Sponsorship Packet

30th Anniversary Gala
2019 Founders Award Dinner

HONORING THE EXEMPLARY LEADERSHIP OF THE Historic House Trust’s Former Chairs

Timothy C. Forbes
Cynthia C. Wainwright
Robert C. Quinlan
Deborah Krulwich
Franny Eberhart
John C. Gustafsson

JUNE 10, 2019
6:00 P.M.: COCKTAILS
8:00 P.M.: DINNER & PROGRAM

Loeb Boathouse in Central Park
Historic House Trust
Who We Are & What We Do

Founded in 1989, the Historic House Trust (HHT) is dedicated to the stewardship of 23 city-owned historic sites in all five boroughs of New York City.

HHT’s mission is to provide essential support for these sites of architectural and cultural significance, the histories of which span 367 years of New York City life. These cultural treasures are located within city parks and are open to the public.

- In 2018, HHT secured $1,674,000 in city funding for restoration projects at the houses in our collection
- HHT is involved with nearly 60 educational programs for more than 260,000 New York City schoolchildren
- HHT helps care for over 100,000 one-of-a-kind historic artifacts, including furnishings and artwork
- HHT provides more than $500,000 worth of services to the collection of houses annually
- HHT advises historic house museum staff, including 19 executive directors and 18 education directors
- HHT promotes the historic sites to expand their audiences and impact
Our Houses

The Historic House Trust’s Founders Award Dinner typically raises around 47% of the organization’s operating funds, which has a direct impact on the preservation and promotion of the 23 historic sites in our collection. For more information on the houses, please visit our website at www.historichousetrust.org.

Learn more about each house on the HHT website!
2019 Founders Award Dinner
Honoring HHT’s Former Chairs

In celebration of HHT’s 30th anniversary, the 2019 Founders Award Dinner will honor the exemplary leadership of the organization’s former chairs. These figures expertly steered a collection of largely neglected, decaying historic sites toward a brighter future. Despite challenges, these intrepid leaders prevailed and 23 remarkable sites now flourish as centers of culture and education.

Timothy C. Forbes  
(1989-1994)

Cynthia C. Wainwright  
(1994-1997)

Robert C. Quinlan  
(1997-2000)

Deborah Krulewitch  
(2000-2009)

Franny Eberhart  
(2006-2012)

John C. Gustafsson  
(2012-2018)

Honorary Co-Chairs
Myra Biblowit & Adrian Benepe
Influential Figures in the Founding of HHT
2019 Founders Award Dinner Attendee Profile

The 2019 Founders Award Dinner promises to bring together some of New York City’s greatest design professionals, craftspeople, architects, philanthropists, elected and appointed officials, Fortune 500 business leaders, preservationists, directors of cultural institutions, and more for a magical summer evening in the heart of Central Park at the Loeb Boathouse.

Attendees share a passion for protecting and promoting New York City’s history and initiatives that engage communities and benefit all five boroughs. Three quarters of attendees have a yearly household income of six figures or more and they are split equally between men and women.

As one of this year’s Corporate Sponsors, you will be joining some of New York City’s leading institutions, corporations, and individuals in celebrating our historic houses and supporting vital preservation work, public programming, events, collections care and management, and general operating support.
Table Sponsor Opportunities

Founders Table Sponsor: $50,000
- Prime table for 10 guests at the Founders Award Dinner
- Private custom tour for 10 with dinner included (or a work day for corporate employees)*
  - Corporate HHT Membership for all employees
- Prime listing on invitations, event signage, program, website, and social media
  - Opportunity for product placement in gift bag
  - Opportunity to address audience at event
  - Acknowledgement in event remarks

30 for 30 Table Sponsor: $30,000
- Preferred table for 10 guests at the Founders Award Dinner
- Private custom tour for 10 with lunch included (or a work day for corporate employees)*
  - Corporate HHT Membership for up to 500 employees
- Special 30th anniversary listing on invitations, program, website, and social media
  - Opportunity for product placement in gift bag
  - Acknowledgement in event remarks

Mansion Table Sponsor: $25,000
- Premium table for 10 guests at the Founders Award Dinner
- Private tour for 10 (or a work day for corporate employees)*
  - Corporate HHT Membership for up to 250 employees
- Prime listing on invitations, program, website, and social media
  - Opportunity for product placement in gift bag

Townhouse Table Sponsor: $15,000
- Table for 10 guests at the Founders Award Dinner
- Corporate HHT Membership for up to 100 employees
- Listing on invitations, program, website, and social media
  - Opportunity for product placement in gift bag

Brownstone Table Sponsor: $10,000
- Table for 10 guests at the Founders Award Dinner
- Listing on invitations, program, and website

Future Leaders Table Sponsor: $5,000
- Table for 5 guests at the Founders Award Dinner
- Listing on invitations and program
  - Funds raised through this special 30th anniversary sponsorship will support the establishment of the “Future Leaders” Internship Program, which ensures that the mission our six honorees have so carefully stewarded will be carried forth by a new generation.

*Tours and work days will typically occur at one of HHT’s 23 historic sites or selected other NYC landmarks. Details will be determined in collaboration with HHT.
Join our previous
Founders Award Dinner
Sponsors

Bloomberg Philanthropies

ESTÉE LAUDER COMPANIES

conEdison

Benjamin Moore & Co.

SINCE 1883

NYC Parks

Bank of America

WELLS FARGO

The Durst Organization Inc.

TISHMAN SPEYER

J.P. Morgan

HISTORY

& Company

HHT’s Founders Award Dinner has also received support from companies such as Cramer-Krasselt Co., DeWitt Stern, Evonik Degussa, Forbes, National Grid, Newmark Knight Frank, and W&M Properties; Architecture, design, and conservation firms such as Jan Hird Pokorny Associates, Beyer Blinder Belle Architects, HLW International, Integrated Conservation Resources, Joseph Pell Lombardi Architects, Peter Pennoyer Architects, PRESERV, and Quennell Rothschild Associates; and cultural institutions and organizations such as the Brooklyn Historical Society, Central Park Conservancy, Metropolitan Museum of Art, Municipal Art Society, Museum of the City of New York, New-York Historical Society, Prospect Park Alliance, and the World Monuments Fund.
Event Marketing & Media Integration

Online Exposure
The Historic House Trust website has 160,682 unique visitors a year. The website gets an additional 16,000 web views through the NYC Parks portal.

Social Media Exposure
The organization gets 1.8 million impressions, 12,000 engagements, and 2,970 clicks through Facebook, Twitter, and Instagram. Our unique hashtag #hhtnyc has been used by 6,148 people. Throughout social media the Historic House Trust has 7,783 fans.

Digital & Mailed Announcements
A digital Save the Date, Invitation, and various other forms of outreach are sent to over 6,000 active contacts. Printed invitations are sent to a list of 1,200.

@HHTNYC
#hhtnyc
Contact Information

For more information, or to join as a sponsor, please contact:

John Krawchuk
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(212) 360-8203

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(212) 360-8204

Mailing Address:
Historic House Trust
The Arsenal, Central Park
830 Fifth Avenue, Room 203
New York, NY 10065

Connect With Us!
@HHTNYC

www.historichousetrust.org
30th Anniversary Gala  
2019 Founders Award Dinner  
June 10, 2019 | Loeb Boathouse

FOUNDEVRS TABLE SPONSOR - $50,000 or above (table of 10)*

“30 FOR 30” TABLE SPONSOR - $30,000 (table of 10)*

MANSION TABLE SPONSOR - $25,000 (table of 10)*

TOWNHOUSE TABLE SPONSOR - $15,000 (table of 10)*

BROWNSTONE TABLE SPONSOR - $10,000 (table of 10)*

FUTURE LEADERS TABLE SPONSOR - $5,000 (5 tickets, seated together)*

FARMHOUSE TICKET(s) - $1,000 (individual ticket)

COCKTAIL ONLY TICKET(s) (6:00-7:30 p.m.) - $175

SPONSOR ATTENDANCE of an HHT HOUSE DIRECTOR and/or a YOUNG PROFESSIONAL - $500

I AM UNABLE TO ATTEND, BUT WOULD LIKE TO SUPPORT THE EVENT.  
I would like to donate $________

Purchase online at www.historichousetrust.org or contact Matthew Coody at 212-360-8204.

NAME(s) (As you would like to be listed):
________________________________________________________________________________

ADDRESS: __________________________________________________________________________
_____________________________________________________________________________________

CITY                  STATE     ZIP

TELEPHONE: ___________________________ EMAIL: ___________________________

PAYMENT: □ Check enclosed  or  Please charge: □ American Express     □ MasterCard     □ Visa

CARD #: _____________________________ EXP.: (____/____) SECURITY CODE: ________

NAME AS IT APPEARS ON CARD: _______________________________________________________

CARDHOLDER’S SIGNATURE: ___________________________________________________________

Please make your check payable to:  
HISTORIC HOUSE TRUST OF NEW YORK CITY  
The Arsenal, Central Park  
830 Fifth Avenue, Room 203  
New York, NY 10065

Historic House Trust is a 501(c)(3) organization