

# *2012 Sponsorship Opportunities*

## **Molly Brown House Museum** *Margaret Tobin Brown: The Heroine of the Titanic* **Commemorating the Sinking of RMS Titanic** **1912 – 2012**



*As the 100th Anniversary unfolds, the Molly Brown House Museum will be featuring a Heroine of the Titanic exhibit as well as many Titanic-related events, lectures and special tours to commemorate the Titanic disaster. The museum's programming is in conjunction with national and international events and will bolster recognition of the Titanic's famous survivor and "Heroine," Margaret Brown. The museum expects greater than usual attendance numbers and media exposure in 2012. When James Cameron's Titanic movie premiered in 1997, the museum hosted over 75,000 guests in a single year, well above our average yearly attendance of 42,000 visitors.*

### **Unsinkable Molly Brown Presenting Sponsor - \$20,000**

- Premiere recognition during the Titanic exhibit at the Molly Brown House Museum including signage in the exhibit area, on all print materials, and in press releases running from February 15 – December 31<sup>st</sup>, 2012.
- Table for 10 at our gala *A Night to Remember Titanic Dinner & Fundraiser* at the Oxford Hotel, April 14, 2012 with premier signage recognition and acknowledgment during the evening remarks. A pre-dinner VIP reception with descendants of Margaret Brown is included in the evening
- Company name and logo on lobby reception signage, and event invitations for *A Night to Remember Titanic Dinner & Fundraiser* with exposure to 200 guests
- Six tickets to the JACK Quartet performance of the *Sinking of the Titanic* by Gavin Bryers on April 15<sup>th</sup>, 2012
- Company name and logo on lobby reception signage for the JACK Quartet performance of the *Sinking of the Titanic* with exposure to over 700 guests
- 40 admission passes to the Molly Brown House Museum
- On-site recognition at the Molly Brown House Museum from February to December 2012 with exposure to over 50,000 visitors
- Premiere homepage recognition at [www.mollybrown.org](http://www.mollybrown.org) and [www.historicdenver.org](http://www.historicdenver.org) with exposure to an average 8,000 visitors per month and including a logo link to the sponsor's website
- 1/8-page ad in four editions of the *Historic Denver News* (circulation 5,000)
- Complimentary enrollment as a VIP supporter of Historic Denver with associated benefits
- Recognition in Historic Denver's Annual Report

## ***White Star Line Sponsor - \$15,000***

- Recognition during the Titanic exhibit at the Molly Brown House Museum including signage in the exhibit area, on all print materials, and in press releases running from February 15 – December 31<sup>st</sup>, 2012.
- Table for 10 at our gala *A Night to Remember Titanic Dinner & Fundraiser* at the Oxford Hotel, April 14th. A pre-dinner VIP reception with descendants of Margaret Brown is included in the evening
- Company name and logo on lobby reception signage, and event invitations for *A Night to Remember Titanic Dinner & Fundraiser* with exposure to 200 guests
- Four tickets to the JACK Quartet performance of the *Sinking of the Titanic* composed by Gavin Bryers and arranged by Peyton MacDonald on April 15<sup>th</sup>, 2012
- Company name and logo on lobby reception signage for the JACK Quartet performance of the *Sinking of the Titanic* with exposure to over 700 guests
- 20 admission passes to the Molly Brown House Museum
- On-site recognition at the Molly Brown House Museum from February to December 2012 with exposure to over 40,000 visitors
- Premiere recognition at [www.mollybrown.org](http://www.mollybrown.org) with exposure to an average 8,000 visitors per month
- 1/8-page ad in three editions of the *Historic Denver News* (circulation 5,000)
- Complimentary enrollment as a VIP supporter of Historic Denver with associated benefits
- Recognition in Historic Denver's Annual Report

## ***First Class Sponsor - \$7,500***

- Tickets for four to our gala *A Night to Remember Titanic Dinner & Fundraiser* at the Oxford Hotel, April 14, 2012. A pre-dinner VIP reception with descendants of Margaret Brown is included in the evening
- Two tickets to the JACK Quartet performance of the *Sinking of the Titanic* composed by Gavin Bryers and arranged by Peyton MacDonald on April 15<sup>th</sup>, 2012
- Company name and logo on lobby reception signage for the JACK Quartet performance of the *Sinking of the Titanic* with exposure to over 700 guests
- On-site recognition at the Molly Brown House Museum from February to September 2012 with exposure to over 40,000 visitors
- Recognition at [www.mollybrown.org](http://www.mollybrown.org) with exposure to an average 8,000 visitors per month
- 1/8-page ad in two editions of the *Historic Denver News* (circulation 5,000)
- Complimentary enrollment as a VIP supporter of Historic Denver with associated benefits
- Recognition in Historic Denver's Annual Report

## ***Ship of Dreams Patron - \$5,000***

- Tickets for two to our gala *A Night to Remember Titanic Dinner & Fundraiser* at the Oxford Hotel, April 14, 2012. A pre-dinner VIP reception with descendants of Margaret Brown is included in the evening
- Company name and logo on lobby reception signage, and event invitations for *A Night to Remember Titanic Dinner & Fundraiser* with exposure to 200 guests
- On-site recognition at the Molly Brown House Museum from February to October 2012 with exposure to over 40,000 visitors
- Recognition at [www.mollybrown.org](http://www.mollybrown.org) with exposure to an average 8,000 visitors per month
- 1/8-page ad in one edition of the *Historic Denver News* (circulation 5,000)
- Complimentary enrollment as a VIP supporter of Historic Denver with associated benefits
- Recognition in Historic Denver's Annual Report

## ***Iceberg Ahead! Patron - \$2,500***

- On-site recognition at the Molly Brown House Museum from February to June 2012 with exposure to over 15,000 visitors
- Recognition at [www.mollybrown.org](http://www.mollybrown.org) with exposure to an average 8,000 visitors per month
- Complimentary enrollment as a VIP supporter of Historic Denver with associated benefits
- Recognition in Historic Denver's Annual Report

## ***Lifeboat No. 6 Patron - \$1,000***

- On-site recognition at the Molly Brown House Museum from February to June 2012 with exposure to over 15,000 visitors
- Complimentary enrollment as a VIP supporter of Historic Denver with associated benefits
- Recognition in Historic Denver's Annual Report

### **Primary Museum Contact:**

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***Margaret Tobin Brown: The Heroine of the Titanic***  
**Molly Brown House Museum**  
**1340 Pennsylvania Street, Denver CO**  
**[www.mollybrown.org](http://www.mollybrown.org)**

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### ***Titanic and Molly Brown***

Two names in history that are now virtually synonymous. The fateful sinking of the famous luxury liner propelled Margaret “Molly” Brown to international fame. As the 100th Anniversary of the April 1912 sinking approaches the Molly Brown House Museum will be hosting many Titanic-related events to commemorate the tragedy. These events will coincide with national and international Titanic happenings..

In 1912 Margaret, who was never known as Molly during her lifetime, departed on a trip to Egypt, Rome and Paris with her daughter Helen and friends John Jacob and Madeleine Astor. However, news of her ill grandson hastened Margaret’s return to Denver and she booked passage on the first available ship, the Titanic. The Titanic was the epitome of luxury for the upper classes and stories of its elegance were part of the ship’s advertising campaign. When Titanic set sail on April 10, 1912 it was the largest moveable object made by mankind at the time. It carried approximately 2,228 passengers and crew and had 10% more lifeboats than were required by maritime law. Aside from the many lives lost in the early hours of April 15, 1912; luxury and technology were also dealt a devastating blow.

Afterwards Margaret described her experience in the *Newport Herald*, "I stretched on the brass bed, at the side of which was a lamp. So completely absorbed in my reading I gave little thought to the crash that struck at my window overhead and threw me to the floor." After helping fellow passengers on the main deck Margaret was taken a hold of and with the words "you are going too" dropped four feet into the lowering lifeboat #6. The lifeboat was equipped to hold 65 passengers; however, it pushed off with 21 women, 2 men and a twelve-year-old boy. At 4:30 a.m. Margaret saw a flash of light. It was from the approaching Carpathia, which was the first and only ship to answer Titanic’s distress call. After some difficulty, lifeboat #6 pulled up along side the Carpathia, and the occupants were pulled aboard one at a time.



Margaret, though sore, tired and cold, began to take action. Her knowledge of foreign languages enabled her to console survivors who spoke little English. She realized that many women had lost everything; husbands, children, clothes, money and valuables, and needed to start a life in a new country. She rallied the first class passengers to donate money to help those less fortunate. Before the Carpathia reached New York \$10,000 had been raised. A crowd of 30,000 people met the ship when it docked at New York's Pier 54. Margaret was surrounded by reporters and,

according to legend, when asked to what she attributed her survival she replied, "Typical Brown luck, we're unsinkable."

100 years after the sinking of the Titanic, the compelling human story continues to engage people of all ages. Perhaps it is the sheer size and grandeur of the vessel or the many questions regarding the choices made in the ship's last hours that continue to intrigue us years later. While first-hand accounts from survivors help unravel the evening, neither they nor the eerie footage of the ship's wreckage lying on the floor can ever fully explain the magnitude of tragedy.

### ***About Margaret "Molly" Brown***

Born only two years after the end of the Civil War and succumbing to a brain tumor in 1932, Margaret Brown witnessed the profound changes caused by industrialization, technological innovations, social reform movements and the shifting role of women during the first decades of the 20<sup>th</sup> century. However, Margaret was not a mere witness, she was an active agent. Carrying with her a passion for action and strong convictions, Margaret helped progress countless social issues.

Margaret first achieved fame after her husband J.J. Brown, a self-taught mining engineer, struck gold in Colorado's mines in the 1890s. After the family moved to Denver in 1894, Margaret's egalitarian spirit led her to the most pressing issues of her day. She worked to create a juvenile court system, promoted cultural diversity, helped found the Denver Dumb Friends League and became a patron of the arts. She also became Denver's first historic preservationist when she saved poet Eugene Field's home from demolition.

As her skills as a leader, organizer and fundraiser grew, so did her scope. The national fame she gained after surviving the Titanic disaster led her into society's most powerful circles. She struggled against J.D. Rockefeller over the rights of coal miners in the aftermath of the Ludlow Massacre, joined forces with suffrage leaders Alva Belmont and Alice Paul and ran for the U.S. Senate in 1914, six years before women could vote at the federal level. Margaret died in 1932.

### ***About the Molly Brown House Museum***

The Molly Brown House Museum, long-time Denver home to the Unsinkable Margaret "Molly" Brown, is perfectly positioned to reflect on the 100th Anniversary of the sinking of the Titanic. In 2012 the Museum will offer exhibits, events and lectures that will inform and engage audiences with a historic event that still compels us to wonder at the capacity of human ingenuity, fortitude, and flaw. Visitors to the Museum will find themselves transported back to 1912 to share in Margaret Brown's life-changing Titanic experience and discover how her own spirit and conviction allowed her to become the *Heroine of the Titanic*.

The Molly Brown House Museum has been open to the public since 1970, when it was saved from the threat of demolition by a group of citizens. This dedicated group became local non-profit Historic Denver, Inc. and after lovingly restoring the home to its Brown era opulence, has continued to own and operate the museum for more than four decades.

**Museum Hours:**

**Tuesday – Saturday: 10:00am – 4:30pm;**

**Sunday, 12:00pm – 4:30pm**

**The last tour of the day begins at 3:30pm**

Guided tours begin on the hour and the half hour; each lasts approximately 45 minutes. The Museum is closed all major holidays. Reservations are recommended for groups of ten or more people. Please call 303-832-4092, ext. 10 to arrange a group tour.

**Admission:**

Adults: \$8.00

Seniors (65 +): \$6.00

Children (6 – 12): \$4.00



***HIGHLIGHT OF EVENTS FOR 2012***

**February 15**

***Heroine of the Titanic Exhibit Opening***

Explore Margaret Brown's Titanic experience from bow to stern with accounts, artifacts and photographs from that fateful voyage. See replicas of the medal Mrs. Brown presented to Captain Rostron of the rescue ship, the Carpathia, and the Egyptian talisman she carried in her pocket for good luck.

**March 21**

***Meet the Women of the Titanic***

Our third annual event focusing on the biographies of Mrs. Brown's contemporaries, come meet Mrs. Brown's fellow Titanic passengers as our costumed interpreters each recount their fateful experiences.

**April 14**

***A Night to Remember Titanic Gala Dinner & Fundraiser***

In honor of the 100th Anniversary, experience the excitement and opulence of a once-in-a-lifetime, 1st Class Titanic gala complete with a delicious six course meal served by costumed stewards. Waltz the night away to music played aboard the Titanic as it steamed across the Atlantic Ocean and into history. The evening will set sail from Denver's historic Oxford Hotel, just a block from Union Station and will truly be a *Night to Remember!* As a gala fundraising event, all proceeds for the evening will go towards the continued restoration and upkeep of the *Unsinkable* Molly Brown's Denver home.

**April 15**

***Sinking of the Titanic performance by the JACK Quartet***

A musical event 100 years in the making! Be transformed by the sounds of that fateful night with *The Sinking of the Titanic*, composed by Gavin Bryars, arranged by Payton MacDonald and performed by the renowned JACK Quartet and Young Voices of Colorado. Hear also MacDonald's own composition, *Lifeboat No. 6*, and learn about Denver's own heroine of the Titanic, Margaret "Molly" Brown. This amazing concert is the work of our friends at the University of Denver's Newman Center for Performing Arts and Friends of Chamber Music.

### ***Titanic Lecture Series***

#### **Tuesday, April 3**

The Denver Film Society and the Molly Brown House Museum welcome you to a special screening of *The Unsinkable Molly Brown*. The Titanic tragedy propelled Mrs. Margaret Brown to international fame during her lifetime, but the musical created a lasting legacy of an incorrigible and unsinkable Molly Brown. After the film, stay for a discussion of myth versus reality and belly up to the bar for light refreshments.

#### **Thursday, April 12**

Meet Margaret “Molly” Brown’s descendent Muffet Laurie Brown who will recount her great-grandmother’s Titanic experience and life after as the Heroine of the Titanic in the historic Brown Palace Hotel.

#### **Tuesday, April 17**

History Colorado welcomes Steven Biel author of *Down with the Old Canoe: A Cultural History of the Titanic Disaster*, as he explores how Americans have made sense of the century-old Titanic disaster of April 1912.

#### **August 17**

##### ***Steerage Class Shindig***

Kick up your heels and have a memorable evening as we recreate the experience of a Third Class passenger aboard the Titanic. A hearty meal, a rollicking band and a fine pint await you as you step back with us to a time of simple pleasures and great expectations.

#### **October 19, 20, 26, 27**

##### ***Victorian Horrors: Tales from the Sea***

A nautical take on our most popular event, 2012 Victorian Horrors will feature dramatic readings from Victorian authors’ tales of terror and loss on the sea. Brought to life by costumed actors, these tales will evoke chills of terror and the smell of the sea.

#### **Ongoing in 2012**

##### ***Special Titanic Tours***

During 2012, the Molly Brown House Museum will offer special, expert-led Titanic tours of the Museum focusing on Mrs. Brown’s fateful voyage and her heroic efforts to save fellow passengers and use the tragedy to push for labor and maritime law reform. Offered on Mondays only, get a private, intimate glimpse of the home of the *Unsinkable* Molly Brown.