

## American Writers Museum NAMING OPPORTUNITIES 9/16/2015

Naming Opportunity	Gallery Location	Cost
<b>Gallery: <u>Writers Hall</u></b> (arrival lobby: ticketing and coat check; modified gift shop)	Writers Hall	\$1,000,000
<i>Exhibit: <u>Home-town Author Video Wall</u> – digital display of authors’ portraits; zip code activated</i>	Writers Hall	\$500,000
<i>Exhibit: <u>Writing Across America</u> – Literary Map - explores settings of various books; locations of authors’ houses and museums; other literature-related institutions</i>	Writing Across America	\$500,000
<b>Gallery: <u>American Identity</u> - understanding America through our writers</b>	American Identity	\$500,000
<i>Exhibit: <u>Surprise Bookshelf</u> – a ‘magic bookshelf’ with hundreds of great works of American writings in all forms with interactive components</i>	American Identity	\$500,000
<i>Exhibit: <u>Word Waterfall</u> – scenic display scrolls words from featured works</i>	American Identity	Jim and Carol Hansen-Pledged
<i>Exhibit: <u>American Voices</u> –chronological presentation of American writing through history</i>	American Identity	\$250,000
<i>Exhibit: <u>American Promise</u> –the myth of success; land of plenty; land of adventure</i>	American Identity	\$75,000
<i>Exhibit: <u>American Identities</u> – exclusion, assimilation, the individual vs. society</i>	American Identity	\$75,000
<i>Exhibit: <u>American Edge</u>– works considered radical or experimental in their time</i>	American Identity	\$75,000
<b>Gallery: <u>Readers Hall</u></b>	Readers Hall	The Cookie Jar Foundation-Pledged
<i>Exhibit: <u>What Americans Read</u> – vignettes representing changes in what Americans chose to read over time.</i>	Readers Hall	\$250,000
<i>Exhibit: <u>Favorites</u> – visitors submit/post their top 5-10 pieces of American Writing</i>	Readers Hall	\$100,000
<i>Exhibit: <u>Fan Letters</u> – Visitors can write a note to a writer that inspired them</i>	Readers Hall	\$50,000
<b>Gallery: <u>The Mind of a Writer</u> – niches combine graphics and interactive kiosks highlighting beautifully written characters and settings, inventive plots and structures</b>	The Mind of a Writer	\$500,000

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<i>Exhibit: A Writers Room</i> – small room suggesting writer’s office or studio with a visitor-controlled media installation of a specific author from a pre-determined list	The Mind of a Writer	John and Cathie Estey-Pledged
<i>Exhibit: Featured Works</i> – interactive touch table with 20-25 American masterworks of fiction and nonfiction which visitors can explore	The Mind of a Writer	\$250,000
<i>Exhibit: Anatomy of a Masterwork</i> – a writer’s impact on plot, place, character and style	The Mind of a Writer	\$100,000
<i>Exhibit: Word Play</i> – A kiosk w/ multiple games to encourage creativity with words	The Mind of a Writer	\$100,000
<i>Exhibit: Story of the Day</i> - interactive station where AWM staff add a famous line from a story and visitors continue the story, best stories posted online daily	The Mind of a Writer	\$50,000
<b>Gallery: <u>Children's Gallery</u></b>	Children’s Gallery	Negaunee Foundation-Pledged
<b>Gallery: <u>Chicago a City of Writers</u></b>	Chicago: City of Writers	\$500,000
<i>Exhibit: Communities: Places</i> – how overlapping communities led to distinctive bodies of work	Chicago: City of Writers	\$100,000
<i>Exhibit: Communities: People</i> – Journalists, radicals/progressives, playwrights, poets, academics, etc. and their impact on Chicago and American writing	Chicago: City of Writers	\$100,000
<i>Exhibit: Focus Stories</i> – interactive kiosk invites visitors to choose from a menu of stories about significant Chicago writers or writing-focused organizations	Chicago: City of Writers	\$100,000
<i>Exhibit: World Class Writing</i> – why Chicago has had such enormous influence	Chicago: City of Writers	\$100,000
<b>Traveling Exhibits</b>		\$100,000/yr for 5 yrs
<b><u>Affiliates Programming</u></b> – annual programming to coordinate and promote collaborations among affiliates on a regional, thematic or other basis		\$250,000
<b>Programming - Year 1</b>		\$250,000
<b>Programming - Year 2</b>		\$250,000
<b>Programming - Year 3</b>		\$300,000

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<b>Programming - Year 4</b>		<b>\$350,000</b>
<i>Miscellaneous Gifts of many sizes</i>		<b>\$350,000</b>
		<b>\$9,125,000</b>