

MUSEUM of DURHAM HISTORY

LOCATED IN
DOWNTOWN DURHAM

SPONSORSHIP OPPORTUNITIES

ENHANCE YOUR COMMUNITY ENGAGEMENT AND
DEMONSTRATE COMMITMENT TO PRESERVING LOCAL
HISTORY AND CULTURE WITH RELEVANCE



**POSITIVE BRAND
VISIBILITY AND
NETWORKING
OPPORTUNITIES
WITH LOCAL
LEADERS AND
INFLUENCERS**

**“STORIES BIND US FROM
GENERATION TO
GENERATION; THEY ARE
THE LINKS TO MEMORY
AND KEEP ALIVE THE
SAGA OF A WHOLE
PEOPLE AND THE ROOTS
OF EACH FAMILY.”**

ELI EVANS, THE PROVINCIALS

BENEFITS

- Your company will be featured as a supporter of the upcoming exhibit and all exhibit-related public programming during its six month run.
- Your name and/or logo will be featured in all exhibit and seasonal communications, including e-blasts, newsletters, Museum blogs, social media posts, and on the MoDH website.
- Your company name and/or logo will be added to exhibit wall signage.
- Sponsors will have the opportunity to make remarks at the exhibit opening and select events.
- We will host your group at the Museum or at your location for a private event and special presentation on the Durham theme and topic of your choice (the Museum does not cover expenses related to F&B, A/V, décor, or special setup needs).

SPONSORSHIP LEVELS

Our sponsor levels are flexible depending on how companies would like to be involved, ranging from an exhibit, opening/specific event sponsorship, to being an annual partner for all exhibit-related or general Museum programming that is currently in development. We want to partner with our sponsors and we are happy to customize according to the company's goals.

**ENGAGE WITH THE
COMMUNITY TO
HELP CELEBRATE
DURHAM'S
STORIES**

\$5,000

Presenting sponsor of the Geer Cemetery exhibit
(late-April to fall 2025)

\$10,000

Presenting sponsor of the Geer Cemetery exhibit
and six months of related programming
(spring to fall 2025)

\$15,000

Presenting sponsor of the Geer Cemetery exhibit,
six months of related programming, as well
as private cocktail reception at the MoDH,
or curator talk at your event

WE APPRECIATE THE SUPPORT OF OUR FUNDERS AND SPONSORS, INCLUDING:

City of Durham and Durham County
Blue Cross and Blue Shield
of North Carolina
C.T. Wilson Construction, Inc
Copa Airlines
Crum and Forster Insurance
Duke Community Affairs
Duke Energy
Duke University Health System
Durham Arts Council
Durham Merchants Association
Charitable Foundation
Fidelity Investments
First Horizon Foundation
Fox Family Foundation
Investors Trust Company
Mary Duke Biddle Foundation
Morningstar Law Group
PNC Foundation
The Duke Endowment
The Forest at Duke
The Rotary Club of Durham
Truist Foundation

Treat Harvey
Director of Development

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MUSEUM *of* DURHAM HISTORY

UPCOMING EXHIBIT

GEER CEMETERY

Past, Present, and Future

Through the restoration of Geer Cemetery in northern Durham, archaeological processes help uncover artifacts that reveal the untold stories of those buried there, those who remember them, and those who have maintained and restored the cemetery. This preservation of their stories deepens our connection to the cemetery and the history of the Durham community.

EXHIBIT RUN: APRIL TO OCTOBER 2025

Key themes of the exhibit:

- The Archaeological Process: Visitors will learn how artifacts are uncovered, documented, and conserved, gaining insight into how these steps help us preserve and interpret history.
- Personal and Community Histories: Through the artifacts and the restoration process, visitors will connect with the lives of individuals buried at Geer Cemetery and the broader historical context of Durham's African American community.
- The Importance of Preservation: Visitors will appreciate the role of restoring and maintaining sites like Geer Cemetery in honoring the past and engaging future generations with stories.
- Memory and Legacy: Visitors will consider how we remember and honor those who came before us and the importance of maintaining and restoring sacred spaces.



**HELP US ENSURE
ACCESSIBILITY,
UNDERSTANDING,
AND APPRECIATION
OF DURHAM'S RICH
HISTORY FOR
RESIDENTS AND
VISITORS**

MUSEUM *of* DURHAM HISTORY

MISSION

The Museum of Durham History (MoDH) is a 21st-century museum that uses stories about people, places, and things to foster curiosity, encourage further inquiry, and promote an understanding of diverse perspectives about the Durham community and its history.

HISTORY

Durham's 2004 Cultural Master Plan rated a history museum one of its highest priorities, and after several years as an official 501(c)(3) nonprofit organization, offering pop-up exhibits and other creative off-site programming, the Museum leased the former downtown bus transfer station in April 2012 to create its first physical facility, named the History Hub.

Thanks to broad-based financial and in-kind support from Durham County and the City of Durham, as well as local corporations, foundations, and individual donors, the building was renovated and redesigned. In October 2013, the museum opened its doors to a space completely transformed into a vibrant history museum. The Museum keeps its modest space fresh and inviting by rotating exhibits on a regular basis. For the 14,000 annual visitors to the building, there is no admission charge.

Building on the "Museum Beyond Walls" concept of its beginnings - and made even more necessary during the Covid years - thousands of people have enjoyed the Museum's traveling exhibits, interactive digital exhibits, and outdoor installations, with 26,000 website users tracked last year. The Museum has a Story Room, equipped with technology to allow visitors to record stories of their experiences in Durham. The Museum also invites local luminaries to share their oral histories, which are archived in The North Carolina Collection at the Durham County Library.

The Museum serves the City and County of Durham, as well as visitors from surrounding communities. Its audience is roughly representative of the county's 330,000 residents, approximately 60% of whom are people of color and 55% people with low-to-moderate income. The Museum has forged a strong relationship with Durham Public Schools (DPS) and youth-serving organizations, with programming specifically designed for K-12 students.