

THE 2011  
*History Maker*  
AWARDS



**CORPORATE AND INDIVIDUAL SPONSORSHIPS  
ADVERTISING OPPORTUNITIES  
AUCTION CONTRIBUTIONS**

THE HISTORY PROJECT, INC.  
29 STANHOPE STREET  
BOSTON, MA 02116

617-266-7733 | [andrew.elder@historyproject.org](mailto:andrew.elder@historyproject.org)



**ON SEPTEMBER 22, 2011**, The History Project invites you to celebrate Boston and Massachusetts' gay, lesbian, bisexual, and transgender history and to join us in honoring the community members that make history every day. At this ceremony, reception, and fundraiser, we will present 2 awards to locally-based history-makers. **Jared Bowen**, the Emmy-winning reporter from WGBH-TV's *Greater Boston*, will emcee the festivities.

## **THURSDAY, SEPTEMBER 22, 2011**

Goethe-Institute Boston

170 Beacon Street | Boston, MA 02116

6:00 pm Cocktails and hors d'oeuvres

7:00 pm Awards Program

8:00 pm Dessert

## **THE HISTORY PROJECT**

The History Project's mission is to research, document, restore, and preserve the history of Boston and Massachusetts' GLBT communities, and to share that information with GLBT organizations, individuals, allies, and the public.

We research, document, and present this history in order to help Boston and Massachusetts' GLBT communities explore and understand who we are, to find out how we got here, to discover our social and historical contributions, and to highlight the unique role that Massachusetts has played and continues to play in these communities.

To this end, The History Project (THP) participates in dozens of events each year, regularly collaborating with organizations as diverse as Historic New England, Beth Israel Deaconess Medical Center, the American Historical Association, the Boston Athenaeum, and the Boston Alliance of GLBT Youth (BAGLY).

THP maintains an extensive archives of GLBT history, which we share with the public through exhibitions, research services, and presentations for community and corporate groups.

## **THE HISTORYMAKER AWARD**

The HistoryMaker Award has been presented annually since 2009 to an individual or organization whose lifetime achievements have had a significant and positive effect on Boston and Massachusetts' GLBT communities. Past recipients of this award include Congressman Barney Frank and the *Gay Community News* Collective. The History Project is pleased to announce that the 2011 recipient of the HistoryMaker Award is **Mary L. Bonauto**, Civil Rights Project Director at Gay & Lesbian Advocates & Defenders (GLAD).



## **THE LAVENDER RHINO AWARD**

The Lavender Rhino Award is presented annually to an emerging activist or organization in the Boston area. The 2011 recipient is **Maggie Cee** – artist, activist, dancer, educator, and the founder and artistic director of The Femme Show.





## EVENT SPONSORSHIP

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### CORPORATE AND INDIVIDUAL SPONSORSHIP LEVELS

#### SAINTS LEVEL

\$5,000 AND OVER

8 tickets to awards reception, the HistoryMaker Awards

1 full-page ad in program book

Listing (including logo) in press releases, on THP website and event webpages

Logo placement on print and electronic invitations

Recognition in program book and in multimedia presentation

Verbal recognition from stage

Invitation for 6 to two THP-sponsored parties or lectures

#### NAPOLEONS LEVEL

\$2,500 – \$4,999

6 tickets to awards reception, the HistoryMaker Awards

1 half-page ad in program book

Listing (including logo) in press releases, on THP website and event webpages

Logo placement on print and electronic invitations

Recognition in program book and in multimedia presentation

Verbal recognition from stage

Invitation for 4 to one THP-sponsored party or lecture

#### MARQUIS LEVEL

\$1,000 – \$2,499

4 tickets to awards reception, the HistoryMaker Awards

1 quarter-page ad in program book

Recognition in program book

Invitation for 2 to one THP-sponsored party or lecture

### CORPORATE AND INDIVIDUAL SPONSORSHIP LEVELS

#### SPORTERS LEVEL

\$500 – \$999

2 tickets to awards reception, the HistoryMaker Awards

Business card ad in program book

Recognition in program book

Invitation for 2 to one THP-sponsored party or lecture

#### BUDDIES LEVEL

\$250 – \$499

1 ticket to awards reception, the HistoryMaker Awards

Business card ad in program book

Recognition in program book

#### INDIVIDUAL TICKET

\$125

1 ticket to awards reception, the HistoryMaker Awards

*The History Project is a 501(c)3 nonprofit organization.  
Contributions are tax-deductible as allowed by law.*



## SPONSOR RESPONSE FORM

- |  |                   |  |               |
|--|-------------------|--|---------------|
| <input type="radio"/> <b>SAINTS LEVEL</b>    | \$5,000 +         | <input type="radio"/> <b>SPORTERS LEVEL</b>    | \$500 – \$999 |
| <input type="radio"/> <b>NAPOLEONS LEVEL</b> | \$2,500 – \$4,900 | <input type="radio"/> <b>BUDDIES LEVEL</b>     | \$250 – 499   |
| <input type="radio"/> <b>MARQUIS LEVEL</b>   | \$1,000 – \$2,400 | <input type="radio"/> <b>INDIVIDUAL TICKET</b> | \$125 +       |

*Check the level at which you'd like to join The History Project as a Supporter of our 2011 HistoryMaker Awards!*

*IF PAYING BY CREDIT CARD, PLEASE LIST BILLING ADDRESS FOR CARD. ALL FIELDS ARE REQUIRED.*

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NAME

---

COMPANY (IF ANY)

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ADDRESS

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CITY/STATE/ZIP CODE

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EMAIL (IF ANY) & PHONE

### METHOD OF PAYMENT

- CHECK ENCLOSED (Make check payable to "The History Project")
- CREDIT CARD
  - Visa*
  - MC*

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CREDIT CARD #

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AMOUNT OF PAYMENT

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CVV2/CID Code

---

EXPIRATION DATE

---

AUTHORIZED SIGNATURE

---

DATE

**RETURN FORM AND PAYMENT TO: THE HISTORY PROJECT | 29 STANHOPE STREET | BOSTON, MA 02116**



## ADVERTISING OPPORTUNITIES

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The **2011 HISTORYMAKER AWARDS** offers a unique opportunity to reach an educated, involved, and discerning segment of Boston and Massachusetts' gay, lesbian, bisexual, and transgender community via advertisements in the awards ceremony's Program Book.

### SCHEDULE

Program copy deadline	<i>September 5, 2011</i>
Ad deadline	<i>September 10, 2011</i>
Program to press	<i>September 20, 2011</i>

### TECHNICAL SPECS

All artwork must be 300 DPI.

PDFs are preferred, though PSD, JPG, and TIF files also accepted .

Please convert all fonts to outlines.

### BACK COVER

5.5 X 8.5 \$1,500

### DOUBLE PAGE SPREAD

11 X 8.5 \$1,200

### INSIDE BACK COVER

5.5 X 8.5 \$1,000

### FULL PAGE

5.5 X 8.5 \$700

### HALF PAGE (HORIZONTAL)

5.5 X 4.25 \$400

### QUARTER PAGE

2.25 X 4.25 \$200

### BUSINESS CARD

3.5 X 2 \$125

### HISTORY PROJECT SUBSCRIBERS BY THE NUMBERS

Mailing List Subscribers: 1,468

Email Subscribers: 792

Facebook Subscribers: 941

- 53% male, 40% female, 7% unspecified
- Age Groups:
  - 13-24 (9.54%)
  - 25-34 (25%)
  - 35-44 (22.9%)
  - 45-54 (21.5%)
  - 55+ (13.3%)

Twitter Followers: 251

*Most subscribers are concentrated in the Boston area, across Massachusetts, and in major metropolitan areas across the country.*

BACK and BACK COVER ads subject to availability. Email [andrew.elder@historyproject.org](mailto:andrew.elder@historyproject.org) or call 617.266.7733.

**Please see next page for ad payment information.**

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## ADVERTISING RESPONSE FORM

SPECIFY ADVERTISEMENT SIZE REQUESTED: \_\_\_\_\_ COST: \_\_\_\_\_

*IF PAYING BY CREDIT CARD, PLEASE LIST BILLING ADDRESS FOR CARD. ALL FIELDS ARE REQUIRED.*

NAME

COMPANY (IF ANY)

ADDRESS

CITY/STATE/ZIP CODE

EMAIL (IF ANY) & PHONE

### METHOD OF PAYMENT

- CHECK ENCLOSED (Make check payable to "The History Project")
- CREDIT CARD
  - Visa*
  - MC*

CREDIT CARD #

AMOUNT OF PAYMENT

CVV2/CID Code

EXPIRATION DATE

AUTHORIZED SIGNATURE

DATE

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## AUCTION CONTRIBUTIONS

The **2011 HISTORYMAKER AWARDS** offers a unique opportunity to reach an educated, involved, and discerning segment of Boston and Massachusetts' gay, lesbian, bisexual, and transgender community via advertisements in the awards ceremony's Program Book. By donating an item or items to be included in silent and online auctions, as items or as part of packages, businesses and organizations can show their support for The History Project while reaching new audiences with products, services, and opportunities.

Each business or organization that contributes to the 2011 HistoryMaker Awards auction will receive advertising space in the event's program book and will be listed in awards presentations as a supporter of The History Project.

### INSIDE BACK COVER

5.5 X 8.5 \$1,000

### FULL PAGE

5.5 X 8.5 \$700

### HALF PAGE (HORIZONTAL)

5.5 X 4.25 \$400

### QUARTER PAGE

2.25 X 4.25 \$200

### BUSINESS CARD

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  - 55+ (13.3%)

Twitter Followers: 251

*Most subscribers are concentrated in the Boston area, across Massachusetts, and in major metropolitan areas across the country.*

**Amounts on the left represent typical fees for purchasing advertising space in the event program book.**

**Auction donors should speak with a representative or designee from The History Project to determine which level is most appropriate for their contribution.**

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## AUCTION RESPONSE FORM

SPECIFY ADVERTISEMENT SIZE REQUESTED: \_\_\_\_\_

ESTIMATED VALUE OF YOUR AUCTION CONTRIBUTION: \_\_\_\_\_

DESCRIBE YOUR AUCTION CONTRIBUTION:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*PLEASE, TELL US ABOUT YOUR BUSINESS OR ORGANIZATION.*

\_\_\_\_\_  
**NAME**

\_\_\_\_\_  
**COMPANY (IF ANY)**

\_\_\_\_\_  
**ADDRESS**

\_\_\_\_\_  
**CITY/STATE/ZIP CODE**

\_\_\_\_\_  
**EMAIL (IF ANY) & PHONE**

\_\_\_\_\_  
SIGNATURE (REPRESENTATIVE OF YOUR BUSINESS  
OR ORGANIZATION)

\_\_\_\_\_  
DATE

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## THE HISTORY PROJECT'S SUBSCRIBERS BY THE NUMBERS

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The **2011 HISTORYMAKER AWARDS** offers a unique opportunity to reach an educated, involved, and discerning segment of Boston and Massachusetts' gay, lesbian, bisexual, and transgender community.

Here's an overview of The History Project's subscriber and donor base:

Mailing List Subscribers:	<b>1,468</b>
Email Subscribers:	<b>792</b>
Twitter Followers:	<b>251</b>
Facebook Subscribers:	<b>941</b>
○ Facebook Subscribers by gender:	<b>53% men</b> <b>40% women</b> <b>7% unspecified</b>
○ Facebook Subscribers by age:	<b>13-24 (9.54%)</b> <b>25-34 (25%)</b> <b>35-44 (22.9%)</b> <b>45-54 (21.5%)</b> <b>55+ (13.3%)</b>

Most subscribers are concentrated in the Boston area, across Massachusetts, and in major metropolitan areas across the country.

Number of community members (from the Boston area) who attend events sponsored by The History Project annually (estimated): **2,000**

Number of visits per month (on average) to [www.historyproject.org](http://www.historyproject.org): **2,500**

For more information about the impact and reach of The History Project, contact Andrew Elder at 617-266-7733 or [andrew.elder@historyproject.org](mailto:andrew.elder@historyproject.org).

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