

# DC MOD :

A 45th Anniversary Tribute to the Beatles'  
First North American Concert

featuring

## National Touring Beatles Stage Show



"As seen on National Television"  
Featuring 3 Amazing Costume Changes



Produced by Richard Morello



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Dear Friend:

The Beatles' first North American concert—held on February 11, 1964 at the historic Washington Coliseum—was a major milestone of American music history. The event was a watershed moment not only for 20<sup>th</sup> century culture, but also for Washington, DC.

Forty-five years to-the-day, the DC Preservation League (DCPL) will recapture some of the excitement of that event by revisiting the historic Uline Arena, or the Washington Coliseum as it was known during the British Invasion of the early 1960s.

On Wednesday, February 11, 2009, DCPL will hold its annual fundraising event—**DC MOD: A 45th Anniversary Tribute to the Beatles' First North American Concert**—at Douglas Development Corporation's Uline Arena, at 3rd & M Streets, NE.

The DCPL event will celebrate the unique legacy of this recently landmarked building and its role in 20<sup>th</sup> Century musical history and popular culture. This event will serve as DCPL's primary source of revenue for the coming year—as well as a unique opportunity to experience this important building prior to its adaptive re-use. You can expect this event to be more than a fundraiser; you can expect it to be 2009's first major "do not miss" party after the Inauguration.

Don't let the Beatles tune "Can't Buy Me Love" fool you. You *can* buy some love for DCPL by agreeing to be a sponsor. To ensure that the event will be accessible to the widest possible audience through a moderate ticket price, DCPL seeks sponsorships from individuals and the local business community. For event sponsors, the evening will include backstage passes to a VIP cocktail reception prior to a two-hour concert by the National Touring Beatles Stage Show: Beatlemania Again.

The Beatles said it best: "Help!" Please review and return the attached schedule of sponsorship opportunities and response form so that your support can be included in all of the event's promotional materials.

Thank you for your past support of DCPL—support that recognized the value of preservation and the role that DCPL, Washington's only citywide nonprofit historic preservation advocacy organization, has played in the continuing economic vitality of the nation's capital.

Here's hoping that we will continue to enjoy your support and your company at **DC MOD!**

Sincerely,  
Rebecca Miller  
Executive Director



## DC MOD :

A 45<sup>th</sup> Anniversary Tribute to the Beatles' 1<sup>st</sup> North American Concert

Wednesday, February 11, 2009  
Historic Uline Arena  
(Washington Coliseum)  
3<sup>rd</sup> & M Streets, NE

### SPONSORSHIP OPPORTUNITIES

#### Legend            \$25,000

- Tickets for 20 Guests for the **DC MOD** "backstage" cocktail reception and concert
- Naming rights for either concert stage or video projection screen
- Recognition with Logo displayed on video projection screen
- Prominent recognition with logo as a *Legend* on the invitation and event program
- Recognition as a *Legend* from the stage at the start of the concert
- Opportunity to display logo, project board or model in VIP space
- A full-page *inside-cover* advertisement in the event program
- Individual press release acknowledging *Legend*-level sponsorship sent to local, regional and national media, and recognition in all subsequent press releases related to the event
- Prominent recognition with logo in two DCPL monthly e-newsletters prior to event
- Prominent acknowledgement with logo and link on the DCPL website [www.dcpreservation.org](http://www.dcpreservation.org) (October 2008 –113,155 hits)

#### Rock Star            \$10,000

- Tickets for 15 Guests for the **DC MOD** "backstage" cocktail reception and concert
- Recognition with Logo displayed on video projection screen
- A full-page advertisement in the event program
- Recognition with logo as *Rock Star* on the invitation and event program
- Recognition as *Rock Star* from the stage during the event program
- Opportunity to display logo, project board or model in event space
- Acknowledgement in event press release sent to local, regional and national media
- Prominent recognition with logo in two DCPL monthly e-newsletters prior to event
- Prominent acknowledgement with logo and link on the DCPL website [www.dcpreservation.org](http://www.dcpreservation.org) (October 2008 –113,155 hits)

**Phenom \$5,000**

- Tickets for 10 Guests for the **DC MOD** “backstage” cocktail reception and concert
- Recognition displayed on video projection screen
- One-half-page advertisement in the event program
- Recognition as *Phenom* on invitation and event program
- Opportunity to display logo or project board in event space
- Acknowledgement in event press release sent to local, regional and national media
- Recognition with logo and link in one DCPL monthly e-newsletter
- Prominent acknowledgement with logo and link on the DCPL website [www.dcpreservation.org](http://www.dcpreservation.org) (October 2008 –113,155 hits)

**Promoter \$2,500**

- Tickets for 6 Guests for the **DC MOD** “backstage” cocktail reception and concert
- Recognition displayed on video projection screen
- Recognition as *Promoter* in invitation and event program
- Prominent acknowledgement with logo and link on the DCPL website [www.dcpreservation.org](http://www.dcpreservation.org) (October 2008 –113,155 hits)

**Manager \$1,000**

- Tickets for 4 Guests for the **DC MOD** “backstage” cocktail reception and concert
- Recognition as *Manager* in event program
- Prominent acknowledgement and link on the DCPL website [www.dcpreservation.org](http://www.dcpreservation.org) (October 2008 –113,155 hits)

**Groupie\* \$500**

- Tickets for 2 Guests for the **DC MOD** “backstage” cocktail reception and concert
- Recognition as *Groupie* in event program
- Prominent acknowledgement and link on the DCPL website [www.dcpreservation.org](http://www.dcpreservation.org) (October 2008 –113,155 hits)

**\*The groupie level is only available for individual sponsors – not corporations.**



DC PRESERVATION LEAGUE

# DC MOD :

A 45<sup>th</sup> Anniversary Tribute to the Beatles' 1<sup>st</sup> North American Concert

Wednesday, February 11, 2009  
Historic Uline Arena  
(Washington Coliseum)  
3<sup>rd</sup> & M Streets, NE

## SPONSORSHIP PLEDGE FORM

(See Sponsorship Opportunities for recognition benefits & number of tickets accompanying each level)

\_\_ Legend \$25,000

\_\_ Rock Star \$10,000

\_\_ Promoter \$2,500

\_\_ Phenom \$5,000

\_\_ Manager \$1,000

\_\_ Couple \$500

Your name or company name exactly as it should appear in the invitation and program:

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Enclosed is a check for \$ \_\_\_\_\_ payable to DC Preservation League.

Please charge \$ \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Please accept my pledge. I will pay one-half now and one-half before February 1, 2009.

### **Please note the following deadlines:**

Recognition in the *Invitation* — December 5, 2008

Recognition in the *Event Program* — January 23, 2009

### **Return to:**

202.783.5596 (Fax)

or

DC Preservation League  
401 F Street, NW, Room 324  
Washington, DC 20001