



## CITY OF DANBURY

OFFICE OF THE MAYOR  
155 DEER HILL AVENUE  
DANBURY, CONNECTICUT 06810

JOSEPH M. CAVO  
MAYOR

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November 22, 2021

Dear Friends,

It is my pleasure to announce that the Danbury Museum will return to the Amber Room Colonnade to host the annual Hat City Ball! I hope that you will join me on **Friday, February 11, 2022** for a special evening in support of the Danbury Museum & Historical Society. Earlier this year, we were *Apart, Together*, and I am very excited to be *Together, Again* in 2022!

Your generosity and sponsorship of the Hat City Ball allow the Danbury Museum to preserve our community's historical assets, and continue to grow as a home for programs, events, lectures, and educational experiences both in-person and online. Danbury has a vibrant past that deserves to be shared, and the museum has done a phenomenal job at spreading our history to both the community and to visitors.

The Danbury Museum & Historical Society has been educating and preserving our local history for an incredible 80 years! To celebrate the Museum's 80<sup>th</sup> Birthday, I hope you will join me in supporting the Danbury Museum so that it may continue preserving the past, educating the present, and planning for the future.

I look forward to seeing you at the Ball for an exciting and memorable event!

Sincerely,

A handwritten signature in blue ink that reads "Joseph M. Cavo".

Joseph M. Cavo  
Mayor

# DM | DANBURY MUSEUM

Dear friends,

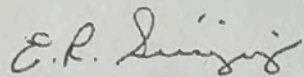
Thank you so much for your past support of the Danbury Museum. We're asking you to support the efforts of the of the museum, once again, through our annual Hat City Ball fundraiser on Friday, February 11, 2022.

2021 has been a challenging year for all of us (to say the very least) and though the museum has seen record numbers (over 100,000 each month) of online social media interactions across our various platforms, (in addition to a steady stream of donations of material items for the museum collections), we have seen significant decreases in crucial earned income via tours, events, adult programming, school programming, and research. Your critical support of our signature fundraiser will make the difference in whether the museum can continue to offer the same level of community experience—both online and in person—in 2022.

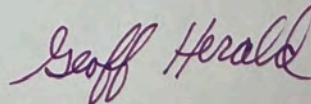
We have once again partnered with the Amber Room Colonnade for a fantastic dining experience and will be utilizing the online platform 32auctions—all right in time to celebrate the start of Valentine's Day weekend.

Please know we appreciate your efforts to help our community, and the Danbury Museum, get through a very difficult moment in our history. Together, with your much needed support, we are writing OUR story, a story the museum will tell for many generations to come.

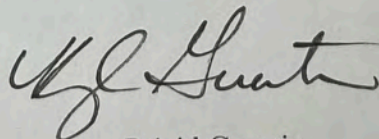
Most sincerely,



Ed Siergiej  
President, Friends of the Danbury Museum



Geoff Herald  
President, Danbury Museum Board of Trustees



Brigid Guertin  
Danbury Museum Executive Director, Danbury City Historian

# DM | DANBURY MUSEUM

The Danbury Museum is very excited about this year's Hat City Ball! We hope you'll join us on Friday, February 11, (Valentine's Day weekend!) to celebrate the love we ALL feel for our Danbury community—past and present. We've pulled together an FAQ to help answer and enlighten. . . and encourage your (safe) participation:

**Where is the most talked about event of the season happening?** Why, the Amber Room Colonnade, of course, at 1 Stacey Road, Danbury!

**How do we get tickets to this exclusive event?** Online! Tickets may be purchased via the museum website, [www.danburymuseum.org](http://www.danburymuseum.org), through February 4th. No tickets will be sold the week of the event. You'll receive an e-confirmation and all you'll need to show at the event is your receipt, so very easy!

**Is this a traditional ball event?** Yes! We are back, baby! Back in person; back socializing; and celebrating and supporting the Danbury Museum! But not to worry, if you'd prefer a romantic Friday night in, we'll have a take-out option for you, too, complete with all the fantastic Amber Room food we'll be enjoying at the Ball.

**I wanted a sit down dinner with my friends and live entertainment—is it in person?** It is! There will be dinner and dancing and a short (we promise!) speaking program.

**The silent auction, that sounds fabulous, how do I participate?** We will host the auction via 32Auctions—filled with baskets and gifts sure to spark joy in the heart of February—and maybe double as a Valentine's gift! When you are perusing the auction selection from your device at home or at the Ball, everyone will be using the same online platform to bid on, or purchase now, the items you are interested in—it's a live synchronous silent auction! Links to the silent auction will be available before the event, emailed directly to you, seen in person, and on the museum website. You can get a glimpse of how that works by visiting [32Auctions.com](http://32Auctions.com) in advance and checking out their other online auctions. Auction pick-up will be February 14-19, between 10 and 3.

**Why should we support the museum?** Your support matters! Past, present, and future Danburians appreciate your generosity as the museum stewards the organization, the historic buildings, and the archives from one generation to the next. Thanks to the museum's website, outdoor exhibits, and social media, we can offer a 24/7, 365 days-a-year experience. While it's not the same as visiting us in person, we're working toward digitizing more of our collection and making important archival resources more accessible.

**That's so interesting, please tell me more about what the museum has been up to?**

- We've engaged more than 100,000 people each month, since March of 2020, via our social media feeds (some months we've reached OVER 140,000!)
- Created successful monthly newspapers to keep our friends and supporters engaged.
- Continued the work to create (thanks to the generous support of Savings Bank of Danbury) an outstanding Charles Ives Birthplace exhibit.
- Designed and installed three more outdoor exhibits on our Main Street campus and reopened our Huntington Hall and our historic buildings for tours.
- Painted the exterior of the Marian Anderson Studio, exterior railings on both the Main Street campus and at the Ives Birthplace. Additionally we have worked to repair and replaced the damaged clapboards on the south facing walls of our historic buildings on the Main Street campus, and installed new fence sections on that campus as well.
- Continued accessioning new (to us) artifacts and ephemeral donations—thank you Danbury community!
- Curated multiple new online exhibits, and regular social media photo events.
- Improved our easy to access and order online gift shop, not replacing our little shop on Main Street, but adding another pathway for our customers to purchase fun, new Danbury themed items!

**How do I follow the adventures of the Danbury Museum, so that I stay engaged while I'm waiting to attend the HCB 2022?** Follow us on Instagram and Twitter @DanburyMuseum, and on Facebook at DanburyMuseumAndHistoricalSociety.

**I'd like to support the Danbury Museum, but I'll be traveling or out of town on 2/11, how can I donate?** Thank you so much! You can always send your donation directly to the Danbury Museum at 43 Main Street, Danbury, CT, 06810, or, you can save a stamp and donate through our website by clicking the donate button on the Donations page.



## Hat City Ball Major Sponsorship Opportunities

**\$25,000 Presenting Sponsor**—name on all publicity, press releases, social media, and prominent feature space on museum website; premium evening recognition; multi-media ad in digital sponsorship advertising booklet; 1 use of Huntington Hall for an event; 2 tables of 10, Champagne service for both tables.

**\$15,000 Archival Sponsor**—name above the archives door at the Danbury Museum and on 25 archival boxes; name on publicity and social media; premium evening recognition, ad in digital advertising booklet; 1 use of Huntington Hall for an event; 1 table of 10 at the Hat City Ball.

**\$10,000 Preservation Award Sponsor**—name on all publicity, press releases, social media, and prominent feature space on museum website; premium evening recognition; ad in digital advertising booklet; 1 use of Huntington Hall for an event; 1 table for 10 at the Hat City Ball.

**\$10,000 Exhibit Sponsor**—2 tickets to the Hat City Ball and your name featured prominently on all publicity, social media, and signage for our 2022 exhibit; 1 use of Huntington Hall for an event. Your ad will appear in our digital advertising booklet and on the museum website after the Ball.

**\$10,000 Cursive Camp Sponsor**—scholarship for 50 students each week for 3 one-week sessions of our nationally recognized Cursive Camp; 2 tickets to the Hat City Ball and your name featured prominently on all publicity, social media, and advertising for all sessions of Cursive Camp; 1 use of Huntington Hall for an event. Your ad will appear in our digital advertising booklet and on the museum website after the Ball.

**\$5,000 Veteran Sponsor**—name on all publicity, social media, and prominent feature space on museum website; ad in digital advertising booklet; 1 use of Huntington Hall for an event; 1 table of 10 for your company, and 1 table of 10 donated in your company's name to a Danbury veterans organization.

**\$3000 Corporate patron**—name featured on social media, museum website, sign at your table, and ad in the digital advertising booklet; 1 table of 10 at the Hat City Ball.

## Additional \$3000 Sponsorship Opportunities

**Entertainment**— name prominently on stage near the band; social media, and museum website; ad featured in the digital advertising booklet; 2 tickets to the Hat City Ball.

**The Bar**—name prominently on both bars; social media and museum website; ad featured in the digital advertising booklet; 2 tickets to the Hat City Ball.

**Signature Cocktail**—name prominently featured at the entrance/bar; social media, and museum website; ad featured in the digital advertising booklet; 2 tickets to the Hat City Ball.

**Hors d'oeuvres**—name prominently on the hors d'oeuvres table; social media, and museum website; ad featured in the digital advertising booklet; 2 tickets to the Hat City Ball. (Please note: due to Covid protocols, the hors d'oeuvres might be passed, stationary, or guest table based.)

**Photo Station**—name/logo featured on all photo station images; social media, and museum website; ad featured in the digital advertising booklet; 2 tickets to the Hat City Ball.

## \$500 Advertising

Can't join us at the Ball this year? Support our efforts by advertising your business in our online and onsite digital booklet.



To Benefit the Danbury Museum & Historical Society  
43 Main Street, Danbury, CT, 06810  
203.743.5200  
www.danburymuseum.org  
Certificate of Donation for Hat City Ball Auction

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

Contact Person: \_\_\_\_\_

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

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

The Friends of the Danbury Museum & Historical Society would like to thank you for the generous donation(s) listed below. Please allow this letter to serve as your tax receipt.

Please give us a description of your donation and its approximate value: \_\_\_\_\_

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Sincerely,

Friends of the Danbury Museum & Historical Society (FDMHS) is a 501 (c)(3) non-profit organization. EIN 26-4009806.



## Sponsorship and Advertising Commitment Form

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

Contact Person: \_\_\_\_\_

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

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

Level of Sponsorship: \_\_\_\_\_

This form and a check should be mailed to:  
FDMHSA, 43 Main Street, Danbury, CT 06810

MasterCard, VISA, and American Express are also acceptable forms of payment.

Name as it appears on credit card: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_ CVV code \_\_\_\_\_

**Deadline for all advertisements is January 28, 2022.**

Note on advertising specs: please have camera-ready art for use on the big screen at The Ball. Minimum 300 dpi resolution and landscape orientation is optimal and we will be using images and logos only. Thank you