The Museum of North Idaho preserves and illuminates our past to inspire our future.

At one point in Coeur d’Alene’s history, Sherman Avenue was lined by majestic homes built by the town’s prominent businessmen. JC White and other transportation industry owners created the heart of what would be North Idaho’s largest community. As time passed, their contributions and stories became our community’s history, and their majestic homes were demolished.

Having stood for 115 years, JC White’s home was transformed from a private residence to an apartment complex and to an event venue, until it too was to be demolished. Thanks to our community’s support and MONI’s dedication, the JC White House was moved to the base of Tubbs Hill and will serve as the new Museum of North Idaho. This effort is an example of what our community can accomplish when we work together and focus our resources.

As time progresses and our community grows and changes, we have the opportunity to save our history and preserve North Idaho’s sense of place. Help us move history forward by becoming a sponsor.
Sponsorship Opportunities

Why Should You be a Museum of North Idaho Sponsor?

The Museum of North Idaho has been serving our community for over 50 years. By sponsoring the Museum, you are creating a mutually beneficial partnership between your business and our community. Specifically, your sponsorship will:

- Protect North Idaho’s history*
- Boost brand visibility and attract new customer demographics
  See MONI’s network reach below
- Increase credibility with locals and new residents
- Set yourself apart from your competitors as an active community contributor

MONI's Network

- 6,300+ annual museum visitors
- 530+ member households
- 2,000 eNewsletter subscribers
- 5,900 Facebook followers
- 800 Instagram followers

CONTACT INFO
Executive Director, Britt Thurman
Email: bthurman@museumni.org
Phone: (208) 664-3448 x 2
www.museumni.org

*Learn more about the Museum’s future home at the JC White House
## CANTEEN SPONSOR $6,000

- One (1) front row table of eight (8) seats for dinner and show
- Main stage recognition by Emcee or Executive Director
- Featured logo placement on all print materials & MONI website *(reach: 6,500 monthly site visitors)*
- Three (3) recognition posts on social media platforms *(reach: 6,800 followers)*
- Recognition in all-constituent email *(reach: 2,000 subscribers)*
- All sponsorship benefits listed below

## CAPTAIN SPONSORS $3,000

<table>
<thead>
<tr>
<th>Benefit</th>
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<tbody>
<tr>
<td>Cocktail Hour</td>
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<tr>
<td>Bar</td>
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<tr>
<td>Variety Show</td>
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<tr>
<td>Venue</td>
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<tr>
<td>Photography</td>
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<tr>
<td>Programs</td>
</tr>
</tbody>
</table>

- One (1) table of eight (8) seats for dinner and show
- Main stage recognition by Emcee or Executive Director
- Logo placement on all print materials & MONI website *(reach: 6,500 monthly site visitors)*
- Two (2) recognition posts on social media platforms *(reach: 6,800 followers)*
- Recognition in all-constituent email *(reach: 2,000 subscribers)*
- Logo recognition on sponsored table

## LIEUTENANT SPONSORS $1,500

<table>
<thead>
<tr>
<th>Benefit</th>
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<tbody>
<tr>
<td>Photo Booth</td>
</tr>
<tr>
<td>Big Band</td>
</tr>
<tr>
<td>Dancers</td>
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<tr>
<td>Centerpieces</td>
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<tr>
<td>Dessert</td>
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<tr>
<td>Silent Auction</td>
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<tr>
<td>Live Auction</td>
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<tr>
<td>Raffle</td>
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<tr>
<td>Volunteer</td>
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<tr>
<td>Check-In</td>
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<td>Check-Out</td>
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</tbody>
</table>

- Four (4) tickets to the event with premium seating
- Logo placement on all print materials & MONI website *(reach: 6,500 monthly site visitors)*
- One (1) recognition post on social media platforms *(reach: 6,800 followers)*

## TABLE SPONSOR $1,000

<table>
<thead>
<tr>
<th>Benefit</th>
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<tbody>
<tr>
<td>Photo Booth</td>
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<tr>
<td>Check-In</td>
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<tr>
<td>Check-Out</td>
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</tbody>
</table>

- One (1) table of eight (8) seats for dinner and show
- Logo placement on program and website *(reach: 6,500 monthly site visitors)*
- Logo recognition on sponsored table

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**1940s USO Club BENEFIT GALA**
SATURDAY, MAY 20, 2023

**FIVE STAR SPONSOR** $10,000

- Highest logo placement on MONI website & all promotional materials *(reach: 6,500 monthly site visitors)*
- Two (2) prominent recognitions in all-constituent email *(reach: 2,000 subscribers)*
- Two (2) front row tables of (8) seats for dinner & show
- Prominent signage displayed at event
- Opportunity for swag bag inserts

**ALL OTHER LISTED SPONSORSHIP BENEFITS**

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**B R I T T  T H U R M A N ,  E X E C U T I V E  D I R E C T O R**  
*bthurman@mueumni.org  [208] 664-3448 x 2*

Table Sponsors can reserve until May 6th
AT WAR: North Idaho during WWII

Our featured summer exhibition is professionally produced with a five-month run from June through October. This exhibition is our most widely promoted program each year and sees physical visitation of around 4,500 people of all ages.

Title Sponsor
$3,500

- Listed as top sponsor with largest logo on all marketing and promotional materials including MONI website, social media, outdoor exhibit banner, flyers, advertisements, monthly eNewsletters, and printed quarterly member newsletter
- Opportunity to attend and have a booth at the special invitation-only exhibition preview
- First right of refusal for future exhibits and events
- Recognition in Annual Report

Supporting Sponsors
$1,000

- Second Tier sponsor recognition with logo on all marketing and promotional materials including MONI website, social media, exhibit banner, flyers, advertisements, monthly eNewsletters, and printed quarterly member newsletter
- Opportunity to attend and have a booth at the special invitation-only exhibition preview
- Recognition in Annual Report
**Floral Centerpiece Showcase**

Our 2nd Annual Floral Centerpiece Showcase will feature live builds by talented local florists, live music, passed hors d’oeuvres, and delicious wine in a beautiful outdoor setting. All floral centerpieces will be auctioned off at the end of the event.

<table>
<thead>
<tr>
<th>Title Sponsor $5,000</th>
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<tbody>
<tr>
<td>• Highest logo placement on MONI website, social media, monthly enewsletter, printed quarterly member newsletter, and all promotional materials</td>
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<tr>
<td>• Main stage recognition by Executive Director or Board President</td>
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<tr>
<td>• Prominent main stage signage at the event</td>
</tr>
<tr>
<td>• Eight (8) tickets to the event</td>
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</table>

<table>
<thead>
<tr>
<th>Featured Sponsors</th>
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</thead>
<tbody>
<tr>
<td>□ Bar Sponsor: $3,000</td>
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<tr>
<td>□ Hors d’oeuvres Sponsor: $2,500</td>
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<tr>
<td>□ Photography Sponsor: $1,750</td>
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<tr>
<td>□ Entertainment Sponsor: $1,500</td>
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<tr>
<td>□ Auction Sponsor - $1,500</td>
</tr>
<tr>
<td>• Logo placement on MONI website, social media, monthly enewsletter, printed quarterly member newsletter, and all promotional materials</td>
</tr>
<tr>
<td>• Main stage logo signage at the event</td>
</tr>
<tr>
<td>• Five (5) tickets to the event</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Supporting Sponsors</th>
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</thead>
<tbody>
<tr>
<td>□ Venue Sponsor - $750</td>
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<tr>
<td>□ Bid Paddle Sponsor - $500</td>
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<tr>
<td>□ Shuttle Sponsor - $750</td>
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<tr>
<td>□ AV Sponsor - $500</td>
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<tr>
<td>□ Check-In/Out Sponsor - $500</td>
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<tr>
<td>□ Volunteer Sponsor - $500</td>
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<td>• Logo placement on MONI website, social media, monthly enewsletter, printed quarterly member newsletter, and all promotional materials</td>
</tr>
<tr>
<td>• Main stage logo signage at the event</td>
</tr>
<tr>
<td>• Two (2) tickets to the event</td>
</tr>
</tbody>
</table>
Our featured spring exhibition is professionally produced with a two-month run from April to May. This exhibition is widely promoted and sees physical visitation of around 1,000 people of all ages, mostly locals.

**Title Sponsor**

$2,500

- Listed as top sponsor with largest logo on all marketing and promotional materials including MONI website, social media, outdoor exhibit banner, flyers, advertisements, monthly eNewsletters, and printed quarterly member newsletter
- Admission to special invitation-only exhibition preview
- First right of refusal for future exhibits and events
- Recognition in Annual Report

**Supporting Sponsors**

$500

- Second Tier sponsor recognition with logo on all marketing and promotional materials including MONI website, social media, exhibit banner, flyers, advertisements, monthly eNewsletters, and printed quarterly member newsletter
- Admission to special invitation-only exhibition preview
- Recognition in Annual Report
Flannel Fun Run
November

Gold Sponsor
$1,500

- Listed as top sponsor on MONI website and all race materials with logo, including race t-shirts
- Opportunity to have vendor booth at race with banner
- Promotional materials in race bag
- PA announcement of sponsor name during and after race
- Eight (8) race entries with t-shirts
- First right of refusal for future events

Silver Sponsor
$500

- Listed as sponsor on MONI website and all race materials with logo, including race t-shirts
- Opportunity to have vendor booth at race with banner
- Promotional materials in race bag
- PA announcement of sponsor name during and after race
- Three (3) race entries with t-shirts

Supporting Sponsor
$250

- Listed as sponsor on MONI website and all race materials with logo, including race t-shirts
- Promotional materials in race bag
- PA announcement of sponsor name during and after race
- One (1) race entry with t-shirt
Cemetery Walking Tours
October

Our popular cemetery walking tours sell out every year - over 275 tickets.

**Gold Sponsor - $1,500**
- Listed as top sponsor with logo on all marketing and promotional materials
- Six (6) tickets to one of the cemetery walking tours

**Supporting Sponsor - $500**
- Listed as second tier sponsor with logo on all marketing and promotional materials
- Two (2) tickets to one of the cemetery walking tours

Antiques Appraisal Day
Spring and Fall

Professional antiques appraiser James Supp shares both the history and the values of our community’s treasures.

**Gold Sponsor - $500**
- Listed as top sponsor with logo on all marketing and promotional materials
- Tickets for six (6) items to be appraised

**Supporting Sponsor - $100**
- Listed as supporting sponsor with logo on all marketing and promotional materials
- Tickets for two (2) items to be appraised
History Lecture Series
Monthly

Series Sponsor - $1,800
Individual Lecture Sponsor - $200

- Listed with logo on all marketing and promotional materials including MONI website, social media, flyers, advertisements, monthly eNewsletters, and quarterly member newsletters
- Announcement as sponsor by MONI staff member at sponsored lecture

Movies on the Lawn
June - September

Series Sponsor - $2,000
Individual Movie Sponsor - $500

- Listed with logo on all marketing and promotional materials including MONI website, social media, flyers, advertisements, monthly, eNewsletters, and quarterly member newsletter
- Opportunity to have a booth at sponsored film
- Announcement as sponsor by MONI staff member at sponsored film
Fort Sherman Chapel Open House
August
Free community event with tours of the Chapel and old fort grounds, live music, hot dogs, and an ice cream bar.

**Sponsor - $500**
- Listed with logo on all marketing and promotional materials including MONI website, social media, flyers, advertisements, monthly, eNewsletters, and quarterly member newsletter
- Opportunity to have booth at event

Holidays at the Chapel
December
Free event featuring photos with Santa for both families and pets, live music, crafts, and treats.

**Sponsor - $500**
- Listed with logo on all marketing and promotional materials including MONI website, social media, flyers, advertisements, monthly, eNewsletters, and quarterly member newsletter
- Opportunity to have booth at event