



## Centennial Partnership Proposal Presented to Jackson County, MO

### **REMEMBER FORWARD**

#### **OUR MISSION**

The National WWI Museum and Memorial is America's official institution dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community.

#### **A CONVERGENCE OF MILESTONES**

A century ago, Americans made a promise to honor those who served in the Great War. To honor their sacrifice. To create a place where stories of service, adversity and resilience would be preserved, for all time and for all people. Standing proudly in the Midwest, that promise became the National WWI Museum and Memorial.

For 100 years, those stories have been preserved and shared so that each new generation might understand not just what happened, but why it still matters. This initiative is a call to remember and recommit. To stand together with purpose.

2026 mark both the 100<sup>th</sup> anniversary of the National WWI Museum and Memorial and America's 250<sup>th</sup> anniversary.

The National WWI Museum and Memorial looks toward this momentous occasion as a unique opportunity to honor the past and shape our next chapter rooted in unity, resilience and hope.

Guided by the virtues expressed in the architecture of the Memorial – *Patriotism, Courage, Sacrifice and Honor* – we will connect the legacy of those who served with contemporary civic engagement and reach millions of Americans with stories of courage, purpose and action.

Because memory is only meaningful when we carry it forward.

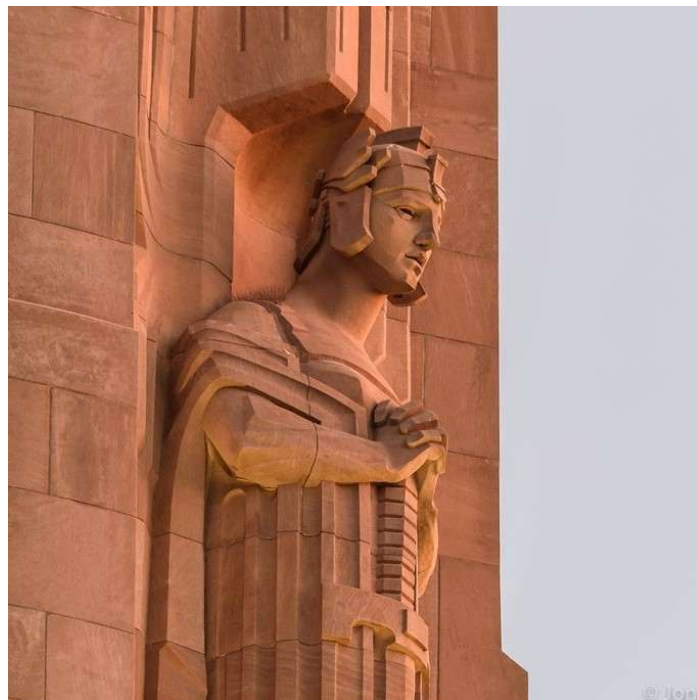


## JOIN US IN SHAPING THIS HISTORIC MOMENT

Our commemorative events marking the Museum and Memorial's 100<sup>th</sup> anniversary and America's 250<sup>th</sup> celebration will draw national attention and inspire renewed civic pride. We invite you to join us in celebrating our shared history and inspiring generations to come with a meaningful investment in support of our most impactful Centennial initiatives: the Centennial Gala, Liberty's Beacon Tower Lighting and Veterans Day.

Your generous support would allow Jackson County to be recognized as a founding member of our Centennial Leadership Circle and give the Jackson County Executive and Legislature the opportunity to participate at a significant level.

Most importantly, your leadership at this pivotal moment helps establish the National WWI Museum and Memorial as America's preeminent institution for preserving and sharing the legacy of the Great War for generations to come.



# ***CENTENNIAL PARTNERSHIP INVESTMENT \$50,000***

## **CENTENNIAL GALA**

**Sept. 21, 2026**

### **Executive Summary**

The Centennial Gala is an extraordinary evening celebrating the 100th anniversary of the National WWI Museum and Memorial, honoring its legacy of remembrance, education, community leadership, and civic pride- hosted at the iconic Kauffman Center for the Performing Arts.

### **Event Highlights**

- Historic occasion in the life of the national WWI Museum and Memorial
- An extraordinary gathering of national leaders, philanthropists, military figures and cultural stewards
- Commemorative seated program honoring those whose stewardship of the Museum and Memorial embodies the virtues sculpted atop the Liberty memorial Tower: Courage, Honor, Patriotism and Sacrifice
- Gala printed program to be included in Centennial Time Capsule
- Hosted bars, curated culinary offerings and valet parking
- Kickoff of Liberty's Beacon Tower Lighting

### **Benefits**

- Invitation for 20 guests to the Centennial Gala
- Logo displayed in event signage and on screens during seated program
- Logo on event website and in post-event communication
- Priority seating during seated program
- Valet Parking for all guests



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# LIBERTY'S BEACON: ILLUMINATING A CENTURY OF REMEMBRANCE

Weekends late Sept- Nov. 11, 2026

## Executive Summary

Liberty's Beacon is an extraordinary art installation that will illuminate the iconic Liberty Memorial Tower celebrating the 100th anniversary of the Memorial's dedication.

This project is more than just lighting; it's a powerful beacon of unity and remembrance that will honor veterans, champion democracy, and showcase American resilience.

## Event Highlights

- 100th Anniversary of the Liberty Memorial Tower dedication
- 8-week illumination from late September through Veterans Day
- Expected to generate billions in media impressions drawing national and international media attention
- Cutting-edge art installation on one of Kansas City's most iconic landmarks

## Benefits

- Invitation for 10 guests to the special Centennial Reception on Nov. 10 or 11, 2026
- Logo placement within select Liberty's Beacon lighting displays on the North Wall
- Recognition on signage throughout the Museum and Memorial grounds for the duration of the project
- Company logo and prominent feature in Centennial and Liberty's Beacon website
- Social media post highlighting your support alongside other sponsors

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On only two occasions in the 99-year history of the Museum and Memorial has the Liberty Memorial Tower been illuminated with artists' installations. Both resulted in media impressions in the billions (2018 in excess of 1 billion and 2023 topping 7 billion). The following photos of those installation gives a taste of what a 8-week installation of Liberty's Beacon will present.



## VETERANS DAY

Nov. 11, 2026

### Executive Summary

The Museum and Memorial embraces the importance our Veterans Day ceremony and programs have in our community, for the veterans; active military; and their families, and people across the United States and around the world. We believe it is not just our duty but our honor to provide the highest quality ceremonies for the public to attend, both in-person and virtually. For that reason, we are proud to offer free admission to active duty military, veterans and their families, and half-price admission to the public on Veterans Day and the preceding weekend.



### Event Highlights

The Veterans Day ceremony will honor our service members through time-honored tributes, including:

- An inspiring honor guard presentation
- Remarks from distinguished local and national dignitaries
- A powerful keynote address
- Moving musical performances
- This year's Veterans Day will include the re-sealing of the next Centennial Time Capsule
- The conclusion of the Liberty's Beacon Tower Lighting

### Benefits

- Sign at entrance announcing "Free Admission supported by the Jackson County Executive and Legislature"
- Jackson County logo included in the Veterans Day Ceremony program, on the Museum and Memorial's Veterans Day webpage and printed signage (with other sponsors)
- Opportunity for the Jackson County Executive to sit on the VIP stage, participate in the ceremony and media interviews (if available)

## About the National WWI Museum and Memorial

The National WWI Museum and Memorial is America's leading institution dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community. The Museum and Memorial holds the most comprehensive collection of WWI objects and documents in the world and is the second-oldest public museum dedicated to preserving the objects, history and personal experiences of the war.

The Museum welcomes nearly 300,000 visitors annually and serves millions more through traveling exhibitions, online educational resources, and innovative programming. Located in downtown Kansas City, Missouri, the iconic Liberty Memorial Tower has been a beacon of freedom and remembrance since 1926.

### Next Steps

We invite you to join us in creating a powerful legacy that honors our past while inspiring the future. This is a rare opportunity to support a project with deep historical significance and broad contemporary relevance.

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