

“Tell all the truth but tell it slant-”

*In honor of the Emily Dickinson Museum, and the presentation of the third annual “Tell It Slant” Award, we invite you to become one of our **Business Partners** to help sponsor a fascinating evening program on Monday, April 13, 2015.*



Emily Dickinson
Museum
THE HOMESTEAD | THE EVERGREENS

Emily Dickinson is universally acknowledged as one of the world’s greatest poets who spent virtually her whole life in Amherst in her home on Main Street. Garrison Keillor called the Homestead “*the most wonderful author’s house anywhere in America.*” The Emily Dickinson Museum is dedicated to preserving her poetic voice and legacy, and has seen rapid growth in visibility, attendance, educational outreach, and tours and programs for the public.

The Chamber of Commerce reports that the Museum is the most requested attraction in the Amherst area, and TripAdvisor ranks it as the number one attraction in Amherst – all showing the relevance of Dickinson’s impact on people from around the world. The Museum not only draws people to the area, but also attracts tens of thousands of connections through its extensive website, EmilyDickinsonMuseum.org.

- ★ **The Tell It Slant Award:** The Award, presented annually by the Emily Dickinson Museum Board of Governors, honors individuals whose work, in any field, is imbued with the creative spirit of America’s greatest poet, Emily Dickinson.
- ★ **About This Year’s Honoree:** Acclaimed documentary filmmaker **Ken Burns** has been chosen as the recipient of the 2015 *Tell It Slant* Award. Mr. Burns formed Florentine Films shortly after earning his BA at Hampshire College. Dissatisfied with dry, scholarly historical documentaries, Burns wanted his films to “live.” To that end, he adopted the signature technique of cutting rapidly from one still picture to another in a fluid, linear fashion, with the imagery joined by “first hand” narration gleaned from contemporary writings and recited by top stage and screen actors. From early success with Academy Award-nominated *Brooklyn Bridge* in 1981 to his latest work, *The Roosevelts: An Intimate History*, Burns has produced projects on a range of American experiences and historic figures.

In learning of the award, Burns said “I am so honored by this. Emily Dickinson has played a recurring and significant role in my life and it is so satisfying - and humbling - that it’s all come full circle.”

- ★ **The Event:** Admission to the **Award Ceremony and public program** at 7:30 p.m. on April 13 at Amherst College’s Kirby Theater is free. We expect an audience of 300-400 guests.

Immediately preceding the public program, there will be an **exclusive buffet supper with Ken Burns** at the home of Amherst College President Bidy Martin. We expect the supper to sell out quickly. Tickets are \$100 each/\$175 couple. We can accommodate a maximum of 125 guests at the supper. Tickets can be purchased through the Museum’s website or by calling 413.542.2034.

Details of sponsorship and business membership opportunities are included on the next page. We hope you will take advantage of this wonderful program to partner with us!

Please don’t hesitate to contact Mardi Pierson-Buell at development@EmilyDickinsonMuseum.org or 413.542.5084 with any questions. Thank you for your consideration of the Emily Dickinson Museum.

Emily Dickinson Museum *Tell it Slant* Award honoring Ken Burns

April 13, 2015

Sponsorship Opportunities

Sapphire Sponsor

\$500 to \$999

Sapphire Sponsors benefits include:

- Two tickets to the exclusive *Supper with Ken Burns* at the home of Amherst College President Biddy Martin on April 13, 2015 at 5:30pm (tickets must be reserved by March 27)
- Verbal and print recognition at the *Tell it Slant Award Ceremony* on April 13, 2015
- Logo in the Museum's monthly *Message from the Meadow* email for two months with local and national exposure to our 6,000 subscribers
- Corporate logo and link on the Museum's homepage for two months
- Reduced fees for use of Museum grounds for events space and/or private tour*

Pearl Sponsor

\$1,000 to \$2,499

Pearl Sponsors benefits include:

- Four tickets to the exclusive *Supper with Ken Burns* at the home of Amherst College President Biddy Martin on April 13, 2015 at 5:30pm (tickets must be reserved by March 27)
- Verbal and print recognition at the *Tell it Slant Award Ceremony* on April 13, 2015
- Logo in the Museum's monthly *Message from the Meadow* email for two months with local and national exposure to our 6,000 subscribers.
- Corporate logo and link on the Museum's homepage for two months
- Complimentary use of Museum grounds for events space and/or private tour*

Ruby Sponsor

\$2,500 to \$4,999

Ruby Sponsors benefits include:

- Six tickets to the exclusive *Supper with Ken Burns* at the home of Amherst College President Biddy Martin on April 13, 2015 at 5:30pm (tickets must be reserved by March 27)
- Verbal and print recognition at the *Tell it Slant Award Ceremony* on April 13, 2015
- Acknowledgement and logo with link in the Museum's monthly *Message from the Meadow* email for three months with local and national exposure to our 6,000 subscribers.
- Corporate logo and link on the Museum's homepage for three months
- Company recognition in the Museum's Visitor Center (15,000 visitors a year)
- Complimentary use of Museum grounds for events space and/or private tour*

Business Partner

\$250

The Community Partner Membership benefits include:

- Eight complimentary Museum tour passes **or** one ticket to the *Supper with Ken Burns* event
- Logo in the Museum's monthly *Message from the Meadow* email for one month with local and national exposure to our 6,000 subscribers
- Reduced fees for use of Museum grounds for events space and/or private tour*



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Emily Dickinson Museum Sponsorship Agreement

**DEADLINE: All sponsorship agreements
are due no later than Friday, April 27, 2015**

Name of Business _____

Name of Primary Contact _____

Address _____

City/State/Zip _____

Email _____ Phone _____

Name of Ad/Artwork Contact _____

Agreed to by: _____ Date _____

I would like to sponsor the Emily Dickinson Museum *Tell it Slant* Award and Benefit on April 13, 2015 at the following level (see sponsorship prospectus for a complete list of benefits):

Ruby Sponsorship (\$2,500) _____

I would like to purchase tickets (\$100/\$175) for
Supper with Ken Burns _____

Pearl Sponsorship (\$1,000) _____

I would like to make a contribution \$ _____

Sapphire Sponsorship (\$500) _____

Business Partner (\$250) _____

Ad Specifications (for Sapphire, Pearl or Ruby Sponsor Only):

- Acceptable are: JPEG, TIF, EPS, or PDF (set at Print/High Quality)
- Resolution must be 300 dpi.
- All submissions and reservations are **due no later than Friday, March 27.**

Please use our ad copy from last year (circle): Yes No

Payment (payable to the Emily Dickinson Museum):

____ I am enclosing a check

____ Please bill me

Note: We look forward to expanding our Sponsorship and Business Partner program by offering opportunities to support other public events, public tours and educational programs at the Emily Dickinson Museum. We welcome your input and suggestions.