Morell** - Senior Counselor, Beacon Global Strategies;  
Former Deputy Director and former Acting Director, Central Intelligence Agency

**Ms. Jill Singer** - Vice President, National Security, AT&T Public Sector & Wholesale;  
Former Chief Information Officer, National Reconnaissance Office

# The Honorable William H. Webster Distinguished Service Award Dinner

## Honoring General Michael V. Hayden (Ret.)

Speaker, Author and Former Director of Central Intelligence Agency  
and the National Security Agency



### FACT SHEET

DATE:	Wednesday, November 6, 2019	
EVENT DETAILS:	6:00 PM	VIP Reception
	6:30 PM	Cocktail Reception
	7:30 PM - 9:00 PM	Dinner & Awards
	9:00 PM - 10:30 PM	Dessert Reception
LOCATION:	International Spy Museum 700 L'Enfant Plaza, SW Washington, DC 20024	
2018 SNAPSHOT:	600+ attendees, including past and present leaders in the Intelligence Community, corporate leaders, members of Congress, ambassadors, government employees, and philanthropists   60+ participating sponsors   Seated dinner   Renowned speakers   Historical Spy Characters   Immersive Experience	

The International Spy Museum is a **non-profit organization** that brings the world of intelligence to life, illuminating how it has changed the course of history and continues to play a significant role in our lives today. It is the first public museum in the United States solely dedicated to intelligence and the only one in the world to provide a global perspective on this all-but-invisible profession. It features the largest collection of international spy-related artifacts ever placed on public display. The Museum is visited by over 700,000 people annually.

### PAST RECIPIENTS OF THE HONORABLE WILLIAM H. WEBSTER DISTINGUISHED SERVICE AWARD

2017	<b>The Honorable George H.W. Bush</b> 41st President of the United States of America and Former Director of Central Intelligence (DCI)
2018	<b>Admiral William H. McRaven, USN (Ret.)</b> Former US Special Operations Commander, former Joint Special Operations Commander, and former Chancellor of The University of Texas System

For more information, please contact Sofia Morales, Development & Membership  
Director at [smorales@spymuseum.org](mailto:smorales@spymuseum.org) or **202.654.2853**

### BOARD OF DIRECTORS

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*The mission of the Museum is to educate  
the public about espionage and intelligence  
in an engaging way and to provide a  
context that fosters understanding of their  
important role in, and impact on, current  
and historic events.*

*The Honorable William H. Webster Distinguished Service Award Dinner honors the men and women who have served in the field of National Security with integrity and distinction.*

## BENEFITS AND OPPORTUNITIES

As a sponsor, your organization will:

- » Help provide the necessary funds to build on the Spy Museum's community outreach programs including:
  - Title I Schools, a program that provides schools with large concentrations of low-income students with supplemental funds to assist in meeting student's educational goals.
  - Discounted student workshops
  - Access to Spy, which offers exclusive programs with enhanced accessibility for various audiences, including those with disabilities. The Access to Spy series include *Opening Our Doors to the Autism Community* and *Opening Our Doors to the Deaf and ASL Community*.
  - Discounted admission for active duty military, fire, and law enforcement personnel, to name a few.

Elevate your company's visibility and brand awareness through our various recognition benefits outlined in this packet.

“ TOGETHER, ALL OF US CAN AND MUST DO THE WORK THE AMERICAN PEOPLE EXPECT OF US AND...IN THE WAY THE CONSTITUTION DEMANDS US.”

- JUDGE WEBSTER, SWEARING IN AT THE FBI, 1980

## PRESENTING SPONSOR

\$100,000

**EXCLUSIVE: ONLY ONE AVAILABLE**

- » Three tables of 10 seats each with front row priority seating. All guests invited to **VIP Reception**
- » Premier logo placement in all print & electronic collateral\* and event's web page
- » Premier logo included on event's "Step and Repeat" for photo opportunities
- » Logo recognition in all areas throughout the Award Dinner including, welcome area, cocktail and VIP receptions, and the seated dinner
- » Stage recognition by Spy Museum's executive or event leadership
- » Speaking role in evening's program - opportunity to intro one of the event's speakers
- » Private tour for eight of the new Museum at L'Enfant Plaza
- » Opportunity to distribute premium company giveaways for each attendee
- » 10 invited guests to the new Museum's Grand Opening, Top Secret Affair: Opening Night at the International Spy Museum on May 11, 2019 (if committed by April 30, 2019)

We are happy to customize a sponsorship tailored to your specific needs. To secure your table (s) or to discuss customization, please contact Sofia Morales, Development & Membership Director at [smorales@spymuseum.org](mailto:smorales@spymuseum.org) or **202.654.2853**.

*\*Benefit subject to design & print deadlines. Completed sponsor registration must be received by **8/19/19** to be included in invitation. Completed sponsor registration must be received by **10/1/19** to be included in printed program. For program ads, artwork must be created by sponsor to program specifications.*

# BRAND SPONSORSHIPS

(one opportunity available for each level)

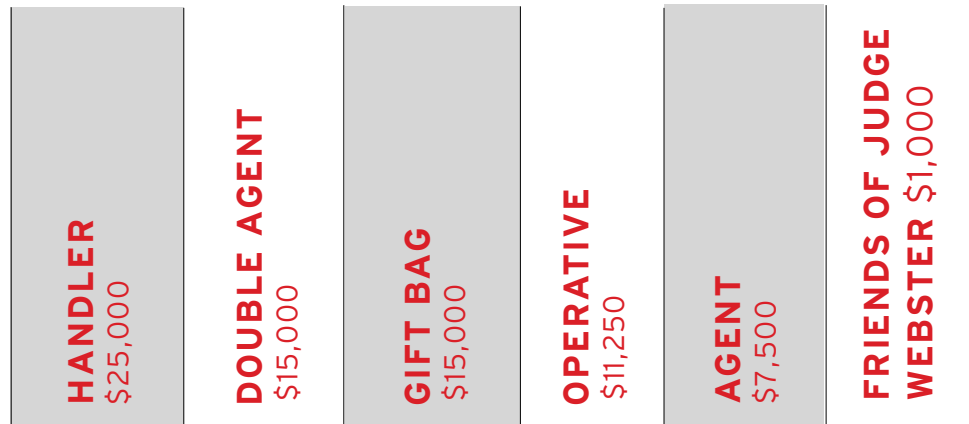
<b>SOLD</b> VIP RECEPTION \$50,000	<b>COCKTAIL RECEPTION</b> \$50,000	<b>DESSERT RECEPTION</b> \$50,000	<b>REGISTRATION</b> \$35,000	<b>SOLD</b> PHOTO BOOTH \$35,000	<b>CENTERPIECE</b> \$35,000	<b>VALET PARKING</b> \$35,000	<b>ROOFTOP TERRACE</b> \$35,000
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EVENT BENEFITS								
VIP Reception Tickets	20	20	20	10	10	10	10	10
Award Dinner, Cocktail and Dessert Receptions Tickets	20	20	20	10	10	10	10	10
RECOGNITION BENEFITS								
Special recognition	Signature Cocktail	Signature Cocktail	Edible logos on desserts	Logo on registration screens	Logo on souvenir photos	Logo on centerpieces	Directional signage	Terrace dinner sponsor
Print & electronic collateral	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Event's Step and Repeat	Logo	Logo	Logo					
Award Dinner Program	Premier logo on stage screens	Premier logo on stage screens	Premier logo on stage screens	Logo on stage screens	Logo on stage screens	Logo on stage screens	Logo on stage screens	Logo on stage screens
	Stage Recognition	Stage Recognition	Stage Recognition					
Event's Web Page	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo

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# EVENT SPONSORSHIPS



EVENT BENEFITS						
VIP Reception Tickets	6	4	2	3	2	1
Award Dinner, Cocktail and Dessert Receptions Tickets	10	8	4	6	4	1
RECOGNITION BENEFITS						
Print & electronic collateral	Listing	Listing	Listing	Listing	Listing	Listing
Award Dinner Program	Listing on stage screens	Listing on stage screens	Listing on stage screens			
Event's Web Page	Listing	Listing	Listing	Listing	Listing	

## PROGRAM JOURNAL ADS

- All program ads printed in color\*
- » Back Cover \$2,500 (one available)
  - » Inside Back Cover \$1,500 (one available)
  - » Inside Front Cover \$1,500 (one available)
  - » Full Page \$1,000
  - » Half Page \$650

## TICKETS

- » Individual Ticket \$595 (Ballroom 7th Floor, available until 10/1/19)
- » Individual Ticket \$495 (Rooftop Terrace, available until 10/1/19)
- » Last Minute Ticket \$695 (10/02/19 - 11/06/19) (Seating based on availability)

**SPONSORSHIP OPPORTUNITIES:** All sponsors at the Agent level (\$7,500) and above will have the opportunity to distribute premium company giveaways for each attendee and will be recognized on the Museum's Donor Wall and listed in the International Spy Museum's Annual Report. Donors at the Friends of Judge Webster level will be recognized on the video monitor.

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Wednesday, November 6, 2019



## SPONSOR REGISTRATION FORM

**YES, WE WOULD LIKE TO PARTICIPATE AT THE FOLLOWING LEVEL:**

- |   |                     |   |          |
|---|---------------------|---|----------|
| <input type="checkbox"/> PRESENTING SPONSOR               | \$100,000           | <input type="checkbox"/> HANDLER SPONSOR  | \$25,000 |
| <del><input type="checkbox"/> VIP RECEPTION SPONSOR</del> | <del>\$50,000</del> | <input type="checkbox"/> DOUBLE AGENT SPONSOR                                       | \$15,000 |
| <input type="checkbox"/> COCKTAIL RECEPTION SPONSOR       | \$50,000            | <input type="checkbox"/> GIFT BAG SPONSOR   | \$15,000 |
| <input type="checkbox"/> DESSERT RECEPTION SPONSOR        | \$50,000            | <input type="checkbox"/> OPERATIVE SPONSOR  | \$11,250 |
| <input type="checkbox"/> REGISTRATION SPONSOR             | \$35,000            | <input type="checkbox"/> AGENT SPONSOR  | \$7,500  |
| <del><input type="checkbox"/> PHOTO BOOTH SPONSOR</del>   | <del>\$35,000</del> | <input type="checkbox"/> FRIENDS OF JUDGE WEBSTER                                   | \$1,000  |
| <input type="checkbox"/> CENTERPIECE SPONSOR              | \$35,000            | <input type="checkbox"/> DONATION   |          |
| <input type="checkbox"/> VALET PARKING SPONSOR            | \$35,000            | (I/WE CANNOT ATTEND, BUT WOULD LIKE TO MAKE A CONTRIBUTION IN THE AMOUNT OF _____ ) |          |
| <input type="checkbox"/> ROOFTOP SPONSOR                  | \$35,000            |   |          |

Please print name exactly as you would like to be listed in event materials:

\_\_\_\_\_  
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THE INTERNATIONAL SPY MUSEUM IS A 501(C)(3) ORGANIZATION. GIFTS ARE TAX-DEDUCTIBLE AS ALLOWED BY LAW.  
TAX ID# : 46-1479450

### PAYMENT OPTIONS:

- Check for payment in full (made payable to **International Spy Museum**).
- Credit Card (Please fill out credit card information below).

### CONTACT INFORMATION:

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

### I WISH TO CHARGE MY CREDIT CARD:

Visa  Amex  Mastercard  Discover

Name on Card \_\_\_\_\_

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

### Please email or mail this form to:

Sofia Morales at [smorales@spymuseum.org](mailto:smorales@spymuseum.org)  
Or International Spy Museum  
Development Department  
PO Box 23137  
Washington, DC 20026

Please contact Sofia Morales, Development & Membership Director at [smorales@spymuseum.org](mailto:smorales@spymuseum.org)  
or **202.654.2853** if you have any questions or need additional information.