



NATIONAL A. PHILIP RANDOLPH PULLMAN PORTER MUSEUM

"CELEBRATING AFRICAN AMERICANS IN U.S. LABOR HISTORY"

Sponsorship Deck

2025

www.aprpullmanportermuseum.org



About the Museum

The National A. Philip Randolph Pullman Porter Museum (NAPRPPM), is a 501C(3) cultural institution, founded in February of 1995 by Dr. Lyn Hughes. It is the first, and the only museum in the country dedicated exclusively to African American labor history, beginning with the African American Railroad workers. NAPRPPM is the only museum in the Nation that bears the name of A. Philip and/or the Pullman Porters. The Museum was incorporated as a Delaware corporation on November 5, 1998 and received its 501C3 designation on February 23, 2000. On February 19, 2015, President Obama, through an executive order, designated the Historic Pullman District where the Museum is currently located as a National Monument under the National Park Service.

PROGRAMS & DESCRIPTIONS

A. Philip Randolph Advocacy Training Program Division

The A. Philip Randolph Advocacy Training Program Division's goal to inspire participants to develop a variety of new skills and talents and enable them to become community advocates and organizers. Using the skills perfected by A. Philip Randolph, the program will utilize multiple tools to not only develop the leaders but to also activate them within our devastated communities to rebuild and restore them for a better future.

The A. Philip Randolph Advocacy Training Program Division will provide the following: tactical training to members, advocacy and organizing opportunities for involved parties, developing and implementing Cultural Economic Development as an urban economic development strategy. While also creating a collective to lobby for the community amongst lawmakers, politicians, businesses, nonprofits and community leaders.

Museum 44 "Where Hip Hop Meets History"

The Museum 44 Program uses history, heritage and culture as the foundation to teach youth and young adults valuable life skills. These life skills start with and are centered around Economic Empowerment similar to A. Philip Randolph's Mission while organizing America's first and only Black Labor Union.

Junior Historians

This division is for elementary school aged students who have a genuine desire to learn about history. It fosters a fun and creative environment for youth to learn and experience history, heritage and culture.

Green Initiatives Program Division

The year 2015, marked a critical time for Blacks to become more aware of and take an active role in efforts to improve our environment and our communities. With the growing concerns in the Black community, there are a number of things we can begin to do for ourselves, starting with focusing on developing healthy eating habits, environmental education, and disaster preparedness. As we reflected on the 10th anniversary of Hurricane Katrina, we recognized there has been very little accomplished in terms of disaster preparedness in the Black community. With that recognition, we decided to follow the lead of the Field Museum's Science Division and join the growing number of environmentally conscious and concerned individuals and institutions.



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Why Are We Here

On April 15, 2022, The National A. Philip Randolph Pullman Porter Museum located in Pullman National Monument, Chicago's 1st National Park Service Site we celebrated Asa Philip Randolph's 133rd Birthday. We also celebrated the official announcement of the Museum's Expansion Plan and the launch of "The Community Economic Development Empowerment Project" (CEDEP 2020), a multi-phase innovative comprehensive Plan. A living, breathing, Cultural, Tourism, Hospitality District "Randolph's Way" The expanded 30-year-old National A. Philip Randolph Pullman Porter Museum, will be the cornerstone. The district will include: Pullman Porters Row, where new businesses will be located — which will impact the entire region. It will be unlike any Tourism District in the nation. **Phase I**, the museum expansion will serve as the launching pad. **Phase II** Pullman Porters Row, **Phase III**, Jesse White Research Library. **Phase IV** Dr. Hughes BSCP Ladies Auxiliary Women's History Museum. **Phase V**, The A. Philip Randolph Culture Factory. The additional phases are under creative development.

CEDEP 2020, is a bold, innovative project that includes the entire community, which will impact the social and economic development of the region. It is not a space where the Art and Culture of an area are exploited, but instead are monetized and the residents are participants and will benefit from its existence.

The following is a brief description, and the purpose of the Plan: Residents will be trained, and empowered. The training will include wrap-around services, through our collaborative partners that include IBEW Local 134, Chicago Federation of Labor, Randolph's Dream CDC, LC3, and entities like HIRE 360 Chicago offering Construction apprenticeships, Black Labor history contributions, Preservation, and Hospitality Job Training. The entire design and focus of this component were intentional. The idea is to use this vehicle that will enable the community to benefit from and participate in the 300,000 projected tourist revenue coming into the community.

This entire effort is a remarkable opportunity to create real change in the lives of community residents, while simultaneously creating permanent jobs in a community where both the new businesses thrive, and the quality of life of community residents is changed for the better. It will also impact public safety by implementing violence prevention strategies and programs. This project, with your support, will result in the transformation of the under-served census tract 5002 of the Pullman National Monument.

Most importantly, it can and will serve as a model for the nation, demonstrating what can be done to solve most of the problems in under-served communities — if we use the resources to work together.

We appreciate your strong consideration to help with this unprecedented effort, to change lives, create businesses, and change the culture from just throwing money at a problem, and instead help the resources do what they are designed to do, HELP!



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A LIVING, BREATHING, CULTURAL TOURISM, HOSPITALITY DISTRICT "RANDOLPH'S WAY" THAT WILL INCLUDE:

Pullman Porters Row, where new businesses will be located — which will impact the entire region.
It will be unlike any Tourism District in the nation.

Phase 1

The museum expansion will serve as the launching pad.

Phase II

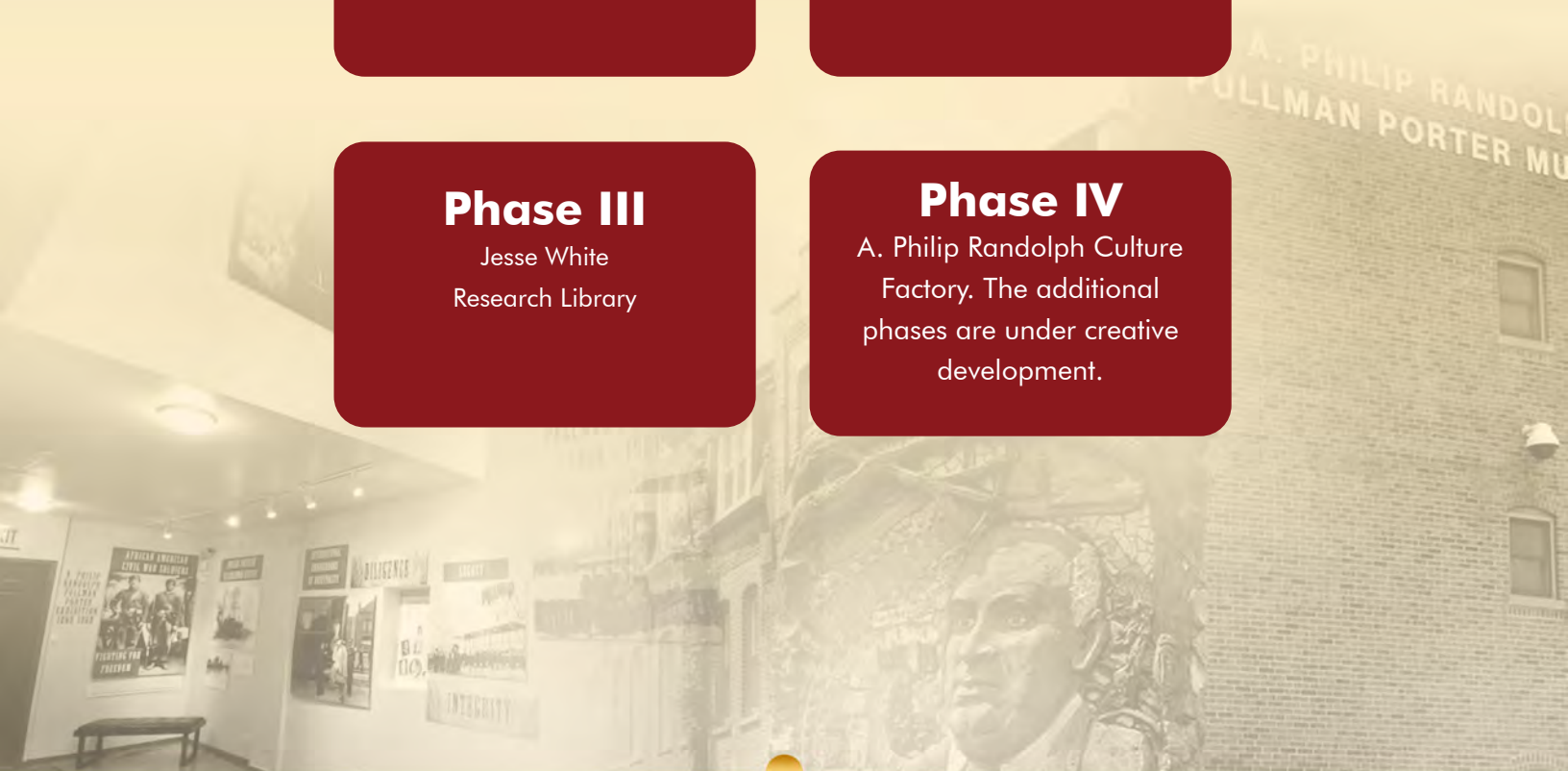
Pullman Porters Row

Phase III

Jesse White
Research Library

Phase IV

A. Philip Randolph Culture
Factory. The additional
phases are under creative
development.





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Events



13TH ANNUAL "JUNETEENTH" COMMUNITY CELEBRATION

THE EVENT WILL TAKE PLACE THURSDAY, JUNE 19, 2025,
AT THE NATIONAL A. PHILIP RANDOLPH PULLMAN PORTER MUSEUM
IN PULLMAN NATIONAL HISTORICAL PARK

The Annual FREE CELEBRATORY EVENT will have something for everyone: live performances, vendors, speakers, and interactive activities for children. The goal of this event is to create a safe, festive environment in the community, where individuals, or the entire family, can come out to enjoy and celebrate African-American history, heritage, and culture.

"We were celebrating Juneteenth long before it became an officially recognized holiday," said Dr. Lyn Hughes, founder of NAPRPPM, "The Pullman Porters represent a critical narrative in our history, and the Community ReCommitment Celebration is another way that we honor their legacy."

"We are hosting five historic events on one powerful day," said David Peterson, President of the National A. Philip Randolph Pullman Porter Museum. Hundreds of youth are participating in sporting events while learning about their history and the significance of Juneteenth. What an incredible combination of knowledge legacy, community and the celebration of Black excellence.

For more information about the 13th Annual JUNETEENTH Community ReCommitment Celebration, visit <https://onepullman.com/pullmanjuneteenth>.





JUNETEENTH SPONSORSHIP

The National A. Philip Randolph Pullman Porter Museum (NAPRPPM) will host its 13th Annual "JUNETEENTH" Community Recommitment Celebration on June 19, 2025 from 10:00 a.m. – 8:00 p.m. with a parade, block party and Youth Olympic events taking place at various locations throughout the North Pullman district in Chicago.

Among the featured sports activities are the Chi Ball Y League Championship Basketball game, the Juneteenth Football Tournament, and the Friends of Track & Field: Juneteenth Track and Field event. The "Play-Streets" Block Party takes place immediately following the parade and will feature vendors, games, food, music, giveaways and fun. Families are invited to spend the day enjoying these free offerings.

Play-Streets in Chicago is a collaborative initiative for healthier and stronger communities by creating safe and accessible residential play areas for kids to be active, to learn, and for neighbors to come together. A grant program from the Chicago Department of Public Health supports community-based organizations to provide local leadership in the development of Play-Streets in targeted community areas.

The parade registration, staging and line-up starts at 8:00 a.m. and officially steps off at 10:00 a.m. at Gately Stadium and concludes at Gately Stadium Park. Sign-ups for participation are ongoing.

The full list of event locations are listed below:

Historic North Pullman Olympic Village

Dr. Conrad Worrill Indoor Track Field Center

10201 S Cottage Grove
Chicago, IL. 60628

Gately Stadium Park & Football Field

810 E. 103rd St.
Chicago, IL. 60628

Corliss High School/Butler College Prep

821 E 103rd St.
Chicago, IL. 60628

Wendell Smith Elementary School

744 E 103rd St.
Chicago, IL. 60628

National A. Philip Randolph Pullman Porter Museum

817 E. 104th St.
Chicago, IL. 60628





The Urban Renaissance

EVENT SERIES

CHANGING THE NARRATIVE

7th Installment of “THE URBAN RENAISSANCE EVENT SERIES”

THE EVENT WILL TAKE PLACE MONDAY, SEPTEMBER 1, 2025, AT THE NATIONAL A. PHILIP RANDOLPH PULLMAN PORTER MUSEUM.

The FREE CELEBRATORY EVENT will have something for everyone: live performances, vendors, speakers, and interactive activities for children.

The goal of this event is to create a safe, festive environment in the community, where individuals, or the entire family, can come out to enjoy and celebrate African-American history, heritage, and culture.

The true purpose of this event is to create the same reverberating energy The Harlem and Chicago Renaissance Periods had on Black Culture.





URBAN RENAISSANCE SPONSORSHIP

We would like to extend the opportunity to you to partner with the National A. Philip Randolph Pullman Porter Museum's 7th Installment of "The Urban Renaissance Event Series."

The Summer Series for the Museum's summer event series is dedicated to carving out our unique and diverse market and ushering them into the digital universe and beyond.

The series will consist of our annual signature events including but not limited to...

- * Honoring The Brotherhood: BSCP Founding Date Anniversary – Saturday August 24th
- * The Urban Renaissance Event Series: Labor Day Festival – Saturday, August 31st - Monday, Sept 1st
- o Press Conference
- o Panel Discussion
- o Red Carpet Movie Premier
- o Art & Book Fair
- o Film Festival
- o Youth Basketball Tournament
- o Community Festival
- o The Pullman Health & Wellness Food Festival

Each Event has a strong emphasis on community engagement, awareness, access to health and wellness resources and employment and workforce development opportunities. Community Alliances: Far South Chicago Coalition, Pullman National Historical Park, Historic Pullman Foundation, Chi-Ball Youth League, 5th District C.A.P.S Office.

The Youth Basketball Tournament consists of 50 Teams of youth that range in age from K-12th Grade. Each Team has 10-12 youth players. Our Community Festival is a family friendly Free event that has activities, vendors and informational tables for all participants. There will also be an official ground breaking for the highly anticipated Museum Expansion. The Youth and Young Adult division of the Museum; "Museum 44" is the Program and Production arm that focuses on highlighting the positive images seldom seen in our communities, using media as a tool and vehicle to do so. Museum 44 is also a youth employment program that partners with After School Matters and One Summer Chicago to provide youth on the job training experience as well as learning experiences for Black Labor History.



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A. PHILIP RANDOLPH
Gentle Warrior Awards

Saturday, February 22, 2025

5-10pm

**Wintrust's Grand Banking Hall
231 S LaSalle Street**



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Sponsorship Packages



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Audience

14,000

Website Unique Visitors
Monthly

26,000+

Website Page Views
Monthly

2,000+

Email Database
collected from Website

7,000+

Emails in an Uncirculated
Database of Descendants

50%

Male & Female Attendees

25%

Ages 18-32 Attendees

46%

Ages 33-54 Attendees

29%

Ages 55+ Attendees

150,000

People Interact with the
Museum Annually

\$75,000+

Household Income

80%

High School Graduates

39%

College Graduates

2025 Events

The museum has a history of year-round, in-person events that include the annual Juneteenth celebration, now in its 12th year. Events planned for 2025 include:

- **Gentle Warrior Awards** – February 22, 2025, 5-10pm, Wintrust's Grand Banking Hall, 231 S. LaSalle Street
- **A Philip Randolph Birthday Celebration** – April, 15th 2025
- **Juneteenth Youth Olympics** – June 19, 2025
- **Pullman Labor Day Weekend** – Solidarity Breakfast/ CFL Labor Day Parade, August 30, 2025
- **The Urban Renaissance** – September 1, 2025
- **Black Movie Month Event** – October 2025
- A host of **summer community giveback opportunities**, such as back to school and health fairs.

The Pullman Navigator app was launched not just to promote the museum but to also draw attention to other sites within The Pullman National Historical Park District, and most important, introduce and offer a commercial advertising option.

In the Media

55%

Yearly Increase in
Total Mentions

305%

Yearly Increase
in Reach

55%

Increase in Daily Average
Mentions and Reach

97.8%

Positive or Neutral
Media Sentiment

The museum is regularly mentioned in the media for its events, programming & historical significance. Sources include:

4.86M

Reach from WLS-TV /
ABC 7 Chicago

18.4M

Reach from
Change.org

5.28M

Reach from The
Chicago Tribune

For additional stats and other media references, click here.



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Media Coverage Report:

Broadcast:

ABC 7 Chicago
WGN-TV
NBC 5 Chicago
WBBM Radio
iHeart Media
V103 Chicago
WBEZ Chicago
WVON 1690 AM
WGVE 88.7 FM
WLTH 92.7 FM / 1370 AM

Print/Online:

Politico
Chicago Tribune
Chicago Sun-Times
Chicago Crusader
Chicago Defender
Southland Journal
Chicago Business Journal
Block Club Chicago
NWI Times
Classic Chicago Magazine
Rollin' Out
TBT News

Samples of Media Clips

<https://abc7chicago.com/chicago-museums-black-labor-unions-pullman-porter-museum-south-side/14461910/>

<https://chicagocrusader.com/a-philip-randolph-gentle-warrior-awards-gala-marks-museums-29th-anniversary/>

<https://thesouthlandjournal.com/speaker-welch-receives-gentle-warrior-award/>

<https://www.wbez.org/stories/a-philip-randolph-pullman-porter-museum-expands-lyn-hughes/aaaf1333-6f14-4b7f-959d-b6e6a5723649>

<https://chicago.suntimes.com/2022/4/15/23027106/philip-randolph-museum-pullman-porters-expansion-national-monument-park>

<https://classicchicagomagazine.com/black-history-and-chicago-pullman-porters/>

<https://wgntv.com/news/chicago-news/juneteenth-celebrations-kick-off-in-chicagos-pullman-neighborhood/>



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SPONSOR OPPORTUNITIES

Physical

- Banner or sign at the museum: entrance (inside and outside), ticketing kiosk, gift shop, near stairs, parking lot
- Signage and sponsor mention at museum-sponsored events
- Display or distribution of free samples of sponsor's products, marketing materials on-site
- Invitations to special events with potential opportunity to speak to attendees

Digital

- Name and logo on the sidebar of the website
- Name and logo within The Pullman Navigator app
- Name, logo, and company information on Facebook page post
- Name, logo, banner and/or mention in quarterly e-blasts

We have a traveling exhibit available for sponsorship. It has the ability to be utilized across the country. It has been used and sponsored by corporations, the first, Amtrak.





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SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$50,000

- Category exclusivity
- Presenting sponsor logo on all materials and mentioned in advertising
- 20x20 booth space at all 2025 events
- Exclusive access for up to 10 guests for all events
- Registration list from all events
- Speaking opportunity at signature events
- One year membership with A. P. Randolph Pullman Porter Museum
- (1) Free Facility Rental
- Logo placement on electronic and hard copy invitations

LEAD SPONSOR \$25,000

- Category exclusivity
- Logo printed on all materials
- 20x20 booth space at all Urban Renaissance events
- Exclusive access for up to 5 guests for all events
- VIP Gift bag(s) at Gala
- Speaking opportunity at 1 event
- One year membership with A.P Randolph Pullman Porter Museum
- 20% off Facility Rental Event
- Logo placement on electronic invitations

GOLD SPONSOR \$10,000

- 10x10 booth space at all Urban Renaissance events
- 10% off all Gift Shop items
- Access to VIP Lounge (limited to 5 guests)
- VIP Gift bag at Gala
- Acknowledgment during the events
- One year membership with A. P. Randolph Pullman Porter Museum

SILVER SPONSOR \$7,500

- 10x10 booth space at 2 Urban Renaissance events
- Access to VIP Lounge (limited to 10 guests)
- Collectors Stamp of A. Philip Randolph for each guest

BRONZE SPONSOR \$5,000

- 10x10 booth space at 1 Urban Renaissance event
- Access to VIP Lounge (limited to 4 guests)
- Collectors Stamp of A. Philip Randolph for each guest