



Sponsorship Opportunities

Historical Society of Princeton
at Updike Farmstead



Annual House Tour

Each fall, join us as we celebrate four houses that reflect Princeton's history and architecture. Our virtual tour offers a unique glimpse at the stories of these stunning homes and properties.



Lead Sponsor - \$5,000

- Login credentials for 10 guests
- One experience page ad with link to company webpage
- Logo/name placement on main landing page and all home pages
- Featured social media posts and named on press releases

Single House- \$2,000

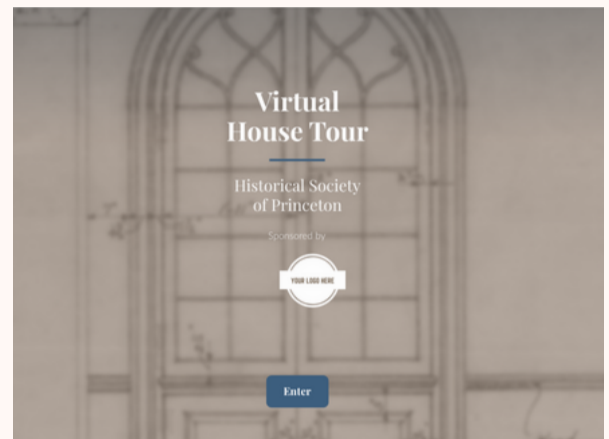
- Login credentials for 6 guests
- Logo/name placement on landing page for one home
- Featured social media posts and named on press releases

Tour - \$1,000

- Login credentials for 4 guests
- Logo/name placement on website

Ad Placement - \$500/\$250

- Large (size) virtual ad, full color
- Small (size) virtual ad, full color



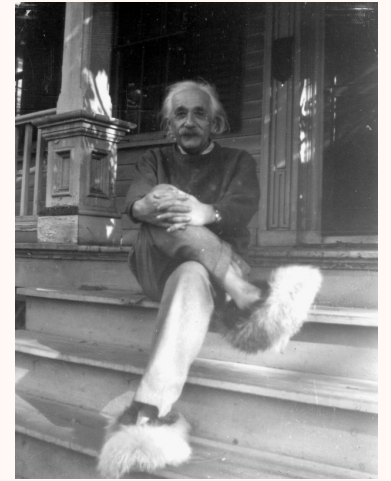
Why Partner with HSP?



Portrait of Emma Epps, c. 1920



Historic Princeton University postcard



Albert Einstein photographed on his front porch, c. 1950

Whether it's great battles or great thinkers,
Princeton's history is extraordinary

We believe that history connects us to our communities, teaches us to think critically, and promotes empathy and civic engagement through an appreciation of multiple perspectives and non-linear paths – crucial skills in today's world.

The Historical Society of Princeton is your hub for discovering local history through the eyes of the individuals who lived it. Our work fosters stewardship and ensures that Princeton's multi-faceted community is represented in its history. Our programs bring the past to life and explore its enduring relevance.

Your sponsorship provides vital support for our collections, exhibitions, public programs, and co-curricular support for schools - all of which reach over 5,000 learners in-person and more than 500,000 digitally each year.

By aligning with HSP, you are investing in the educational and cultural stewardship of Princeton's history through a community-centered organization with a strong record of educational excellence. Whether you are looking to donate in-kind services or financial support, HSP can tailor an opportunity to fit your needs.

Cover Images: A. Johnson Family portrait, 1908,
Students on HSP class trip, Stillwell Civil War letter
All images used reflect HSP's collections and programs

Reach out to our development team:
Kristen Lombardo: kristen@princetonhistory.org
Sarah Taggart: sarah@princetonhistory.org
(609) 921-6748 x106

How Would You Like to Support HSP's Mission?



Corporate Sponsorship

Our team will craft a sponsorship plan that meets your giving priorities and places your brand in front of an engaged audience of potential customers.

Corporate support provides vital funds for HSP's mission-focused programs, exhibitions, and events. Through sponsorship you'll gain exposure that demonstrates your commitment to Princeton's community and history while sharing your brand with our visitors, patrons, and the region's cultural community.

In-Kind Sponsorship

Goods, services, and volunteers are essential to our programs and events. Examples of in-kind support include assistance with maintenance of our historic property, event-specific auction items, or serving on an event committee.

Individual Support

Sponsorships are not just for companies! Individual support of our events and Annual Fund are the heart of HSP's fundraising efforts. This sustained support ensures that our work continues to bring engaging and innovative history education to our region.

Visibility

Sponsors and supporters are featured across HSP's print, online, and social media platforms.

Paid and organic promotion on Facebook, Instagram, Google, Twitter, and LinkedIn

E-newsletters

HSP's website

Digital banner ads

Press mentions

Gallery and onsite event signage

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Back Cover Images: Einstein self-portrait, historic postcard image of Princeton University, family at Building Princeton, HSP's Einstein Salon exhibition

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