

# McCORMICK BRIDGEHOUSE & CHICAGO RIVER MUSEUM

## Naming Opportunities



A naming gift to the McCormick Bridgehouse & Chicago River Museum sends a strong message to our community and visitors that an individual or business has generously contributed their support for Friends of the Chicago River's work to protect and improve the river. Your gift helps Friends' efforts to inform and inspire thousands of visitors each year, provide quality exhibits, and develop impactful educational programs at our Bridgehouse Museum. Named gift plaques are permanently affixed to highly noticeable areas within the museum.

### **Gear Up for a Vibrant River — \$100,000**

The Bridgehouse Museum has an exclusive opportunity to name the Gear Room, our most popular exhibit, which is creatively built around the massive Michigan Avenue Bridge gears. Your gift will support the production of a documentary celebrating our city's love affair with movable bridges and that captures the engineering marvel of the Michigan Avenue Bridge in motion. It will also help enhance this special exhibit with additional interpretive signage.

Recognition includes:

- ★ Prominent signage featuring your name in the Gear Room
- ★ Your name featured on the door leading to the Gear Room exhibit
- ★ Signage at our front entrance, facing the new Chicago Riverwalk
- ★ Name exposure through the marketing and media campaign announcing the expanded Gear Room exhibit
- ★ Recognition in Friends' publications and on the museum Web site

### **Chicago River Visionary — \$25,000**

One of the highlights of touring the Bridgehouse Museum is emerging to the sun-lit fifth floor, where magnificent city and river views surround you on all sides. With a \$25,000 contribution you can name a view from one of the twelve windows there while helping sustain our efforts to inspire people to join in river stewardship today and well into the future. Seven opportunities remain.

Recognition includes:

- ★ Your name featured on a plaque under one of the breathtaking fifth-floor views
- ★ Recognition in Friends' publications and on the museum Web site

### **A Greener River, Step by Step — \$10,000**

Sustaining our museum's operations and programming takes investment from committed supporters like you who believe in the Chicago River. Your \$10,000 gift will help our museum establish a strong foundation to help Friends reveal the marvels of the river to thousands of people every year.

Recognition includes:

- ★ Your name featured on a plaque individually affixed to a step in the museum
- ★ Recognition in Friends' publications and on the museum Web site

The Chicago River serves our region as a natural and recreational resource, and it is an economic and civic asset. Educating people about the river is one of Friends of the Chicago River's most critical responsibilities. Through our Bridgehouse Museum, Friends helps people understand the river's significance and inspires them to take part in creating a greener, more vibrant river.

For more information about the museum, naming opportunities, and/or a special behind-the-scenes tour, contact:

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