GRIDIRON GLORY
The Best of the Pro Football Hall of Fame
Opening on September 28, 2019
Columbus Panhandles, circa 1921. The team is credited with playing in the first NFL game against another NFL opponent, the Dayton Triangles.
Dear patrons and partners:

This year HistoryMiami Museum will share in the festivities surrounding Super Bowl LIV by hosting Gridiron Glory: The Best of the Pro Football Hall of Fame—the most extensive and comprehensive exhibition ever done on America’s most popular sport.

As one of the oldest cultural institutions in Miami-Dade County, HistoryMiami Museum has collected NFL material dating back to Super Bowl II, the first Super Bowl to take place in Miami.

No city is more ingrained in football history than Miami, hosting ten Super Bowl games spanning six decades, with some of the most memorable moments in football history. When Super Bowl LIV comes to town in 2020, Miami will make history by hosting a record 11th Super Bowl.

For the love of Miami, join HistoryMiami Museum as a supporting sponsor. We welcome your participation in recognizing some of the sport’s greatest teams and athletes, while paying tribute to our hometown heroes.

Sincerely,

Michael Weiser, Chairman, and Jorge Zamanillo, Executive Director
HistoryMiami Museum is one of Florida’s largest history museums, and Miami’s oldest cultural institution. Founded as the Historical Association of Southern Florida in 1940, the association opened its first museum, the Historical Museum of Southern Florida, in 1962. In 1984, the museum moved to the Miami-Dade Cultural Center, instituting its revolving exhibitions program and expanding its education and outreach programs over the next three decades. To mark its 70th anniversary in 2010, the organization was renamed HistoryMiami Museum.

Accredited by the American Alliance of Museums (AAM) in 1979, HistoryMiami is part of the elite 24% of history museums that meet and sustain AAM’s rigorous professional standards. In July 2011, HistoryMiami became part of the prestigious Smithsonian Institution Affiliates Program, which allows the museum to bring world-acclaimed Smithsonian exhibitions to South Florida and provide opportunities to share resources in programming, collections, scholarship, and technical expertise. In January 2014, HistoryMiami acquired the adjacent former Miami Art Museum space, expanding HistoryMiami’s public space by 135%. This expansion provides extensive space for the museum to teach history through exhibitions, as well as to present high-quality programming for diverse audiences.

HistoryMiami now operates one of the largest private, regional history organizations in the southeastern United States. The museum’s collections include more than 37,000 three-dimensional artifacts that cover everything from prehistoric archaeological finds to 20th century Afro-Cuban folk art. HistoryMiami’s Archives and Research Center collection, one of the most important in the state, includes over one million historical images. The museum’s core exhibition, Tropical Dreams: A People’s History of South Florida, presents 10,000 years of South Florida history. In addition, HistoryMiami offers a robust schedule of temporary exhibitions each year on subjects important to the community.
### ABOUT HISTORYMIAMI MUSEUM—A YEAR* IN NUMBERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
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<tbody>
<tr>
<td><strong>PEOPLE SERVED</strong></td>
<td>90,000</td>
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<tr>
<td>Total people served</td>
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<td><strong>MEMBERS</strong></td>
<td>886</td>
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<tr>
<td>(Up to April, 2019)</td>
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<tr>
<td><strong>STUDENTS SERVED</strong></td>
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<td>Museum visits and outreach programs</td>
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<td><strong>PROGRAMS</strong></td>
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<td>People served — Outreach, and Family Fun Days</td>
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<td><strong>PUBLIC PROGRAMS</strong></td>
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<td><strong>CITY TOURS</strong></td>
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<td>People served</td>
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<td><strong>PARTNERSHIPS</strong></td>
<td>200+</td>
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<td>Including Miami Foundation, Juvenile Justice, Children’s Trust, James Jones Legacy Foundation, and Miami International Airport</td>
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<tr>
<td><strong>GRANTS &amp; SUPPORT</strong></td>
<td>$4.58 million</td>
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<td>Secured in support for the Museum</td>
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<tr>
<td><strong>NEW COLLECTION ITEMS</strong></td>
<td>211 artifacts</td>
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<td>Added to the Museum’s vast holdings</td>
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<td><strong>SOCIAL MEDIA</strong></td>
<td>50,897</td>
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<td>Followers</td>
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<tr>
<td>FB: 17,168 – IG: 14,447 – TW: 19,282</td>
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</table>

*Year 2018, unless noted*
ABOUT GRIDIRON GLORY—INTRODUCTION

Gridiron Glory: The Best of the Pro Football Hall of Fame is the most extensive and comprehensive exhibition featuring America’s most popular sport. This exhibition presents a panoramic view of the story of professional football – from its humble beginnings in the early 20th century to the cultural phenomenon it is today.

The exhibition will share football artifacts, one-of-a-kind documents, and award-winning photography through a series of interactive displays that challenge both mind and body. This interactive multimedia experience also includes a “Hometown Tribute” section to spotlight the Miami Dolphins and local football heroes. In addition, NFL Films has provided spectacular footage from its unparalleled film archives to illustrate the exhibition’s many themes and story lines.

With exciting artifact-filled cases and interactive displays, the exhibition will touch on the societal impact of the sport, the science behind the game, and the inspirational stories of the game’s pioneers, great players, and coaches. Gridiron Glory: The Best of the Pro Football Hall of Fame will further deliver upon HistoryMiami Museum’s mission to foster learning, inspire a sense of place, and cultivate an engaged community.
ABOUT GRIDIRON GLORY — OVERVIEW

The 5,000 square-foot exhibition will feature the best of the Pro Football Hall of Fame’s vast collection:
- Over 200 precious football mementos.
- Award-winning photography, including rare photos.
- One-of-a-kind documents.
- Interactive displays that challenge both mind and body.
- Spectacular footage from NFL Films.
- A 500 square-foot “Hometown Heroes” area devoted to the history of the Miami Dolphins.

Major exhibition themes:
- The great moments
- The great players
- The dynasties
- Pro football’s road to equality
- The pioneers
- The science of football
- Football as a way of life
- Let’s hear it for the home team
- Superhuman achievements are made to be broken
- Champions
- Football in the media
The exhibition is filled with rare documents and exciting artifacts, including The Vince Lombardi Trophy, and interactive displays to explore the science behind the game.
Alongside cases with uniforms and memorabilia, the exhibition tells inspirational stories of the game’s pioneers and great players, including the black athletes that paved the road to equality in Pro Football.
ABOUT GRIDIRON GLORY—THEMES

- **The great moments**: A video experience featuring extraordinary acts of athletic ability captured by NFL films.
- **The great players**: A look at stars who have become household names and American legends: Dan Marino, Johnny Unitas, Jim Brown, Joe Namath, Lynn Swann, Roger Staubach, and Joe Montana, among others.
- **The dynasties**: A look at the teams too tough to beat, including the Cleveland Browns in the 40s and 50s, the Green Bay Packers in the 60s, the Pittsburgh Steelers in the 70s, and the Dallas Cowboys, the San Francisco 49ers and the New England Patriots in more recent decades.
ABOUT GRIDIRON GLORY—THEMES (continued)

· **Pro football’s road to equality:** The inspirational story of the rise of black athletes in America’s most popular sport, as seen through photos and film.

· **The pioneers:** An homage to the early days of football, capturing the moment when the NFL was born and the rules of the game were created.

· **The science of football:** A look at the impact of technology and innovation on the sport of football – including the evolution of the football itself – and the fascinating marriage between sport and science.
Football as a way of life: A look at the ways in which the sport has impacted the way of life in America.

Let’s hear it for the home team: An in-depth look at the history and accomplishments of the Miami Dolphins.

Superhuman achievements are made to be broken: Interactive displays recount many of the milestone events known as “records” in the sport of football.

Champions: A look at championship games and teams through mementos.

Football in the media: An exploration of football’s presence in American pop culture through TV, film, and other media vehicles.
ABOUT GRIDIRON GLORY—PROGRAMMING

HistoryMiami Museum Education Center will offer public and educational programming initiatives. The Center’s mission is to share and interpret Miami’s stories through meaningful and engaging educational programs. The Center is committed to serving South Florida’s students, teachers, and adult learners through dynamic and innovative programs that promote critical thinking while creating an open environment to share and interpret our community’s stories. Our goal is to foster an understanding of the key role each one of us has in our community while building an environment for lifelong learning. All programs correlate with state standards.
ABOUT GRIDIRON GLORY—PROGRAMMING

Public and educational programs will include:

· A dedicated edition of our Free Family Fun Day, on the second Saturday of the month, will offer families a free visit to the Museum along with things to do, learn, and experience. Families will enjoy exciting, one-of-a-kind arts and crafts activities, and giveaways, centered around the exhibition.

· A dedicated lecture titled *The Orange Bowl: A Stadium Story* with HistoryMiami’s Resident Historian Dr. Paul George.

· Field trips for students and teachers from Miami-Dade County public and private schools to visit the exhibition, with highlight tours, and a Teacher Resource Guide for extended learning back in the classroom.
A VALUABLE AUDIENCE WITH GREAT PURCHASING POWER
Doug Betters (75) leaps high to block this extra-point attempt by the Philadelphia Eagles. The Miami Dolphins preserved the one-point victory margin. Miami Orange Bowl, 1984.
Football is the most popular spectator sport in the United States, capturing a large, diverse, and powerful audience around the country:

- Two-thirds of Americans (more than 170 million individuals) consider themselves football fans.
- Over the years, football has attracted larger audiences by broadening its appeal to include men and women of all ages, ethnic groups, income levels, and geographic regions.

**Appeals to both men and women**
- Men 56% (95M)
- Women 44% (75M)

**Appeals to all age groups**
- 18–24 5% (9M)
- 25–34 21% (36M)
- 35–44 20% (34M)
- 45–54 21% (36M)
- 55–64 16% (26M)
- 65+ 17% (29M)

**Appeals to fans around the country**
- South 39% (66M)
- Midwest 24% (41M)
- West 19% (32M)
- Northeast 18% (31M)

Source: Pro Football Hall of Fame
ACCESS THEIR PURCHASING POWER

Compared to the general U.S. population, football fans are:

- 222% more likely to collect sports memorabilia/trading cards
- 41% more likely to travel frequently
- 39% more likely to consume energy drinks/thirst quenchers
- 27% more likely to have a bank account or investments
- 24% more likely to be tech savvy
- 19% more likely to own or lease a domestic car
- 16% more likely to have a credit card
- 13% more likely to be brand conscious when shopping
- 8% more likely to buy from companies that sponsor sports teams or events
- 7% more likely to have any kind of insurance (home, automotive, life, etc.)
- 6% more likely to purchase domestic brands

Source: Pro Football Hall of Fame
# Reach Key Consumer Segments

The Gridiron Glory will reach three key consumer segments among football fans:

<table>
<thead>
<tr>
<th>Segment</th>
<th>Age Range</th>
<th>Fan Base Share</th>
<th>Estimated Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tech-savvy Millennials</td>
<td>22-37 years of age</td>
<td>One-third of the total fan base</td>
<td>45.8 million</td>
</tr>
<tr>
<td>Family-oriented Gen X-ers</td>
<td>42-54 years of age</td>
<td>One-third of the total fan base</td>
<td>50.7 million</td>
</tr>
<tr>
<td>Nostalgic Boomers</td>
<td>55+ years of age</td>
<td>44% of the total fan base (largest group)</td>
<td>76.5 million</td>
</tr>
</tbody>
</table>

Source: Pro Football Hall of Fame
On their way to their first Super Bowl appearance, the Miami Dolphins defeat the Baltimore Colts at the Orange Bowl during the AFC championship game on January 2, 1972.
The Miami Dolphins defeat the Oakland Raiders at the Orange Bowl during the AFC championship game on December 30, 1973.
TECH-SAVVY MILLENNIALS

- Football fans belonging to the Millennial group are 22-37 years of age. They represent over one-quarter of the total fan base with an estimated population of 45.8 million.

- This segment comprises young professionals immersed in digital technology, proficient at multi-tasking, and constantly on-the-go. Their primary source of media is the Internet. They are influential consumers and their friends often seek their advice before making purchases.

- **What football means to this segment:** These fans grew up watching the great players of the 1980s, 1990s and 2000s — the likes of Dan Marino, Emmitt Smith, and Jason Taylor.

Their Baby Boomer parents also shared memories of their own youth, creating a connection to players of the past.

Given their inclination for gadgets, this group especially enjoys interactive exhibits that combine their passions for both sports and technology.
FAMILY-ORIENTED GEN X-ERS

- Football fans belonging to the Generation X group are 42-54 years of age. They represent nearly one-third of the total fan base with an estimated population of 50.7 million.

- This segment comprises mostly career-driven homeowners with children. They have a true passion for sports, especially football. Their main hobbies include fantasy sports leagues and many types of live entertainment. This segment values family and often chooses activities that include their children.

- What football means to this segment: These fans grew up watching the great players and coaches of the 1970s, 1980s and 1990s — Brett Favre, Joe Montana, Walter Payton and Steve Young.

With popular entertainment franchises such as NFL Rush Zone and EA Sports Madden, their children have connected with the sport from a young age and are equally excited to make a trip to the Pro Football Hall of Fame’s Gridiron Glory exhibition at HistoryMiami Museum.
NOSTALGIC BOOMERS

- Football fans belonging to the Baby Boomer group are 55+ years of age. They represent the largest group of football fans (44% of the total fan base) with an estimated population of 76.5 million individuals.

- This segment is savvy about their investments, travel, and politics. They enjoy spending time with family. Visiting museums is also a popular activity for this group. Their main sources of information are television and newspapers.

- What football means to this segment: These fans grew up watching the great players of the 1960s and 1970s — the likes of Bob Lilly, Mike Ditka, and Terry Bradshaw. Their parents often shared stories of legendary teams — such as the Chicago Bears team with Bronko Nagurski — creating a connection to players of the 1940s and 1950s.

  Boomers enjoy taking a trip down memory lane and remembering “the good old days” of football as well as its evolution.
SHARED BRAND EQUITY
ALIGN YOUR BRAND

The Pro Football Hall of Fame’s Gridiron Glory exhibition at HistoryMiami Museum is a powerful platform to align your brand with:

- **The ultimate authority on professional football**: Establish instant credibility and a competitive edge by aligning your brand with the most authentic and well-respected name in American football.

- **American Heroes**: The Hall of Famers are some of the most beloved icons in our culture, inspiring passion and admiration.

- **The valuable football fan base**: Leverage the platform to reach a large, diverse audience with considerable purchasing power, while connecting with them in a meaningful way.
GRIDIRON GLORY

The Best of the Pro Football Hall of Fame

THE LARGEST
MOST COMPREHENSIVE
TRAVELING
EXHIBITION
ON AMERICA’S
FAVORITE
SPORT

GRIDIRON GLORY | SEPTEMBER 28, 2019
The Best of the Pro Football Hall of Fame

Sept. 28, 2019—Feb 9, 2020

The largest and most comprehensive traveling exhibition on America’s favorite sport. More than 200 artifacts, photographs and rare documents, footage from NFL Films, and interactive experiences, including a specially-designed section to spotlight the history of the Miami Dolphins.

Accredited by the American Alliance of Museums, HistoryMiami Museum is sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs, and the Florida Council on Arts and Culture. Support is provided by the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners.

Additional sponsors:

bit.ly/gridiron-glory-in-miami
www.historymiami.org

Presented with

AP Photo/David Stluka

Courtesy of the Pro Football Hall Of Fame
MARKETING DEPLOYMENT

HistoryMiami Museum and The Pro Football Hall of Fame will promote the exhibition through the execution of various marketing programs that reach the identified key audiences with optimal messaging.

Programs may include:

· **Advertising:** Engage traditional media outlets, including local TV and radio broadcasters, and print newspapers and magazines. Launch an out-of-home localized campaign including roadside signage, public transportation signage, transit shelter/stations in key areas in Miami-Dade County.

· **Digital footprint:** Pro Football Hall of Fame website and exhibition page on HistoryMiami Museum’s website. Banner ads on leading sports and news websites, including ESPN, Miami Herald, Miami Today, etc. Weekly e-blasts and e-newsletter to HistoryMiami members and constituencies (over 20,000 subscribers) and to targeted email to identify NFL fans in the South Florida area.

· **Word-of-Mouth and guerrilla buzz:** Pro Football Hall of Fame exhibition event page on Facebook and YouTube videos. HistoryMiami Museum’s posts on our Facebook, Instagram, Twitter, and LinkedIn pages will target the identified key audiences. Drive awareness and interest via a variety of viral components across digital and social media platforms, such as sweepstakes and contests.

· HistoryMiami will leverage existing partnerships by utilizing partner resources such as websites, social media pages, and mailing lists, whenever possible.
ADDED
BRAND
VALUE
The Pro Football Hall of Fame’s Gridiron Glory exhibition at HistoryMiami Museum offers multiple benefits for sponsors and donors:

- Elevate your brand’s position, establish instant credibility and a competitive edge by aligning with the leading, most authentic and well-respected authority on professional football in America, and by associating with Hall of Famers.

- Grow brand awareness and increase brand consideration by accessing the valuable football fan base, a large and diverse audience with considerable purchasing power, while connecting with them in a meaningful way.

- Reward key customers, employees, and partners through customized hospitality components and incentive programs.
SPONSORSHIP ACTIVATION—OVERVIEW

The Pro Football Hall of Fame’s Gridiron Glory exhibition at HistoryMiami Museum offers broad opportunities with multiple activation touch points:

- Branding
- Media & PR
- Digital
- Programming
- On-Site
- Corporate hospitality
- Employee incentives
SPONSORSHIP ACTIVATION—DETAILS

The Pro Football Hall of Fame’s Gridiron Glory exhibition at HistoryMiami Museum offers broad opportunities with multiple activation touch points:

· **Branding**: Logo inclusion in advertising, promotional and event marketing materials, such as brochures, press releases, and print advertising. Inclusion in the exhibition program, website, and signage/display units.

· **Media & PR**: Garner attention through national and local publicity efforts. HistoryMiami Museum will leverage broadcast and Internet-based media partners to ensure coverage and strategic brand exposure.

· **Digital**: Brand placement across websites related to the exhibition content and promotion. Inclusion in email blasts, digital newsletters, and mailing lists. Integration and presence across social media platforms – Facebook, Twitter, Instagram, and YouTube.
SPONSORSHIP ACTIVATION—DETAILS

The Pro Football Hall of Fame’s Gridiron Glory at HistoryMiami Museum offers broad opportunities with multiple activation touch points:

· **Programming and on-site**: Potential opportunity for sponsor integration into the exhibition’s programming, and brand-relevant related experiential initiatives, events and content.

· **Corporate hospitality**: Access to private and exclusive outings to host key audiences. Customized hospitality programs for executives, clients or customers. Invitations to the official opening events. Meet-and-greets with players and coaches. Speaking and/or hosting opportunities at key tour stops.

· **Employee incentives**: Recognize employee performance and take advantage of team-building opportunities. Complimentary tickets to attend the exhibition, access to related group tours and on-site/off-site events during the exhibition run, including the presence of experts/relevant people.
JOIN THE TEAM
$100,000—PRESENTING SPONSOR

- Exhibition presented by YOUR COMPANY will appear EVERYWHERE formal name is mentioned/placed.
- An exclusive press release announcing YOUR COMPANY partnership with HistoryMiami Museum and The Pro Football Hall of Fame will be distributed to multi-platform media outlets.
- YOUR COMPANY name will be announced during the opening and closing remarks, speaker sessions, and ALL media interviews and opportunities, and throughout related events.
- YOUR COMPANY will receive a speaking role at opening event.
- YOUR COMPANY logo will be displayed in a premium location, at the exhibition gallery, and on-site at ALL related programs within the Museum, and at outside events.
- YOUR COMPANY logo/name will appear across ALL marketing platforms including: printed collaterals, advertising, website, e-mails, e-newsletters, social media—Facebook, Twitter, Instagram, and more; on ALL promotional signage, on the event invitations, on the website registration page, and on media displays during the opening event.
- YOUR COMPANY will receive one private event rental (no room charge) for 100 guests.
- YOUR COMPANY will receive 20 tickets for the opening event, and 100 tickets for the run of the exhibition.
- Your company employees will receive free admission to the Museum* for the run of the exhibition.

*Not applicable to paid, or special events
$50,000 — TOUCHDOWN SPONSOR

- YOUR COMPANY will be listed in the exhibition press release distributed to multi-platform media outlets.
- YOUR COMPANY logo will be displayed at the exhibition gallery, and on-site at related programs within the Museum, and at outside events.
- YOUR COMPANY logo/name will appear across multiple marketing platforms including: printed collaterals, advertising, website, e-mails, e-newsletters, social media—Facebook, Twitter, Instagram, and more; on promotional signage, and on the event invitations.
- YOUR COMPANY will receive one private event renta (no room charge) for 50 guests.
- YOUR COMPANY will receive 10 tickets for the opening event, and 50 tickets for the run of the exhibition.
$25,000—FIELD GOAL SPONSOR

- YOUR COMPANY will be listed in the exhibition press release distributed to multi-platform media outlets.
- YOUR COMPANY logo will be displayed at the exhibition gallery, and on-site at related programs within the Museum, and at outside events.
- YOUR COMPANY logo/name will appear across marketing platforms including: printed collaterals, advertising, website, e-mails, e-newsletters, social media—Facebook, Twitter, Instagram, and more; on promotional signage, and on the event invitations.
- YOUR COMPANY will receive 5 tickets for the opening event, and 25 tickets for the run of the exhibition.
$10,000 — 1ST DOWN SPONSOR

· YOUR COMPANY will be listed in the exhibition press release distributed to multi-platform media outlets.
· YOUR COMPANY logo will be displayed at the exhibition gallery, and on-site at related programs within the Museum, and at outside events.
· YOUR COMPANY logo/name will appear across marketing platforms including: printed collaterals, advertising, website, e-mails, e-newsletters, social media—Facebook, Twitter, Instagram, and more; on promotional signage, and on the event invitations.
· YOUR COMPANY will receive 3 tickets for the opening event, and 15 tickets for the run of the exhibition.
$5,000 — KICK-OFF SPONSOR

- YOUR COMPANY will be listed in the exhibition press release distributed to multi-platform media outlets.
- YOUR COMPANY logo will be displayed at the exhibition gallery, and on-site at related programs within the Museum, and at outside events.
- YOUR COMPANY logo/name will appear across marketing platforms including: printed collaterals, advertising, website, e-mails, e-newsletters, and on the event invitations.
- YOUR COMPANY will receive 2 tickets for the opening event, and 10 tickets for the run of the exhibition.
C O N T A C T   I N F O

For sponsoring opportunities contact:
Leana Cianfoni, Director of Development
305-375-1615
lcianfoni@historymiami.org
www.historymiami.org/gridiron-glory-sponsor/