

## **History Live! sponsorship packet. We'd Appreciate Your Support!**



**Dear Community and Business Leader,**

**I'm reaching out in hopes that you or your company will support the San Francisco Historical Society's popular monthly presentation series, known as History Live!** This series of events is professionally broadcasted live from our museum in the heart of San Francisco's financial district, and include a live in-person audience as well. **Every broadcast has hundreds of people register -and we continue to get more every week!**

Your sponsorship includes recognition across the entire series for one full year (a total of ten presentations!). **San Francisco History Live presentations feature prominent authors, historians, community leaders, and subject experts who focus on topics that illuminate San Francisco's incredible history.** Topics include San Francisco's 1906 earthquake and fire, gay and lesbian history, creation of our beloved cable car system, women's' suffrage movement, immigrant stories, and so many more!

Founded by renowned San Francisco historian Charles Fracchia in 1988, the **San Francisco Historical Society's mission is to uncover, preserve, and present, in engaging ways, the colorful and diverse history of San Francisco from its earliest days to the present.** The Society also produces two publications: **The Argonaut**, a beautiful journal featuring photographs and in-depth reviews of our city's history; and **Panorama**, a quarterly newsletter. Our museum is located at 608 Commercial Street on the site of the first branch mint in the West (1854),

**Your support of our History Live! presentation series directly underwrites the annual cost of the program and ensures that the public can attend for free.**

**As a sponsor you or your company will receive many perks:**

- Name or logo placed in the event's video trailer and registration page
- The opportunity to air a brief commercial during the live broadcast
- Prominent display of your brand on-site during the event
- Special recognition on social media and emails.

**We have multiple sponsorship levels to accommodate a wide range of budgets.** I've attached a sponsorship packet with full details about the event and our organization. Please don't hesitate to contact me if you have any questions.

**Your support, at any level, is greatly appreciated. Thank you.**

**Sincerely,**

**Lana Costantini**

**DEPUTY DIRECTOR  
SF HISTORICAL SOCIETY**

 [Lana@SFHistory.org](mailto:Lana@SFHistory.org)

 608 Commercial St., San Francisco, CA 94111

 [www.SFHistory.org](http://www.SFHistory.org)



## OUR MISSION

The San Francisco Historical Society exists to uncover, preserve, and present, in engaging ways, the colorful and diverse history of our city from its earliest days to the modern.

## OUR IMPACT



We Educate  
Thousands of People  
About SF History



We produces everal  
publications and  
so much more!

## ABOUT US

The San Francisco Historical Society and its Museum is located in the heart of the city's Financial District at 608 Commercial Street, on the site of the first Branch Mint in the West (1854-1877).

We are devoted to bringing together San Francisco's past, present and future. SFHS has thousands of members and fulfills its mission of preserving Bay Area history through a broad spectrum of programs and special events, such as monthly presentations, guided history walks, the Barbary Coast Trail and the annual Awards Luncheon.

CONTACT:

[Lana@SFHistory.org](mailto:Lana@SFHistory.org)

415 - 537 - 1105





# PAST FILM SAMPLES FROM HISTORY LIVE!

## Anchor Brewing Company—A San Francisco Legacy



Most San Franciscans are well aware that one of the city's most cherished businesses—Anchor Brewing—closed its doors in 2023 after more than 127 years of operation. Join us for an evening with Anchor historian Dave Burkhart, who will share stories, anecdotes, and memories from his thirty-plus years of experiences at Anchor Brewing. Mr. Burkhart worked side-by-side with owner/brewmaster Fritz Maytag. In his more than thirty years at Anchor, Burkhart did nearly every job at the brewery, adding Anchor Brewery historian to his many titles in 2010. His books include *Earthquake Days*, *Cocktail Boothby's American Bartender*, and *The Anchor Brewing Story*.

## San Francisco's Cable Car Evolution



Everyone knows the story about the horse car accident that Andrew Smith Hallidie witnessed in 1869 that purportedly set his mind in motion to develop the cable car. Join historian Taryn Edwards as she explores the inventive life of Andrew Smith Hallidie and his evolution of thought which created the cable car. Taryn is a 5th generation San Francisco Bay Area. She is a librarian and historian who specializes in the study of San Francisco's libraries, book culture, and the fairs of the Mechanics' Institute. She is working on a biography of Andrew Smith Hallidie titled *To the Land of Golden Butterflies: The Life of California Hero, Andrew Smith Hallidie (1834-1900)*.

## General W.T. Sherman's Escapades in Gold Rush SF



Every history buff knows the name of William T. Sherman, Union General who led the March to the Sea into the Carolinas. Few know that Sherman, as a young Army man, was in the thick of things during the Gold Rush, first dealing with mining disputes and then becoming a bank manager on Montgomery Street for the Lucas & Turner Banking House, which still stands. Join us in experiencing Gold Rush San Francisco through the eyes of the young W. T. Sherman. Presenter Rick Lank is an author, researcher and enthusiastic storyteller. His research and writing focuses on the Civil War era and its impact on our money and banking system.



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# SPONSORSHIP LEVELS

## Primary Sponsor

- Recognition as the primary sponsor on all event marketing materials (website, brochures, flyers, programs, museum entrance, etc.)
- Original 30-60 second commercial to be included during the broadcast
- Acknowledgment as primary sponsor in all event emails (distributed to over 6,000 SFHS supporters)
- Special recognition during the event as primary sponsor
- Recognition across all social media platforms
- Logo and name prominently featured in the event's promotional trailer

**\$10,000**

## Main Sponsor

- Recognition on all event marketing materials (website, brochures, flyers, programs, museum entrance etc.)
- Original 30 second commercial to be included during the broadcast
- Acknowledgment in all event emails (distributed to over 6,000 SFHS supporters)
- Recognition across all social media platforms
- Logo displayed on event's promotional trailer

**\$5,000**

## Benefactor

- Recognition on all event marketing materials (website, brochures, flyers, programs, etc.)
- Logo displayed during broadcast
- Acknowledgment in all event emails (distributed to over 6,000 SFHS supporters)
- Logo included on a social media post

**\$2,500**

## Champion

- Recognition on event page
- Logo displayed during broadcast
- Acknowledgment in all event emails (distributed to over 6,000 SFHS supporters)

**\$1,000**



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# YES, I WANT TO SPONSOR HISTORY LIVE!

Thank you for sponsoring us!

Your support empowers the History Live! Monthly  
Presentation series to reach 3,000 people each year!

## CONTACT:

Business: \_\_\_\_\_  
(Exactly as you would like it to appear)

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## Select a level:

☐

**Primary**  
\$10,000

☐

**Main**  
\$5,000

☐

**Benefactor**  
\$2,500

☐

**Champion**  
\$1,000

## WAYS TO GIVE:

☐

I've enclosed a check # \_\_\_\_\_

☐

I donated online at [www.SFHistory.org/Donate](http://www.SFHistory.org/Donate)

☐

Provided credit card details

Sponsorship Amount: \$ \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Zipcode: \_\_\_\_\_

Exp: \_\_\_\_\_ CVC: \_\_\_\_\_

Signature: \_\_\_\_\_

## Mail Checks to:

SF History Live!  
P.O. Box 420470  
San Francisco, CA 94142-0470