



We write to invite Siemens Energy to sponsor *Titanic: the Artifact Exhibit*, which opens at the North Carolina Museum of Natural Sciences on September 29, 2012 and runs through April 28, 2013. The story the exhibit tells is compelling in a most distinctive way, honoring a tale that is timeless, tragic and hauntingly beautiful and providing an intergenerational experience that is nevertheless unique to each visitor. Because of its universal appeal, and based on the overwhelming attendance the Museum enjoyed when it hosted the *Titanic* traveling exhibit in 2003, we anticipate that *Titanic* will draw 100,000 visitors and will provide an exceptional opportunity to highlight Siemens' name in front of a large and diverse audience in a well-established and family-friendly venue. We were intrigued to learn that Siemens is bringing green energy sector innovation to Belfast harbor using its 1,500-ton electricity transformers for an offshore wind farm in a city whose shipyard and port struggled mightily after the sinking of the Titanic led to the decline of the White Star Line. What an interesting connection that is! We are confident we are offering you a wonderful opportunity to sponsor an exhibit that has been described as enthralling, educational, and dramatic and that is sure to attract much attention from media and the public.

As the highest-attended museum in the state, FY2011 attendance for the Museum of Natural Science exceeded 709,000 visitors and served an additional 20,000 individuals through off-site outreach. Museum staff interacted with another 45,000 people at the North Carolina State Fair. With the recent opening of the Nature Research Center (NRC), the Museum's new wing that integrates innovative, real-time science into the Museum experience, and the comprehensive and enthusiastic statewide media coverage that accompanied its opening, we are confident that *Titanic* will generate an unprecedented outpouring of interest. The Nature Research Center is already having a dramatic impact on science and technology education throughout North Carolina and nationally, and it is drawing huge crowds to the Museum. Now is a perfect opportunity for sponsors to ride the wave of the NRC's singular success.

This dramatic traveling exhibition, presented 100 years after the sinking of Titanic, is designed with a focus on the legendary human stories that are the legacy of the Titanic; it showcases 200 authentic artifacts conserved from the debris field at the Ship's wreck site. The presenting organization, RMS Titanic, Inc., has a mission to faithfully and respectfully preserve the memory of Titanic and of all who sailed with her.

Enclosed is a description of sponsorship opportunities at four different levels: \$25,000 lead sponsor, and \$10,000, \$5,000, and \$1,000 sponsorships. The lead sponsor will enjoy, among other benefits: name and/or logo on ***Titanic: The Artifact Exhibit*** printed materials such as posters, rack cards, banners, exhibit gallery signage, box office signage and website; waived Museum rental fee and complimentary exhibit tickets for one event during the exhibition; one complimentary Brimley Society membership (*includes four tickets to the Brimley Ball*) or 20 complimentary Family memberships; and 100 complimentary tickets to ***Titanic***.

On behalf of the Friends of the North Carolina Museum of Natural Sciences, we hope you will agree that this once-in-a-lifetime opportunity to sponsor an exhibit highlighting the 100th anniversary of an event that so profoundly impacted maritime history is one you will not want to miss. Please contact Bonnie Smith, director of development, at 919/733-7450, ext. 252, with any questions you may have regarding this unique opportunity. Sponsorships will be limited to those who come aboard early. Thank you again.



We write to invite Replacements, Ltd. to sponsor ***Titanic: the Artifact Exhibit***, which opens at the North Carolina Museum of Natural Sciences on September 29, 2012 and runs through April 28, 2013. The story the exhibit tells is compelling in a most distinctive way, honoring a tale that is timeless, tragic and hauntingly beautiful and providing an intergenerational experience that is nevertheless unique to each visitor. Because of its universal appeal, and based on the overwhelming attendance the Museum enjoyed when it hosted the *Titanic* traveling exhibit in 2003, we anticipate that *Titanic* will draw 100,000 visitors and will provide an exceptional opportunity to highlight Replacements' name in front of a large and diverse audience in a well-established and family-friendly venue. Replacements came to mind because of the important role played by chinaware in the history of White Star Ships. We are confident we are offering you a wonderful opportunity to sponsor an exhibit that has been described as enthralling, educational, and dramatic and that is sure to attract much attention from media and the public.

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On behalf of the Friends of the North Carolina Museum of Natural Sciences, a private, nonprofit organization dedicated to supporting the North Carolina Museum of Natural Sciences, we hope you will agree that this once-in-a-lifetime opportunity to sponsor an exhibit highlighting the 100th anniversary of an event that so profoundly impacted maritime history is one you will not want to miss. Please contact Bonnie Smith, director of development, at 919/733-7450, ext. 252, with any questions you may have regarding this unique opportunity. Sponsorships will be limited to those who come aboard early. Thank you again. We look forward to hearing from you very soon.