

TURQUOISE & TUXEDOS

2019 ARIZONA HISTORYMAKERS GALA

FEBRUARY 23, 2019 • ARIZONA BILTMORE RESORT

DEAR FRIEND,

Since 1992, the Historical League has been proud to present the Historymakers Gala and Recognition program, honoring men and women who have distinguished themselves with noted achievements in the arts, athletics, communications, community service, education and entertainment fields in Arizona.

On February 13, the Historical League proudly announced our 2019 Historymakers. They are:

- Betsey Bayless — Arizona Secretary of State, health and civic leader
- Dr. Arthur DeCabooteer — educator and Scottsdale land preservationist
- Michael J. Fox — art and heritage preservationist
- Alfredo Gutierrez — Arizona state senator and community activist
- Merrill Mahaffey — western artist and painter
- Vernon D. Swaback — internationally recognized architect and community planner

The Historymakers Gala is a special evening for friends, family and community to recognize these distinguished honorees. The 2019 Historymakers Gala will take place **Saturday, February 23, at the Arizona Biltmore and we hope you will purchase a table or support the event in some way.** This event provides a unique opportunity for community members to celebrate the contributions of the 2019 Historymakers, and support the preservation of Arizona history. Proceeds from the event will go to support the Arizona Heritage Center at Papago Park as it continues to expand its programs and exhibits for children, our community and visitors to our state as they learn about Arizona's vibrant history.

WHY WE NEED YOUR SUPPORT

The Historical League is the primary support organization for the Arizona Heritage Center in Papago Park, one of the largest of 8 museums operated by the Arizona Historical Society. In the past two years the Arizona Heritage Center has shared Arizona's history through a variety of engaging special exhibits and programming, such as:

- At Work in Arizona: A photo documentary of 100 years of life and work in Arizona
- Phoenix Phabulous Exhibit: A collection of murals by local artists, interpreting Arizona history
- Sonoran Silver: Celebrating 25 Years of the McDowell Sonoran Conservancy
- Footprints on the Desert: The story of Frank Lloyd Wright in Arizona
- 100 Years, 100 Ranchers: Scott Baxter's collection of photographs of Arizona ranching families

The Arizona Heritage Center is also very excited to be one of only four venues in the nation selected to host Portraits of Courage: A Commander in Chief's Tribute to America's Warriors in 2018. The exhibit features a collection of 66 portraits and a four-panel mural, painted by President George W. Bush. These are the men and women who served our nation with honor post 9/11.

The exhibit will be on display from October 19 to December 29, 2018.

The Arizona Heritage Center has partnered with the **Sandra Day O'Connor Institute** and **George W. Bush Presidential Center** to bring this exhibit to Arizona.

(Letter continued on next page)

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The Center also offers a wide variety of lectures, seminars and workshops each month, and school tours and children's programs help young Arizonans develop an appreciation for our state's history. Visit the Center's website at www.arizonahistoricalsociety.org/museum/Arizona-heritage-center, or Facebook at www.facebook.com/AZHeritageCenter to learn more about exhibits, programs and special events.

HISTORICAL LEAGUE'S CONTRIBUTIONS TO THE HERITAGE CENTER

Since its founding in 1979, the Historical League has raised more than \$1.45 million for the Arizona Heritage Center, and its members have volunteered more than 160,000 hours to the League and the Center. The Historymakers Gala is our major fundraising event. After two years of hard work by some of our talented members, we finished and printed our second *Tastes and Treasures, A Storytelling Cookbook of Historic Arizona*. The proceeds of this effort also benefit the museum.

During the past two years, with the funds we have raised, we have helped and supported:

- Capital improvements and facility upgrades
- New exhibits, including the 2017 Historymakers exhibit, and upgrades to existing exhibits
- Internships for college students
- Toys, food and supplies for the Amazing Arizona Kids program
- New toys for the Center's transportation exhibit
- National History Day (for students in the middle grades and high school) sponsorship

BECOME A 2019 HISTORYMAKER GALA SPONSOR AND SUPPORT ARIZONA HISTORY

The 2019 Historymakers Gala will be a celebration of the men and women who have contributed so much to Arizona. We ask for your support of these honorees, and Arizona history, by sponsoring a table, or making a donation. Your generous support of the 2019 Gala helps keep Arizona history and the memory of our Historymakers alive.

Please review the sponsorship opportunities in this folder. To inquire about these sponsorship opportunities, please contact Catie Richman at Catie@EvansCommunications or Patricia Faur at PatFaur@cox.net.

We thank you in advance for your support and look forward to seeing you at the 2019 Historymakers Gala!

Sincerely,

Patricia Faur

Patricia Faur

2019 Historymakers Gala Chair

Diana Smith

Diana Smith

2019 Historymakers Recognition Program Chair

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SPONSORSHIP OPPORTUNITIES & BENEFITS

TITLE SPONSORSHIP (EXCLUSIVE) • \$25,000

- Recognition as the Title Sponsor of the 2019 Historymakers Gala
- Logo recognition as Title Sponsor in the Gala invitation, all event e-blasts, event signage, program book and Power Point presentation (subject to print deadlines)
- One full-page ad in the program book
- One front-row table for 10 guests
- 10 VIP reservations to the Honoree Reception at the Gala & recognition at the Reception
- Opportunity to have a company representative speak from the stage at the Gala or introduce one of the Historymakers from the stage (includes photo)

RECEPTION SPONSORSHIP (EXCLUSIVE) • \$15,000

- Special recognition including signage at the 2019 Historymakers Gala Reception
- Logo recognition in the Gala invitation, all event e-blasts, event signage, program book and PowerPoint presentation (subject to print deadlines)
- One full-page ad in the program book
- One premier table for 10
- 4 VIP reservations to the Honoree Reception at the Gala
- Opportunity to introduce one of the Historymakers from the stage (includes photo)

HONOREE SPONSORSHIP (EXCLUSIVE) • \$15,000

- Special recognition including signage at the 2019 Historymakers Gala
- Logo recognition in the Gala invitation, all event e-blasts, event signage, program book and PowerPoint presentation (subject to print deadlines)
- One full-page ad in the program book
- One premier table for 10
- 4 VIP reservations to the Honoree Reception at the Gala
- Opportunity to introduce one of the Historymakers from the stage (includes photo)

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SPONSORSHIP OPPORTUNITIES & BENEFITS

AWARD SPONSORSHIP • \$10,000

- Logo recognition on gala event signage, in the event program book and on the PowerPoint presentation (printing deadlines apply)
- One full-page ad in the program book
- One table for 10 with premier placement at the event
- Two invitations to attend the Honoree's VIP Reception at the Gala
- Opportunity to present one of the Historymaker Awards on stage (includes photo)

GALA TABLE SPONSORSHIP • \$5,000

- Logo recognition on gala event signage, in the event program book and on the PowerPoint presentation (printing deadlines apply)
- One sponsor table for 10 guests at the Gala
- Two invitations to attend the Honoree's VIP Reception at the Gala

PLEASE SUBMIT ALL ADS AND LOGOS BY JANUARY 25, 2019.

Additional underwriting and in-kind opportunities may be available.
Please email Catie@EvansCommunications.com for a customized proposal.

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SPECIAL UNDERWRITING SPONSORSHIPS

WINE SERVICE SPONSOR • \$2,500

- Special recognition including signage at the Historymakers Gala Reception
- Listing as a wine sponsor in the program book and PowerPoint presentation
- Two invitations to attend the Honoree's VIP Reception at the Gala
- Two seats at a VIP table at the Gala

ENTERTAINMENT SPONSORSHIP • \$2,500

- Special recognition including signage at the Historymakers Gala Reception
- Listing as an entertainment sponsor in the program book and PowerPoint presentation
- Two invitations to attend the Honoree's VIP Reception at the Gala
- Two seats at a VIP table at the Gala

FAVOR SPONSORSHIP • \$2,500

- Special recognition on the favor tag attached to each guest favor at each place setting
- Listing as the favor sponsor in the program book and PowerPoint presentation
- Two invitations to attend the Honoree's VIP Reception at the Gala
- Two seats at a VIP table at the Gala

VALET SPONSORSHIP • \$2,500

- Special recognition on signage at the valet entrance and exit
- Listing as the valet sponsor in the program book and PowerPoint presentation
- Two invitations to attend the Honoree's VIP Reception at the Gala
- Two seats at a VIP table at the Gala

11/19/18

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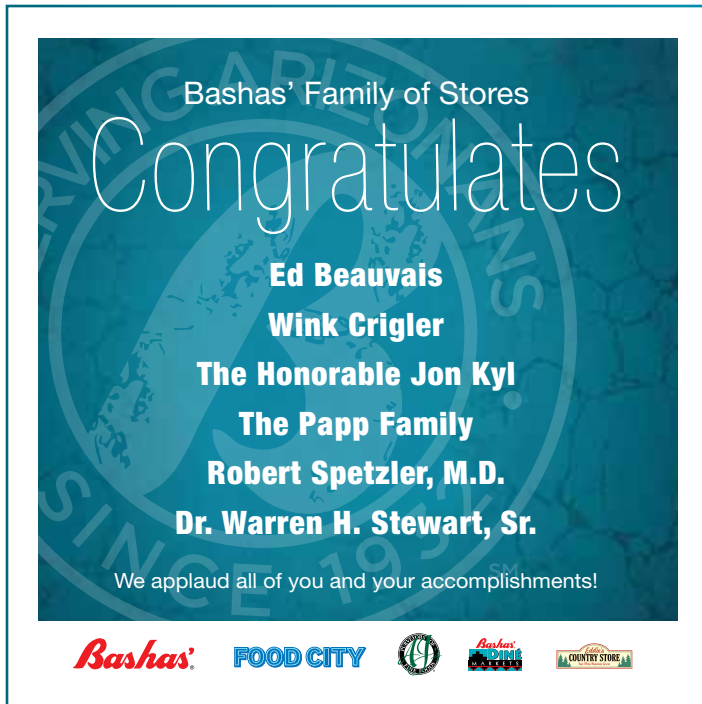
PROGRAM BOOK TRIBUTES

If you are unable to attend the Historymakers Gala or would like to show your support of the Historymaker you know, we invite you to purchase a Tribute Ad or Listing.




TRIBUTE AD

\$500

Sample Ad from 2017 Gala



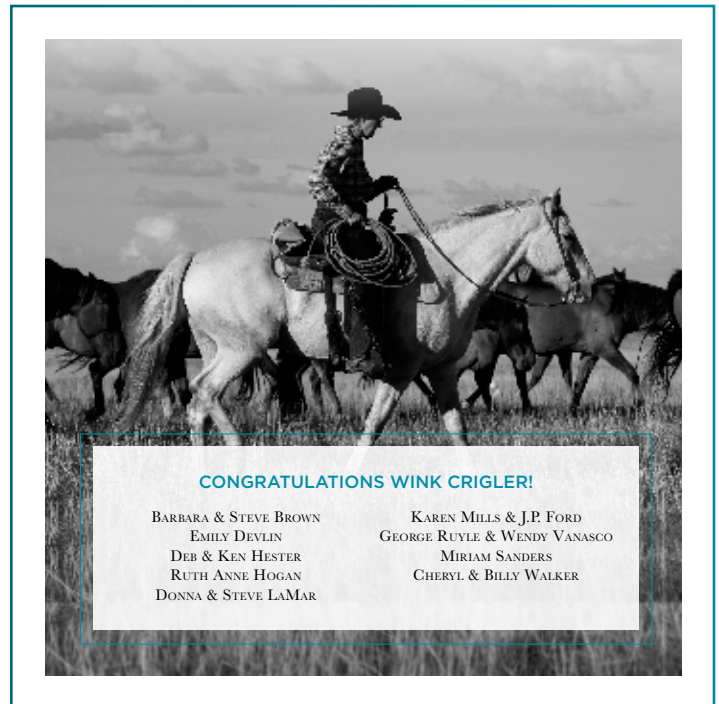
Bashas' Family of Stores
Congratulates
Ed Beauvais
Wink Crigler
The Honorable Jon Kyl
The Papp Family
Robert Spetzler, M.D.
Dr. Warren H. Stewart, Sr.
We applaud all of you and your accomplishments!

Bashas' **FOOD CITY**   

TRIBUTE LISTING

\$100 PER HISTORYMAKER

Sample Listing Page from 2017 Gala



CONGRATULATIONS WINK CRIGLER!

BARBARA & STEVE BROWN	KAREN MILLS & J.P. FORD
EMILY DEVLIN	GEORGE RUVLE & WENDY VANASCO
DEB & KEN HESTER	MIRIAM SANDERS
RUTH ANNE HOGAN	CHERYL & BILLY WALKER
DONNA & STEVE LAMAR	

Please use the enclosed Commitment Form to reserve and pay for your tribute.

Final ad specs will be sent upon receipt of payment. Please submit all ads and logos by January 25, 2019.

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SPONSORSHIP COMMITMENT FORM

Contact Name: _____

Company/Organization: _____

Mailing Address: _____

City/State/Zip: _____

Phone: (office) _____ (cell) _____

Email: _____

STEP 1: PLEASE RESERVE THE FOLLOWING ITEMS

SPONSORSHIP LEVELS

- \$25,000 Title Sponsor
- \$15,000 Reception Sponsor
- \$15,000 Honoree Sponsor
- \$10,000 Award Sponsor
- \$5,000 Gala Table Sponsor

TRIBUTES

Name of Historymaker _____

- \$500 Full Page Tribute Ad
- \$100 Per Tribute Listing / Number of Listings

TOTAL DUE: \$ _____

SPECIAL UNDERWRITING SPONSORSHIPS

- \$2,500 Wine Service Sponsorship
- \$2,500 Entertainment Sponsorship
- \$2,500 Favor Sponsorship
- \$2,500 Valet Sponsor

HOSTED TABLES / EVENT TICKETS

Additional information available at HistoricalLeague.org

Invitations will be mailed to you and your guests in January 2019. Please provide guest names and mailing addresses when available using contact information below.

STEP 2: PAYMENT

- Check payable to Historical League, Inc.
(check enclosed)
- Please send an invoice to the contact listed above

STEP 3: MAIL PAYMENT TO

Catie Richman
Historymakers Gala — c/o Evans Communications
4417 North 40th Street, Suite 200
Phoenix, AZ 85018
Catie@EvansCommunications.com / 602-908-5285

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MEET OUR 2019 HISTORYMAKERS

BETSEY BAYLESS

A third-generation Arizonan, Betsey Bayless has served as Arizona secretary of state, Maricopa County board supervisor, and president and CEO for Maricopa Integrated Health System. A one-time Valley Leadership Woman of the Year and HOPE honoree, Ms. Bayless maintains memberships on the boards of numerous community, business, nonprofit and political organizations. She also has devoted her time and talents to the Arizona Board of Regents, the Arizona Department of Administration, and the Arizona Department of Revenue. She has worked as an investment banker and a stock broker. Ms. Bayless earned a bachelor of arts degree in Latin American studies and Spanish from the University of Arizona and a master of public administration degree from Arizona State University. She was awarded an honorary doctor of humane letters degree from the University of Arizona.

DR. ARTHUR DECABOOTER

Dr. Arthur DeCabooter served as the president of Scottsdale Community College for more than 30 years before retiring in 2008. During his tenure, the enrollment at the college grew to more than 10,000 students. In 2010, the school honored him by naming its athletic facilities the Arthur W. DeCabooter Athletic Complex. Dr. DeCabooter presided as the first chairman of the McDowell Sonoran Preserve Commission and chaired it for more than 15 years. This commission spearheaded the conservation of a more-than-30,000-acre city preserve. He also chaired numerous healthcare and education committees and chaired the STARS and Scottsdale Visioning 20/20 initiatives. He holds a doctoral degree in education from Indiana University, which honored him with a distinguished alumni award from the School of Education. The Phi Beta Kappa International Honor Society recognized him with a lifetime achievement award.

MICHAEL J. FOX

Michael J. Fox, the founding director and CEO of Western Spirit: Scottsdale's Museum of the West, has been a leader in art and cultural institutions for almost his entire career. He and his wife, Jean, moved from Wisconsin to Arizona in 1971. He served with the American Cancer Society in both Wisconsin and Arizona, and he was the founding executive director of the Arizona Diabetes Association before becoming assistant director for development of the Phoenix Art Museum. He then served as director and CEO of the Heard Museum. During his time at the Heard, he played an instrumental role in the passage of the federal Native American Graves Protection and Repatriation Act. Mr. Fox also led the Museum of Northern Arizona and its Colton Research Center in Flagstaff, and Butterfly Wonderland on the Salt River Pima-Maricopa Indian Community. Outside Arizona, he founded and served as CEO of the Muhammad Ali Center in Louisville, Kentucky.

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ALFREDO GUTIERREZ

Alfredo Gutierrez founded Arizona State University's Mexican-American Student Organization, which evolved into the Movimiento Estudiantil Chicano de Aztlan. He also played a key role in the founding of Chicanos por la Causa and Valle del Sol in Phoenix, which provide much needed resources to some of the state's underserved residents. Mr. Gutierrez served in the Arizona State Senate and was both the majority leader and minority leader. He also served as the president of Maricopa County College Governing Board. Professionally, he has worked as a public relations executive, a consultant, a public speaker, a talk radio host, and an educator. Mr. Gutierrez is the author of *To Sin Against Hope: How America Has Failed Its Immigrants* and the founder of the online publication, *La Frontera Times*. He is a Vietnam War veteran and a Robert F. Kennedy Memorial Fellow. Mr. Gutierrez was awarded a doctoral degree, *Honoris Causa*, from Arizona State University.

MERRILL MAHAFFEY

An undeniable icon within Arizona and the Southwest arts scene, Merrill Mahaffey has enjoyed more than four decades as a nationally recognized painter. He is known for his ability to emphasize realism and fractal modernism within Southwestern landscapes and for his dedication and expertise as an art educator. His works are exhibited at some of the nation's most respected art institutions, among them the Phoenix Art Museum and the Metropolitan Museum of Art in New York. His uniquely Arizona landscapes and art endeavors also are on display at numerous institutional, corporate and public locations nationwide. He continues to lead the way for new generations of artist-explorers who will interpret the western landscape. Mr. Mahaffey holds a bachelor of fine arts degree from Sacramento State University and a master of fine arts degree from Arizona State University.

VERNON D. SWABACK

At the age of 17, Vernon Swaback was the youngest student ever to be invited by Frank Lloyd Wright into the Taliesin Fellowship. His Scottsdale-based firm is responsible for some of the most significant planning projects in Arizona's history, including the award-winning Arizona Biltmore Estates. This 1,040-acre project was considered to be the most difficult and significant rezoning in Arizona history. The Swaback firm has prepared general plans for the town of Fountain Hills and the city of Sedona. Mr. Swaback also is the planner for the 2,600-acre Mountain Park Ranch, the 8,000-acre DC Ranch in Scottsdale, the 5,600-acre Anthem Arizona, and the 5,000-acre town of Kohler, Wisconsin. He is a registered architect in 11 states and has been inducted into the College of Fellows by both the American Institute of Architects and the American Institute of Certified Planners. He has authored several books on design, community planning, and incorporating nature into the design process.