



**A Totally Groovy Time Trip
to the DISCO DECADE**

to benefit the **ORANGE COUNTY
REGIONAL HISTORY CENTER**

**Thursday, September 22, 2016
The Party Starts at 6 p.m.**

Dear Friends and Community Partners,

It's time to dust off your disco duds and practice your smoothest moves: We've got big fun planned for you in September.

As the Orange County Regional History Center undergoes a renaissance, with fresh exhibits boasting up-to-the minute innovation, we're supporting the museum with a brand-new fundraiser: A fun and fabulous "Through the Ages" party that each fall will focus on a different decade or era.

This year, in keeping with our upcoming Smithsonian exhibit, *Searching for the Seventies: The Documerica Photography Project*, we're looking back forty years and celebrating the 1970s – the Disco Decade.

At our September 22 party, our look back will be lighthearted, as we enjoy a celebration of the music, fashion, culture, and food of the years that brought us *Saturday Night Fever* and *Star Wars*, leisure suits and bell-bottoms, Farrah Fawcett hair for women and sideburns and long locks for men.

As we have a great time, we'll be supporting exhibits and educational programs that bring Central Florida's heritage alive for future generations.

Sponsorships for the evening are available from \$2,500 to \$10,000.

We look forward to "Celebrating the Seventies" with you. We hope you'll review the attached sponsorship materials and write or call with any questions. We'll unveil details as the date get closer.

Sincerely,

Michael Perkins
Executive Director
Historical Society of Central Florida, Inc.
65 E. Central Blvd., Orlando, FL 32801
407-836-8591
Michael.Perkins@ocfl.net
thehistorycenter.org



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About the Event

IT'S BRAND NEW

"Through the Ages" is a new fundraiser hosted by the Historical Society of Central Florida – it's the only curated event of its kind in the history of the Orange County Regional History Center.

Each year, "Through the Ages" will feature a different decade that ties in with our exhibits.

This year's theme is the 1970s, inspired by our latest Smithsonian exhibit, *Searching for the Seventies: The Documerica Photography Project*, on display from August 20 to October 30, 2016.

IT'S A SPECIAL OPPORTUNITY FOR ENLIGHTENING FUN



The purpose of most fundraisers and galas (aside from raising money) is to have fun and socialize and learn about an organization's mission.

What makes "Through the Ages" different is that it will be curated – in other words, attendees will learn about the decade through interactive and immersive experiences.

The event will take place at the History Center, housed in a historic courthouse in the heart of downtown Orlando, where the museum's four floors will brim with entertainment and food from the Seventies.

Here's a taste of what's in store during the evening's fun, when guests can:

- Enter a **Seventies costume contest with cash prizes.**
- Meet tribute artists such as "Cher," "Elton John," or "Michael Jackson," as they mingle with the crowd.
- Learn to play a guitar riff from "Smoke on the Water."
- Discover disco-dancing moves that'll make you want to boogie the night away.
- Experience why the Seventies is known for its lasting contributions to rock and pop music.

IT SUPPORTS A HISTORIC MISSION

The nonprofit Historical Society of Central Florida supports the Orange County Regional History Center's mission and programs through an agreement with the Board of County Commissioners. Funds raised through annual pass programs, admissions, special events and other activities go into the operating fund to pay for exhibits, education programs, and Historical Society personnel.



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Sponsorship Opportunities

PRESENTING SPONSOR: \$10,000 SOLD TO ORLANDO HEALTH

DISCO SPONSOR: \$7,500

- 15 event tickets
- Reserved event seating
- Logo recognition as “Disco” sponsor in event program
- Logo on event signage
- Featured in post-event video & social media initiatives
- Logo recognition on History Center website with link to sponsor website
- Pre-event recognition on all printed materials, including *Reflections* magazine

“FUNKADELIC” SPONSOR: \$5,000

- 10 event tickets
- Reserved event seating
- Logo on event signage
- Logo recognition as “Funkadelic” sponsor in event program
- Logo recognition on History Center website (thehistorycenter.org) with link to sponsor website
- Pre-event recognition on all printed materials, including *Reflections* magazine

SOUTHERN ROCK SPONSOR: \$2,500

- 8 event tickets
- Logo recognition as “Southern Rock” sponsor in event program
- Logo recognition on History Center website (thehistorycenter.org) with link to sponsor website
- Pre-event recognition on selected printed materials, including *Reflections* magazine

PARTY FAVOR SPONSORS: \$1,000

- Logo on Pet Rocks or Mood Rings

For details, call Susan Omoto at 407-836-8559 or send email to Susan.Omoto@ocfl.net

HISTORICAL SOCIETY OF CENTRAL FLORIDA, INC.
65 E. Central Blvd., Orlando, Florida 32801



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Top 7 Reasons to Sponsor CELEBRATING THE SEVENTIES

Event sponsorship is an especially effective marketing tool because it offers access to a wide audience that includes decisionmakers in business and government as well as potential customers.

By sponsoring “Celebrating the Seventies,” your business or organization can:

1. CREATE, DEVELOP, AND ENHANCE CREDIBILITY

Attending an event is important, but standing out in the crowd by being a sponsor will highlight you and your business with a captive audience.

2. REACH A HIGHLY TARGETED MARKET

Our attendees are influential people with an average age of 55, many of whom have incomes of more than \$80,000 a year (79 percent). They typically live in Orange County (78 percent) and have earned a bachelor’s degree or higher (63 percent).

3. GAIN THE BENEFIT OF EXCELLENT MEDIA EXPOSURE

Our event has a marketing plan to ensure the event is well attended and successful. When sponsors are involved, they will automatically get the benefit of being promoted throughout the process.

4. ENHANCE BRAND AWARENESS AND RECOGNITION

Logo placement in flyers, direct mail, brochures, websites, email campaigns, tickets, and signage will increase your brand awareness.

5. SEND A MESSAGE OF COMMUNITY INVOLVEMENT

Larger, more established corporations that are involved with local events send a message to attendees that they are genuinely interested in giving back to the community. Companies that show generosity for a cause will spark more human interest and appeal to the audience.

6. HEIGHTEN VISIBILITY THROUGH POSITIVE PUBLICITY

Being recognized as a sponsor will communicate value and support both to the audience at the event and to the wider Central Florida public, through positive publicity.

7. ASSOCIATE WITH EXCELLENCE

Sponsoring an event associated not only with the History Center but with the prestigious Smithsonian Institution, America’s national museum, represents your investment in excellence.



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Sponsor Registration

Name _____

Business Name _____

Print name as you would like it to appear on promotional materials: _____

Address _____ City _____ Zip _____

Phone _____ Fax _____

Email _____

SPONSORSHIP LEVEL:

_____ **\$10,000: PRESENTING SPONSOR SOLD!**

_____ **\$7,500: DISCO SPONSOR**

_____ **\$5,000: "FUNKADELIC" SPONSOR**

_____ **\$2,500: SOUTHERN ROCK SPONSOR**

_____ **\$1,000: PARTY FAVOR SPONSOR**

_____ Please invoice me. Send invoice attention to: _____

_____ I have attached my check made payable to the Historical Society of Central Florida, Inc.

_____ Please charge my credit card (someone from our office will contact you)

Please fax or send a copy of this form to:

Historical Society of Central Florida
Celebrating the Seventies
65 East Central Blvd
Orlando, FL 32801
Fax: 407-245-0412

**FOR MORE INFORMATION PLEASE CONTACT:
Susan Omoto 407-836-8559 • Susan.Omoto@ocfl.net**

A copy of the official registration and financial information for the Historical Society of Central Florida, Inc., a Florida-based nonprofit corporation (registration no. ch 478), may be obtained from the division of Consumer services by calling toll-free 1-800-help-fla (435-7352) within the state or by visiting www.800helpfla.com registration does not imply endorsements, approval, or recommendation by the state.