

MU\$EUM
OF AMERICAN
FINANCE

2021 GALA

A VIRTUAL EVENT

MONDAY, FEBRUARY 22, 2021

PRIVATE VIRTUAL VIP RECEPTION — 5:30 P.M.

VIRTUAL GALA PROGRAM — 6:00–7:00 P.M.

HONORING

WHITEHEAD AWARD FOR DISTINGUISHED
PUBLIC SERVICE AND FINANCIAL LEADERSHIP

ROGER W. FERGUSON, JR.

PRESIDENT & CEO, TIAA

SCHWAB FINANCIAL INNOVATION AWARD

BRIAN MOYNIHAN

CHAIRMAN & CEO, BANK OF AMERICA

THE BOARD OF TRUSTEES OF THE
MUSEUM OF AMERICAN FINANCE AND **GALA CO-CHAIRS**

REQUEST THE PLEASURE OF YOUR COMPANY AT THE MUSEUM'S

2021 GALA

A VIRTUAL EVENT

HONORING

ROGER W. FERGUSON, JR.

President & CEO, TIAA

with the **Whitehead Award for Distinguished Public Service
and Financial Leadership**

Introduction by JAMIE DIMON Chairman & CEO, JPMorgan Chase

BRIAN MOYNIHAN

Chairman & CEO, Bank of America

with the **Schwab Financial Innovation Award**

Introduction by MARK BENIOFF Chair & CEO, Salesforce

Special Recognition of Service to

PROFESSOR RICHARD SYLLA Former Chair,
Museum of American Finance

Introduction by NIALL FERGUSON Millbank Family Senior Fellow,
Hoover Institution, Stanford University

CO-HOSTS:

PETER A. COHEN Chair, Museum of American Finance

DAVID COWEN President & CEO, Museum of American Finance

MASTERS OF CEREMONY:

CONSUELO MACK Executive Producer & Managing Editor,
Consuelo Mack WealthTrack

BOB PISANI On-Air Stocks Editor, CNBC

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MUSEUM OF AMERICAN FINANCE GALA CO-CHAIRS

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CEO, EY

William H. Donaldson
FORMER CHAIRMAN,
SECURITIES & EXCHANGE
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FEDERAL RESERVE BANK
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GLOBAL REAL ESTATE & STRATEGIC
INITIATIVES EXECUTIVE
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HONORING

ROGER W. FERGUSON, JR. | BRIAN MOYNIHAN

MONDAY, FEBRUARY 22, 2021

A VIRTUAL EVENT

I/We would be delighted to accept your invitation.

_____ **PLATINUM PRESENTING SPONSOR AT \$100,000***

All the benefits of Platinum Sponsorship, including virtual VIP reception and registration of 20 individual guests

_____ **GOLD SPONSOR AT \$50,000***

All the benefits of Gold Sponsorship, including virtual VIP reception and registration of 20 individual guests

_____ **SILVER SPONSOR AT \$25,000***

All the benefits of Silver Sponsorship, including registration of 20 individual guests

_____ **BRONZE SPONSOR AT \$15,000***

All the benefits of Bronze Sponsorship, including registration of 10 individual guests

*See Sponsorship Benefits outlined in the chart below.

INDIVIDUAL SUPPORTERS

_____ **DONORS (\$5,000)** 5 guests each

_____ **FRIENDS (\$1,500)** 1 guest each

I/We cannot attend, but enclosed is a contribution to support the Museum of American Finance in the amount of \$ _____

PAYMENT & CONTACT INFORMATION

PROGRAM LISTING: _____

(Please list your name or company exactly as you wish it to appear in the program.)

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

DAYTIME TELEPHONE: _____

EMAIL: _____

CHECK IS ENCLOSED IN THE AMOUNT OF: _____

Please make checks payable to Museum of American Finance.

I/We wish to pay by credit card: **VISA** **MC** **AMERICAN EXPRESS**

CARD NUMBER: _____ **EXP DATE:** _____

SIGNATURE: _____

**MAIL TO: MUSEUM OF AMERICAN FINANCE
25 BROADWAY, 5TH FLOOR, NEW YORK, NY 10004**

For further information, please contact Mindy Ross at mross@moaf.org.

Contributions are fully tax deductible.

2021 GALA SPONSORSHIP BENEFITS

SPONSORSHIP BENEFITS	PLATINUM PRESENTING SPONSOR \$100,000	GOLD SPONSOR \$50,000	SILVER SPONSOR \$25,000	BRONZE SPONSOR \$15,000
Personal virtual congratulatory message (pre-recorded)	X			
Virtual messages to honorees (montage)	X	X		
Advertisement in digital gala journal	FULL PAGE	HALF PAGE		
Access to private virtual VIP reception at 5:30pm	X	X		
Pre-gala social media: individual company recognition (with logo)	X	X		
Acknowledgment in opening remarks	X	X		
Registration for individual guests	20	20	20	10
Recognition throughout virtual program (with logo)	X	X	X	
Inclusion in press release	X	X	X	
Recognition in digital gala journal (with logo*)	X*	X*	X*	X
Recognition on Museum website and social media	X	X	X	X
Recognition in Museum's quarterly digital magazine	X	X	X	X

PROCEEDS FROM THE 2021 GALA

help support all aspects of the
Museum of American Finance's mission
to promote financial education by preserving,
exhibiting and teaching about American finance
and financial history.

FOR SPONSORSHIP AND PARTICIPATION
IN THE 2021 GALA, CONTACT MINDY ROSS
AT MRROSS@MOAF.ORG

MUSEUM OF AMERICAN FINANCE

25 BROADWAY, 5TH FLOOR | NEW YORK, NEW YORK 10004
WWW.MOAF.ORG
