



Accredited by the American Alliance of Museums

Only 3.3% of the nation's 33,000 museums are accredited

The McLean County Museum of History is an independent 501(c)3 nonprofit dedicated to...

**PRESERVING,
EDUCATING,
& COLLABORATING**

in sharing the diverse stories of the people of McLean County.

We are **YOUR MUSEUM**, preserving and sharing **YOUR HISTORY**, with award winning exhibits and educational programs for all ages.

THE MUSEUM BY THE NUMBERS

- Serves **40,000+** people annually
- Preserves over **18,000** objects, **15,000** rare books on local history, and over **2,000** linear feet of archival documents
- Features **9** award-winning exhibit galleries
- Operates with over **70%** private funding from individual donors
- Ranks among the top **3%** of museums nationwide which are accredited
- Hosts over **100** free programs annually

Our mission is timeless! Since 1892 we have been educating and collaborating with the community to preserve and share the diverse history of the people of McLean County. Located on the Museum Square in downtown Bloomington, we rely on the generosity of the community to support our work and free programming. Seventy percent of our operating budget comes from private donations, including contributions, sponsorships, and memberships from our business community.

We serve over 40,000 patrons annually with guests from 48 U.S. states and countries abroad. The Merwin Gallery reopened during 2023 and features items from our collection that are not part of a permanent exhibit. Our Asbestos exhibit opened during 2024 (UNARCO asbestos plant and its impact on McLean County). In the spring of 2026 we will open an exhibit on baseball & Softball in McLean County.

We appreciate your consideration for funding support this year and welcome the opportunity to discuss the details. The current grant environment remains unstable for the foreseeable future and the cost of maintaining professional staff has outgrown membership dollar support. To maintain the services of a nationally accredited museum we need the help of the business community. We are Your Museum, preserving and sharing Your History.

Norris Porter

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501c3

Annual Report: bit.ly/MCMH_AR

McLean County Museum of History, 200 North Main Street, Bloomington, Illinois 61701
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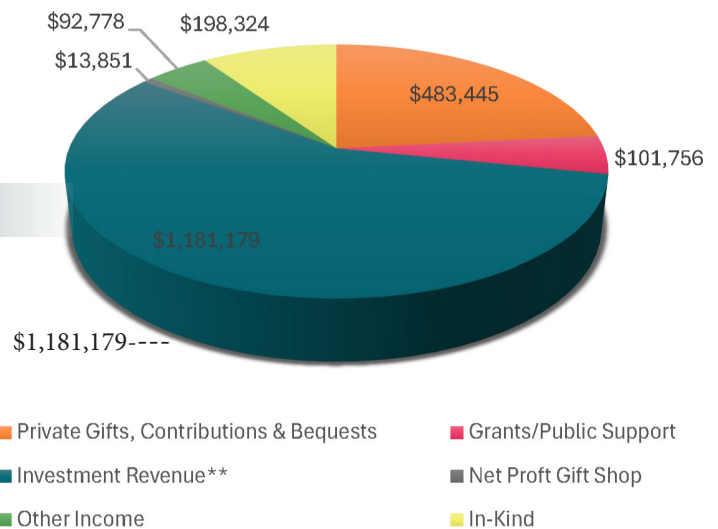
Fiscal Year 2024

Financial Snapshot

April 1, 2023 to March 31, 2024

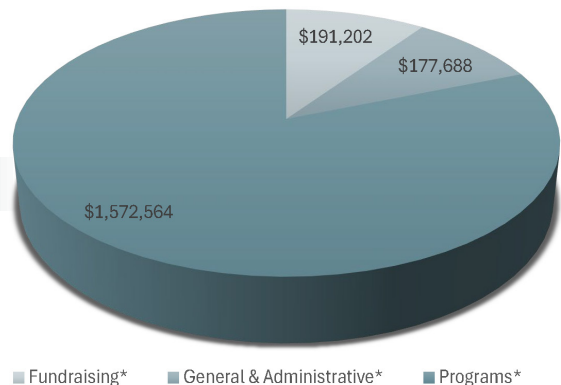
OPERATING REVENUE

\$483,445	Private Gifts, Contributions & Bequests
\$101,756	Grants/Public Support
\$1,181,179	Investment Revenue **
\$13,851	Net Profit Gift Shop
\$92,778	Other Income
\$198,324	In-Kind
\$2,071,333	Total Revenue



EXPENSES

\$1,572,564	Programs*
\$177,688	General & Administrative*
\$191,202	Fundraising*
\$1,941,454	Total Expenses



Moving forward, private support, including estate gifts, will continue to be critical to the Museum's financial stability. Growing the pool of invested assets to offset economic instability is a long-term priority.

** Much of the fluctuation in operating revenue from year to year is driven by investment revenue and grants. This includes changes in the market value of our endowment assets. Grant dollars will increase in FY 2025 due to recent award notifications.

* Includes associated staff salaries



Exhibit Sponsorship Opportunities

More Than A Game

The Story of Baseball & Softball in McLean County

Having opened new temporary exhibit galleries in 2023 and 2024, our next gallery will open in the spring of 2026, just in time for opening day.

- **2023** – Our Merwin Gallery reopened featuring items from our collection that are not part of a permanent exhibit. Items rotate in and out of this gallery on a regular basis so there will always be new things to see.
- **2024** – Opened an asbestos exhibit exploring the story of what happened at Bloomington's UNARCO asbestos plant and its impact on McLean County.

Sponsorships for “**More Than A Game**” will feature recognition at the following levels:

**Payments can be made over two years.*

- \$30,000 – Presented by Sponsor (One only)
- \$10,000 – With Major Support from Sponsors (No-Limit)*
- \$ 5,000 – Additional Contributions Provided by Sponsors (No Limit)*

Benefits

Presented by Sponsor: Opportunity to host pre-opening event at the Museum; Additional special tours and viewings as needed; Exhibition wall text recognition at exhibit entrance and in all media activities.

With Major Support from Sponsors: Opportunity for special daytime preview of exhibit before the formal ribbon cutting ceremony; additional special tours and viewings as needed; exhibition wall text recognition at exhibit entrance and in some media activities.

Additional Contributions Provided by Sponsors: Opportunity for special daytime preview of exhibit before the formal ribbon cutting ceremony; exhibition wall text recognition at exhibit entrance; online recognition and in Museum annual report.

For Additional Details or to confirm your sponsorship contact Norris Porter, Development Director at development@mchistory.org or by phone at 309-827-0428 ext. 104

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Invest in Your Museum Preserve Your History

200 N. Main Street
Bloomington, IL 61701

Yes! I would like to support local history and the Museum's free education programs. Choose an individual sponsorship investment or participate in our Corporate Alliance program to bundle sponsorship options for increased benefits. Membership and sponsorship are for a twelve-month period.

Category One: Corporate Museum Membership (FREE Museum entry for any employee and their household)

- ____ \$5,000 – for businesses with 1,000+ employees
____ \$2,500 – for businesses with 250 to 999 employees
____ \$1,000 – for businesses with under 250 employees

Category Two: History Makers Gala

History Makers Gala: ____ \$5,000 Dome; ____ \$2,500 Rotunda; ____ \$1,500 Gallery; ____ \$750 Exhibit

Category Three: Individual Program Sponsorship

Futures in History Camp: ____ \$1,000 Premium; ____ \$500 Basic
Christmas Under the Dome: ____ \$1,000 Premium; ____ \$500 Basic

Category Four: Title Sponsor Opportunities (highlighted options are already taken)

Exclusive Annual recognition as "Presented by" Sponsor - we will contact you to confirm your Title Sponsor preference

- ____ \$2,500 – **Gold** (Live Stream Events, Free Tuesdays at the Museum, Members & Friends Eblasts, Tourient Mobile Experience, Lunch & Learn Series, Special Event Speaker Series, Senior Reminiscence Program, College Intern Program, Futures in History Camp, Christmas Under the Dome, Social Justice Walking Tour Online)
____ \$1,500 – **Silver** (Speakers Bureau, Collection Preservation (artifact supplies), Archival Preservation, Museum at the Farmer's Market, Spanish Language Tour, Rotunda Displays, Museum in the Classroom Loan Kits)
____ \$1,000 – **Bronze** (Local Authors Acquisition Fund, Seeds of History, MCMH Volunteers, MCMH Public Wi-Fi Splash Page, School/Youth Field Trips, Knit-in)

Corporate Alliance Program (Bundled sponsorship to include multiple events, programs, or title opportunities)

We will contact you to confirm your sponsorship choices for each level

- ____ \$10,000 **Partner** (choose from 2 or more categories above not to exceed \$12,000 value)
____ \$5,000 **Colleague** (choose from 2 or more categories above not to exceed \$8,000 value)
____ \$3,000 **Ally** (choose from 2 or more categories above not to exceed \$5,000 value)
____ \$1,500 **Friend** (choose from 2 or more categories above not to exceed \$2,500 value)
____ \$ _____ General Gift of any level to the highest priorities of the Museum

Detach and send payment made payable to McLean County Museum of History **or contact us for details, an invoice, or to pay by credit card. Norris Porter, Director of Development, McLean County Museum of History, 200 N. Main St., Bloomington, IL 61701. (309) 827-0428 ext. 104, cell (309) 706-9242, development@mchistory.org**

Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Primary Phone: _____ Email: _____

Authorized Signature: _____ Date: _____



Sponsorable and Presented by Opportunities

200 N. Main Street
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Sponsor Opportunities are for a Twelve-month Period of Time

Special Event/Activity Sponsorship

History Makers Gala

Annual gala event honoring History Makers from within our community. These are individuals who have dedicated their lives to the betterment of their neighbors and McLean County as a whole. Over 500 people gather to celebrate, enjoy cocktails and a delicious dinner, and experience a short performance by Illinois Voices Theatre highlighting the impact of our History Makers. **The event will be held on the evening of June 18, 2025, in the Brown Ballroom on the campus of Illinois State University.** The audience for this event is educated, affluent, and deeply involved in making our local area a better place to live and work. The 2025 Class of History Makers includes Rob Fazzini, Fr. Doug Hennessy, and Sally Rudolph. Sponsor levels include: \$5,000, \$2,500, \$1,500, and \$750 levels and a \$10,000 Presented by sponsorship level.

OnTheSquare Museum Magazine (COUNTRY Financial)

The Museum magazine is published three times annually in the summer, winter, and spring. Readership is approximately 1,500 households. The cost is based on the estimated annual expense of production and mailing.

Iconic Livingston Santas (Jeffrey Alans and the Wandell Family)

The Livingston Santas were restored during 2024 and are now put up annually in Bloomington on the Museum Square and in Uptown Normal. The Santas are 14 ft. tall and are reminiscent of the popular Rt. 66 muffler men. Sponsorship is currently \$4,000 annually with a multi-year commitment required.

Livingston Santa Reindeer (Ace World Wide Moving)

This sponsorship requires covering the cost and service of delivering the Livingston Santas to and from their storage location.

“Presented by” - Gold Level - \$2,500

Live Stream Events (WGLT)

The Museum hosts over seventy events each year with 25 – 30 live streams. The live stream sponsor's logo is included in the viewing design online and a statement is read prior to each event. Streamed videos remain online and are searchable and viewable via the Museum's YouTube channel.

Free Tuesdays at the Museum (COUNTRY Financial)

Normal operating hours for the Museum are Monday through Saturday 9:00 a.m. to 5:00 p.m. with extended hours until 8:00 p.m. on Tuesday evenings. The Museum charges a nominal admission fee and is free to the Public all day Tuesday. Free Tuesday's is a service to the community. Sponsor support would provide great visibility as Tuesdays are typically a busier day of the week and sponsor recognition would be provided at our entry reception desk and Museum website.



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Members & Friends E-blast (LAMAR)

The Museum communicates with 2,500 members and friends over 26 times per year via an electronic email news and updates message. The sponsor would be listed as the “Presented By” sponsor in each message. Our open rate averages 42%. The industry average is 22%.

Lunch & Learn Series (MCK CPAs & Advisors)

This series is offered from September through May and is held in-person at the Museum and streamed live via our YouTube channel. Individuals can bring their lunch and learn about past and current history from 12:10 – 1:00 p.m. in the Museum’s Governor Fifer Courtroom. Our sponsor will be acknowledged in the stream and on our website.

Special Events

The Museum will host over 70 special events annually surrounding various themes and reaching approximately 6,000 people. Sponsor included in all event marketing and during events.

Senior Reminiscence Program (currently in deliberation)

Brings Museum educators to senior living facilities at no cost to help older adults engage and reconnect with their past. Using authentic objects, photographs, and inquiry-based facilitation, we encourage older adults to recall memories, tell stories, and connect with others through shared history. Annually reaching 1,500 seniors in 25-30 senior living communities. Sponsor recognized on our website and during events.

College Intern Program

The Museum hosts on average fifteen interns per academic year. Interns come locally from Illinois State University, Heartland, and Illinois Wesleyan. Occasionally, native McLean County students studying at other Universities will seek internship opportunities during the summer. Interns include those interested in Museum studies, collections, exhibits, library & archives, education, marketing, and design.

Futures in History Camp (Bridgestone)

Open to any area camper entering 4th – 7th grade in the fall. Sessions will be held in June & July exploring law, archaeology, architecture, museum studies, and environmental science. Total of 35 - 45 campers. Includes onsite and offsite experiences and lunch each day for the full-week camp. Fifty percent of campers attend on full scholarship due to financial need. Again this year, half-day camps will be offered, each focused on a specific topic for more in-depth exploration. Sponsor levels include \$1,000 and \$500, in addition to the “Presented by” sponsor. “Presented by” sponsor included in all event marketing and during camp.

Christmas Under the Dome (Cumulus Radio Bloomington)

A festive family celebration Under the Dome at the McLean County Museum of History. Coordinated with the annual Bloomington-Normal Jaycees Christmas Parade. Festivities include music, crafts, performances, and visits with Santa. Annual attendance of approximately 1,500. Sponsor levels include \$1,000 and \$500, in addition to the “Presented by” sponsor. “Presented by” sponsor included in all event marketing.



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Social Justice On-line Walking Tour

On this website you will find stories of events and people in and around Downtown Bloomington, Illinois that illustrate the evolution of our city over time. As people have worked and struggled to build a more caring, just, and equitable society, stories of their experiences unfolded not only nationally, but also in the local community. Our popular walking tour was made available virtually during 2023, allowing visitors to participate virtually, or utilize the online materials to take their own walk via car, bus, walk, or bicycle. Over 1,000 individual users utilized the new offering during the first year. Sponsor included on website and all marketing efforts.

Tourient Mobile Experience

We currently offer two tours in English and one in Spanish: Looking for Lincoln in Bloomington-Normal, Downtown Architecture, and Construyeudo un Hogar. The tours can be accessed from a mobile device at tourient.mchistory.app. We will add additional mobile tours in the future.

“Presented by” - Silver Level - \$1,500

Speakers Bureau

Thirty-to-sixty-minute presentations by Museum staff or expert volunteers on topics related to McLean County history. From people and culture, to labor, farming, industry, architecture, Abraham Lincoln, and more, we offer something of local interest to civic, higher education, and school groups through curated lectures and walking tours. We conduct over 75 of these programs annually. Sponsor recognized on website and in all event marketing.

Collection Preservation

The Museum has 18,000+ objects in its permanent collection. We are a steward of McLean County history—discovering, researching, and sharing the tangible evidence of the past. Maintaining our collection requires materials and supplies to ensure the safe storage and preservation of objects that tell the story of McLean County’s rich history. Sponsor recognized on website and at the Museum.

Archival Preservation

Our Stevenson-Ives library and archives houses over two thousand linear feet of historical papers and images and 15,000 rare books. Preservation requires a temperature-controlled environment with limited access to ultraviolet rays. Fragile documents may require encapsulation, and larger maps & posters must be stored flat. Thousands of items are accessioned into our collection each year, with hundreds needing special attention and care for preservation. Sponsor recognized on our website and in the library.

Museum at the Farmer’s Market (Illinois Farm Bureau)

The Museum is open during the Farmer’s Market and provides its bathroom for public use. We also host a tent on the Museum Square outside our main entrance, interacting with the community, occasionally hosting special activities such as book signings. Sponsors would be recognized on the Museum Square and via our social media streams.



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Spanish Language Tour

During 2024 the Museum launched a Spanish Language tour as part of its *Making a Home Gallery*. Patrons access the interactive web experience via their smartphones. Through a bilingual platform, we hope to build creative interactivity that grows our Latino Audience. Our sponsor will be acknowledged on the audio tour website.

Rotunda Displays (The Pantagraph)

The Museum's rotunda spans from our first-floor exhibit galleries 100 feet upward to the artwork adorning the inside top of the dome. Monthly displays feature historically relevant activities that coincide with the current month. Displays suspend within the rotunda between the first and second floors and sometimes include floor space physical displays. Sponsor recognized as part of each display throughout the year and in social media.

Museum-in-Classroom Loan Kits

Interactive learning activity kits to enhance classroom curriculum for teachers. Think of a loan kit as a museum in a box. Each thematic kit contains relevant artifacts and reproductions, as well as suggested activities for classroom use. Serving 15 - 30 classrooms annually. Sponsor recognized on website and school applications.

Bronze Level - \$1,000

Local Author Acquisition Fund

McLean County has a rich history of local authors who have published everything from sci-fi novels to comic books, and historical fiction to scholarly publications. We maintain the most robust collection of local authors to be found, but do not have dedicated funds each year to purchase new items for the collection. We rely largely on donations. Sponsorship would provide needed funds to accelerate the growth of this collection. Sponsor recognized in the library and in announcements of all new acquisitions.

Seeds of History

A series of interdisciplinary initiatives working to educate the community about the history of ecology and the land of McLean County. From our Native Plants on the Museum Square to our garden plot at the Westside Community Garden, we are working to bring history and environmentalism together to rediscover old lessons on sustainability. Sponsorship money would support the many moving parts and supplies needed for this educational opportunity for the community. Sponsor recognized online and in social media.

Museum Volunteers (Avanti's)

Critical to our ability to achieve our mission are over a hundred volunteers who help in critical operational ways like assisting with reception desk duties and helping patrons in our library – to work on special events like the Evergreen Cemetery Walk, work in collections, and special research projects. The vast array of Museum activities would not be possible without gifted volunteers. Support helps our staff make the volunteer experience more enriching and productive. Sponsor recognized online and in volunteer communications.



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Public Wi-Fi Splash Page

The Museum offers free wi-fi for visitors to the Museum. Our cost for all things technology exceeds \$100,000 annually and sponsorship for the wi-fi page would allow for a sponsor logo to appear that visitors would see as they access their wi-fi connection.

Fieldtrips and Onsite Tours/Programs

We host approximately 75 to 100 groups annually for school programs and other educational tours/programs onsite at the Museum. These additive programs engage students and adults with the physical space of the Museum through exhibit exploration and immersive hands-on activities. Themes include im/migration, farming, Native lifeways, museum literacy, civic engagement, social justice, and more. These programs reach approximately 2,500 individuals annually. Sponsor recognized on website and during tours.

Knit In

Quarterly gathering of knitters and crocheters who gather to create charity items or work on their own projects. A partnership with Bloomington Public Library and Illinois Art Station. Sponsor to be recognized online and during events.



In this past fiscal year, we have accomplished many goals aligned with our strategic plan and mission.

We've increased the accessibility of our **19,000+** object collection, expanded our membership base by **11.6%**, welcomed over **22,000** visitors, and launched our innovative mobile tour platform, Tourient. We've created new ways to engage with local history, partnered with more community organizations than ever before, and served over **40,000** people through interactive programming.

With continued community support in the next fiscal year, we look forward to advancing our mission, creating new ways for people to engage with local history, and serving our community.



McLean County Museum of History

200 North Main Street, Bloomington, IL 61701

mchistory.org | 309-827-0428 | [@mchistorymuseum](https://www.instagram.com/mchistorymuseum)

