



Dear Friend,

I share this letter on behalf of the Robert Russa Moton Museum (Moton). The Moton Museum is committed to preserving the civil rights history of Prince Edward County, Virginia, and the leading contributions local citizens made towards advancing civil rights in education for the nation. The Moton Story is a story of courage and sacrifice, and one that predominantly involves young students at every turn.

Here at the Moton Museum we value each of the contributions we receive from our supporters. That support is critical to our ongoing efforts to carry out the educational and operational needs of the museum. During 2021 we are committed to building a bright future that creates endless opportunity.

Seventy years ago, in 1951, students stood to protest overcrowded schools. Although they didn't know it, the course of an entire nation shifted. On that day, Farmville became the center of a pivotal discussion about race and civil rights. Barbara Johns, the 16-year-old student here at Moton who helped to lead that 1951 student walkout, famously said, "This is your moment. Seize it!"

For decades, the Moton Museum has made itself the home of this vital, ongoing conversation. It's the nation's only civil rights museum that commemorates the walkout and lockout generations. It also serves to inspire the ongoing fight for equality and freedom for those who stand on the frontline now. The Moton Museum stands on the frontlines of what it means to be an active citizen within our democracy.

On April 23, 2021, the Moton Museum will be making history again. We invite you to join us for this collaborative, virtual fundraising event.

Moton Live will be an exciting daylong celebration of Barbara Rose Johns, the Moton Student Strikers, and the landmark school walkout they led on April 23, as well as the following generation who navigated a world with no schools with creativity, brilliance, and grace.

The Moton Museum will mark the 20th anniversary of opening our doors to the public, making this an especially historic moment.

Be a part of this massive virtual celebration. We seek to raise funding in support of the Moton Museum and our Operations, Education, and Outreach initiatives. We hope that you will join us and be a part of this historic moment with your sponsorship at one of the various levels listed below. Your support would mean a great deal as we continue our important work.

Please join us as we commemorate the past, seize the moment, and pledge to the future. Thank you for considering and please reach out to me at director@motonmuseum.org or 434.315.8775 (ext. 4) if you would like to discuss this sponsorship opportunity further.

Sincerely,

Cameron D. Patterson
Executive Director
Robert Russa Moton Museum



Sponsorship Opportunities & Benefits

Visionary Sponsor – \$10,000

- Premier recognition as a Title Presenting Sponsor on all digital materials and social media.
- Prominent logo inclusion (*individual or company*) on the event invitation.
- Logo and link to your business webpage featured on our motonmuseum.org website.
- Special acknowledgement from Museum Leadership during the event.
- Two messages or advertisement up to 60s for your organization during the Moton Live event.
- Opportunity to contribute branding items for live on-air giveaways during Moton Live event.
- Recognition in all media releases.
- Recognition as a supporter of all museum public programs during the 2021 calendar year.
- 100% of donation is tax-deductible.

Premier Sponsor – \$5,000

- Premier recognition as an Event Sponsor on all digital materials and social media.
- One message or advertisement up to 60s for your organization during the Moton Live event.
- Logo and link to your business webpage featured on our motonmuseum.org website.
- Recognition as a supporter of all museum public programs during the 2021 calendar year.
- Opportunity to contribute branding items for live on-air giveaways during Moton Live event.
- Recognition in all media releases.
- 100% of donation is tax-deductible.

Community Benefactor – \$2,500.00

- Priority recognition as a Community Advocate on all digital materials and social media.
- Acknowledgement during event remarks.
- Mention in select media releases.
- Logo and link to your business webpage featured on our motonmuseum.org website.
- Recognition as a supporter of all museum public programs during the 2021 calendar year.
- 100% of donation is tax-deductible.

Bridge Builder – \$1,000

- Recognition as a Community Builder on all digital materials and social media.
- Logo and link to business webpage featured on our motonmuseum.org website.
- 100% of donation is tax-deductible.



Sponsorship Form

SPONSORSHIP LEVELS — Please check your level of support:

- Visionary Sponsor.....\$10,000
- Premier Sponsor..... \$5,000
- Community Benefactor\$2,500
- Bridge Builder \$1,000

Primary Contact Information

Name _____
Phone Number _____
Email Address _____

Organization/Company Information

Name _____
Mailing Address _____

The Moton Museum can accept payment by check, MasterCard, Visa, Discover, or American Express. Checks should be written to the Moton Museum and attached to this form. For credit card information please fill out the following information. Please contact staff for online payment options.

Thank you for your support!

Please charge \$ _____ .00 to my credit card for the items checked above.	
My card is <input type="checkbox"/> Visa <input type="checkbox"/> Master Card <input type="checkbox"/> Discover <input type="checkbox"/> AMEX	
Card #: _____ - _____ - _____ - _____	
Expiration Date: _____	Security Code: _____
_____	_____
Print Name on Card	Signature

**Return this form by March 31, 2021 to
Robert Russa Moton Museum, P.O. Box 908, Farmville, VA 23901**

Contributions to Robert Russa Moton Museum are exempt from federal income tax as described in Section 501 (c)(3) of the Internal Revenue Service Code.
The Moton Museum's Tax ID Number is 54-1867789.