



The 2023 Boone County History Makers

# Hall of Fame *Gala*

*October 27, 2023*

Dear Friends,

For almost 100 years, the Boone County Historical Society (BCHS) has preserved the past for the future. By collecting, preserving and exhibiting historic artifacts, photographs and records, we ensure that important lessons can be gleaned from our experiences, both today and for centuries to come. A unique hybrid of history museum, genealogy library and art gallery all under one roof, we are the only cultural center of its kind focused solely on Boone County.

We invite you to join us for our annual Hall of Fame Gala, a benefit fundraiser for the BCHS Endowment Trust to be held on Friday, October 27, 2023, in the Kimball Ballroom on the Stephens College campus. This is the event of the year as it celebrates and honors our finest community members. The gala features a cocktail reception, dinner, silent and live auctions and video tributes.

Each year one living recipient, one posthumous honoree and one business or organization are selected for enshrinement in the Boone County Hall of Fame. They are chosen because they have brought positive distinction upon themselves and our community through extraordinary achievements that brought statewide or national recognition. This year we are excited to honor the late Charles Morgenthauer, The Food Bank for Central & Northeast Missouri and Retired Colonel John Clark, USAF.

The enclosed materials provide additional details about the event and the many ways you can get involved. Thank you so much for your consideration and for helping us preserve our local history. We are planning a truly unforgettable evening, and we look forward to seeing you there!

**Chris Campbell** *BCHS Executive Director*

**Amy Henderson** *President, BCHS Board of Directors*

**Susan Hart** *Chair, BCHS Endowment Trust*

## EVENT DETAILS

### Date & Time

Friday, October 27, 2023

*Doors Open: 5:00 p.m.*

*Event: 5:30—9:00 p.m.*

### Location

Kimball Ballroom,  
Lela Raney Wood Hall  
Stephens College  
*6 N College Avenue, Columbia, MO*

### Overview

- Dress: Cocktail Attire
- Cocktail Reception and Dinner
- Silent & Live Auctions
- Fund-a-Need Moments
- Hall of Fame Inductions

### Sponsorship

Multiple exclusive and shared opportunities are available.

### Benefiting Organization

Gala proceeds support the Boone County Historical Society & its Endowment Trust.  
*BCHS is a 501(c)(3) nonprofit organization.*

### Event Manager

Monica Guerrant

### AUDIENCE REACH

See page 8 for details!

# *Boone County Hall of Fame*

## 2023 ENSHRINEES



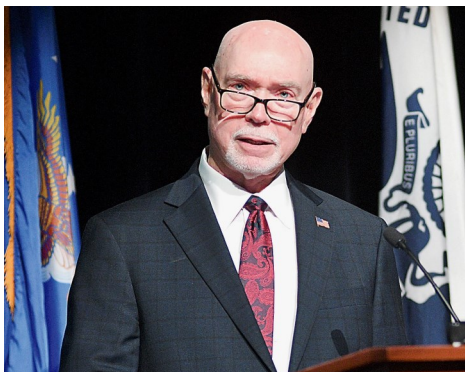
### **- Posthumous Recipient -** **Charles Morgenthaler**

Renowned artist Charles Morgenthaler (1893–1980) was born in Hallsville. He graduated from Columbia High School and then enrolled at the Art Institute of Chicago in 1915. World War I disrupted his lessons, but he finally finished in 1928. Morgenthaler volunteered to sketch servicemembers in World War II, the Korean War and the Vietnam War, drawing over 1,400 in all. He eventually returned to mid-Missouri where his legacy is well cared for; the Morgenthaler home has been restored and is the home of the Hallsville Historical Society. More than 200 of his works are preserved in the Boone County Historical Society art collection and 30 paintings are in the holdings of the State Historical Society.



### **- Organization Recipient-** **The Food Bank for Central & Northeast Missouri**

Through empowerment, education and partnerships, the Food Bank for Central & Northeast Missouri brings together community resources to feed people in need across 32 counties. The Food Bank has increased distribution more than 400 times over since their founding in 1981. Today they share the equivalent of more than 23 million meals with our neighbors each year. In Boone County alone, that adds up to 5,286,862 pounds of food given to those who need it most in a single year. Food is distributed through The Food Bank's network of partner agencies, including nearly 200 schools and 145+ food pantries, shelters and other agencies. Their VIP Veteran Pack Program has grown to serve 450 veterans on a monthly basis.



### **-Living Recipient-** **Retired Colonel John Clark, USAF**

Born in Columbia, John Clark is a 1957 graduate of Hickman High School. He entered the Air Force after graduating from the University of Missouri Engineering School. Clark trained as a pilot at Reese Air Force Base in Texas before assignments in New Jersey, South Carolina, England and Thailand. He flew 60+ missions over North Vietnam before he was downed by anti-aircraft fire in March 1967. Clark was captured and imprisoned for nearly six years. He used everything he had to survive—tapping into his courage, determination, faith and honor. Clark retired as a Colonel. He earned the Silver Star, two Legions of Merit, two Purple Hearts, the Distinguished Flying Cross, six Air Medals and more.

# Sponsorship Opportunities

## Platinum Sponsor — \$7,500

Charitable contribution \$6,940\*

### Standard Gala Benefits

- 10 tickets (1 table) to the event with a reserve sign and logo
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Thanked *prominently* on event looping stage screens featuring sponsor logo

### Plus, Platinum Benefits

- Acknowledgement in event invitations (1,500+ addresses) *Must commit to sponsorship before July 15*
- Prominent recognition on event signage featuring sponsor logo
- Acknowledgement at the podium by the emcee during the gala
- Acknowledgement on the Boone County Historical Society's social media feeds
- Recognition in event media releases
- Recognition in media advertising
- *Prominent* recognition on the Boone County Historical Society's website
- Featured *prominently* in thank you acknowledgement in local newspapers
- Gifted a one year complimentary membership at the Premium Level

***\*\*Maximize your charitable contribution by giving back your table. See page 5 for details.***

## Gold Sponsor — \$5,000

Charitable Contribution \$4,440\*

### Standard Gala Benefits

- 10 tickets (1 table) to the event with a reserve sign and logo
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Thanked on event looping stage screens featuring sponsor logo

### Plus, Gold Benefits

- Acknowledgement at the podium by the emcee during the gala
- Acknowledgement on the Boone County Historical Society's social media feeds
- Recognition in event media releases
- Recognition in media advertising
- Recognition on the Boone County Historical Society's website
- Featured in thank you acknowledgement in local newspapers
- Gifted a one year complimentary membership at the Premium Level

***\*\*Maximize your charitable contribution by giving back your table. See page 5 for details.***

## Silver Sponsor — \$3,000

Charitable Contribution \$2,440\*

### Standard Gala Benefits

- 10 tickets (1 table) to the event with a reserve sign and logo
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Thanked on event looping stage screens featuring sponsor logo



# Sponsorship Opportunities

## Silver Sponsor — continued

*Plus, Silver Benefits*

- Recognition in media advertising
- Recognition on the Boone County Historical Society's website
- Featured in thank you acknowledgement in local newspapers
- Gifted a one year complimentary membership at the Premium Level

***\*\*Maximize your charitable contribution by giving back your table. See page 5 for details.***

## Bronze Sponsor — \$2,000

Charitable Contribution \$1,440\*

*Standard Gala Benefits*

- 10 tickets (1 table) to the event with a reserve sign and logo
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Thanked on event looping stage screens featuring sponsor logo

*Plus, Bronze Benefits*

- Featured in thank you acknowledgement in local newspapers
- Gifted a one year complimentary membership at the Premium Level

***\*\*Maximize your charitable contribution by giving back your table. See page 5 for details.***

## Table Sponsor — \$1,500

Charitable Contribution \$940\*

- 10 tickets (1 table) to the event with a reserve sign and logo
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Thanked on event looping stage screens featuring sponsor logo

## BCHS Friend — \$500

Charitable Contribution \$388\*

- 2 tickets to the event
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)

-MAXIMIZE YOUR DEDUCTION-

### TABLE GIVE BACK

For those interested in supporting the History Makers Hall of Fame Gala without attending the event. Give back your table and maximize your charitable contribution. (Please just select the table give back option on the sponsorship form.)

This means there is no need to find attendees for the table or tickets that accompany your selected sponsorship. And, your full contribution would be tax-deductible. It is a win-win! As always, please consult your tax advisor for specific information regarding your contribution.



## **Tribute Video: Charles Morgenthau — \$5,000**

Charitable contribution \$5,000

- Support the video featuring our posthumous recipient, which previews at the event to 330 local VIPs
- Acknowledgement with logo at the beginning and end of the video
- Videos are available post event on the Boone County History & Culture Center's YouTube channel (YouTube.com/BooneHistoryOrg). *Current views of past honoree videos are wide ranging, Booches leads with 3,400+*
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Thanked on event looping stage screens featuring sponsor logo
- Featured in thank you acknowledgement in local newspapers
- Gifted a one year complimentary membership at the Premium Level

## **Tribute Video: The Food Bank for Central & Northeast Missouri — \$5,000**

Charitable contribution \$5,000

- Support the video featuring our business recipient, which previews at the event to 330 local VIPs
- Acknowledgement with logo at the beginning and end of the video
- Videos are available post event on the Boone County History & Culture Center's YouTube channel (YouTube.com/BooneHistoryOrg). *Current views of past honoree videos are wide ranging, Booches leads with 3,400+*
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Thanked on event looping stage screens featuring sponsor logo
- Featured in thank you acknowledgement in local newspapers
- Gifted a one year complimentary membership at the Premium Level

## **Tribute Video: Retired Colonel John Clark, USAF — \$5,000**

Charitable contribution \$5,000

- Support the video featuring our living recipient, which previews at the event to 330 local VIPs
- Acknowledgement with logo at the beginning and end of the video
- Videos are available post event on the Boone County History & Culture Center's YouTube channel (YouTube.com/BooneHistoryOrg). *Current views of past honoree videos are wide ranging, Booches leads with 3,400+*
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Thanked on event looping stage screens featuring sponsor logo
- Featured in thank you acknowledgement in local newspapers
- Gifted a one year complimentary membership at the Premium Level

## **~~Parking & Logistics — \$1,500~~ \*SOLD\***

Charitable contribution \$1,500

- Recognition on directional signage
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Recognition on event looping stage screens featuring sponsor logo
- Featured in thank you acknowledgement in local newspapers
- Gifted a one year complimentary membership at the Premium Level

# *Exclusive Opportunities*

## **Cocktail Hour Sponsor — \$4,500**

Charitable contribution \$4,500

Leave a lasting impression by **hosting the first two drinks for attendees** at the Hall of Fame Gala. The community leaders and esteemed guests at the event will remember your name and your generosity!

- Recognition on signage at the bar/beverage stations
- Opportunity to provide branded cocktail napkins for use at the event
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Recognition on event looping stage screens featuring sponsor logo
- Featured in thank you acknowledgement in local newspapers
- Gifted a one year complimentary membership at the Premium Level

## **Dessert — \$1,500 \*SOLD\***

Charitable contribution \$1,000

- Recognition place cards on each table
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Recognition on event looping stage screens featuring sponsor logo
- Featured in thank you acknowledgement in local newspapers

## **Party Favors — \$1,000** (Plus the cost of the party favor)

Charitable contribution \$1,000

- Logo placement on party favor item
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Recognition on event looping stage screens featuring sponsor logo
- Featured in thank you acknowledgement in local newspapers

## **Online Auction Software — \$1,300**

Charitable contribution \$1,300

- Recognition on the online auction website
- Featured recognition in the auction signage at the gala
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Recognition on event looping stage screens featuring sponsor logo
- Featured in thank you acknowledgement in local newspapers

## **Audio/Visual — \$1,000**

Charitable contribution \$1,000

- Acknowledgement in the event program and the Boone County Historical Society newsletter (see page 8 for Audience Reach)
- Recognition on event looping stage screens featuring sponsor logo
- Featured in thank you acknowledgement in local newspapers

# Shared Opportunities

## Decorations & Floral — \$1,000 (Two opportunities available)

Charitable contribution \$1,000

- Acknowledgement in the event program and the Boone County Historical Society newsletter (see below for Audience Reach)
- Recognition on event looping stage screens featuring sponsor logo
- Recognition place cards on each table
- Featured in thank you acknowledgement in local newspapers

## Printing & Mailing Costs — \$500 (Three opportunities available)

Charitable contribution \$500

- Acknowledgement in the event program and the Boone County Historical Society newsletter (see below for Audience Reach)
- Recognition on event looping stage screens featuring sponsor logo
- Featured in thank you acknowledgement in local newspapers

## ~~Bartenders — \$500~~ \*SOLD\*

Charitable contribution \$500

- Recognition signage at the bar/beverage stations
- Acknowledgement in the event program and the Boone County Historical Society newsletter (see below for Audience Reach)
- Recognition on event looping stage screens featuring sponsor logo
- Featured in thank you acknowledgement in local newspapers

*Please note, all opportunities are subject to change based on supply limitations.  
Sponsors will be notified of any changes in advance of the event.*

## AUDIENCE REACH

Take advantage of the opportunity to reach an elite group of local decision makers ranging from elected officials to private individuals at this annual sell-out event.

### -Hall of Fame-

-Anticipated Attendees-360, sells out annually  
-Save the Date & Invitations-1,550 mailed to households and businesses  
-Event Programs-400  
-Tribute Videos-Views are wide ranging, Booches leads with 3,400+  
-Advertising-Thank you ad in the *Columbia Missourian*

### -History & Culture Center- Online Reach

-1,300+ email contacts, outstanding open rate of 46% (non-profit industry average-25%)  
-5,523 Facebook followers  
-1,246 Instagram followers

### Newsletter

-1,300+ emails  
-500 mailed to households and businesses

### Visitors

10,500+ in 2022



# *Additional Ways to Support*

All proceeds support the Boone County Historical Society and its Endowment Trust. Any item you can provide for the History Makers Hall of Fame Gala helps further our mission to preserve and share our rich cultural heritage.

**Auction Items**— Donate an item to our Live or Silent Auctions!

## **In-Kind Sponsorship**

If one of these items is in your area of expertise, let's talk and soon!

- Advertising—Support in promoting the gala through local media outlets, including newspaper, magazine, radio, TV, direct mailings and more
- Beverages—Donated beverages ranging from beer and wine to water bottles help decrease the cost of the gala
- Framing—Assistance beautifully framing portraits and biographies that are presented to enshrines
- Photography—Professional photographic services, includes both posed portraits and candid event images
- Printing—Assistance printing a variety of collateral materials from invitations to event programs
- Tech Support—Facilitate efficient technology at the event, ranging from secure wi-fi to loaning equipment

## **Auction and In-Kind Benefits**

- Donations recognized at the event
- The value of your donation is tax deductible

**Volunteer**—Volunteer your time to support the event.

**Individual Tickets**—Purchase tickets and join us for an evening celebrating Boone County's history makers.

**Make a Charitable Contribution**—If you're unable to attend this year's event, consider making a tax-deductible donation. You'll be there in spirit, even if not in person!

## **MEMBERSHIP DETAILS**

Boone County Historical Society memberships are included in sponsorships greater than \$2,000. The benefits listed below are for corporate members. Please let us know if you like details on individual or family memberships.

### **Corporate Membership—Premium Level Benefits (\$250 value)**

- Recognition as a corporate member on the Boone County History & Culture Center website
- Sneak peek viewing of all new digital collections added to our website
- Monthly Newsletter
- Special Invitation Mailings
- 30% Discount on Venue Rentals
- 15% Discount Off Most Center Store Purchases
- Tax-Deductible Membership Dues
- Special rates for advertisements in newsletter (Three-Month Rate)
- Recognition as a corporate member in Boone County History & Culture Center social media
- Two Boone County History & Culture Center coffee mugs and totes

# TAX INFORMATION

Examples of tax-deductions for your charitable contributions are based on 35% federal and 6% state tax brackets. You can also maximize your charitable contribution by giving back your table. See page 5 for details. As always, please consult your tax advisor for specific information regarding your contribution.

Gold Sponsor — \$5,000	
\$ 5,000.00	
- \$ 560.00	— Less Fair Market Value of Benefits Received
\$4,440.00	
- \$ 1,828.60	— <i>Federal &amp; State tax deduction</i>
\$ 2,611.40	— <i>Actual out-of-pocket for a \$5,000 charitable contribution</i>

Silver Sponsor — \$3,000	
\$ 3,000.00	
- \$ 560.00	— Less Fair Market Value of Benefits Received
\$ 2,440.00	
- \$ 1,008.60	— <i>Federal &amp; State tax deduction</i>
\$ 1,431.40	— <i>Actual out-of-pocket for a \$3,000 charitable contribution</i>

You will receive a letter confirming and acknowledging your gift as well as a statement of the Society's 501(c)(3) nonprofit status and tax number. Tax ID # 43-6073788. Most donations to the Boone County Historical Society are considered tax-deductible.

## THANK YOU FOR SUPPORTING THE HALL OF FAME

### FROM THE LEADERSHIP OF THE BOONE COUNTY HISTORICAL SOCIETY

#### BCHS BOARD of DIRECTORS

**President** Amy Henderson  
**Vice President** Nancy W. Thomas  
**Secretary** Elizabeth Watkins  
**Treasurer** Mendy Diel  
**Immediate Past President** Karen M. Miller  
Earl Coleman • Melissa Hecht  
Barbra Horrell • Victoria Hubbell  
Robin LaBrunerie • Dr. Eryca Neville  
Nancy Russell • Nancy Schultz • Dr. Jo Stealey  
Lisa Weil • David Wilson

#### BCHS ENDOWMENT TRUST BOARD of TRUSTEES

**Chair** Susan Hart  
**Vice Chair** Gwen Struchtemeyer  
**Secretary** Marie Nau Hunter  
Michelle Baumstark • Patsy Ponder Dalton  
Mendy Diel • Amy Henderson • Joan Menser  
Betsy Odle • Melanie Staloch  
Barbara Weaver • Erin E. Wilson

#### HALL OF FAME GALA PLANNING COMMITTEE

Michelle Baumstark • Chris Campbell  
Patsy Ponder Dalton • Mendy Diel  
Monica Guarrant • Susan Hart • Melissa Hecht  
Amy Henderson • Marie Nau Hunter  
Mary Ellen Lohmann • Joan Menser  
Karen M. Miller • Betsy Odle • Nancy Schultz  
Melanie Staloch • Gwen Struchtemeyer  
Barbara Weaver • Erin E. Wilson

# THE BOONE COUNTY HALL OF FAME

## PAST ENSHRINEES

Daniel Boone  
Henry Cave  
David Gordon  
Ira P. Nash  
Anderson Woods  
Nancy Sappington  
Walter Raleigh Lenoir  
William Jewell  
John Henderson  
Hiram Phillips  
Annie Gentry  
Robert S. Barr  
Moss Prewitt  
William Watson Crane  
Peter Kemper  
John Lange, Sr.  
John W. Hall  
Eli Bass  
James S. Rollins  
Moses U. Payne  
Lucy Wales  
George Caleb Bingham  
James L. Stephens  
John W. Harris  
William Switzler

Moses Barth  
Achilles F. Sneed  
Odon Guitar  
Henry Cheavens  
Robert B. Price  
Adam Rodemyre  
J.W. "Blind" Boone  
Annie Fisher  
Loy Crump Martin  
Albert Bishop Chance  
The *Columbia Daily Tribune* Newspaper  
Thomas E. Atkins  
Tom Bass  
MFA Incorporated  
William "Bill" J. Wulff  
Bill Crawford  
Boone Hospital Center  
Frank G. Nifong  
Jane Duncan Flink  
Stephens College  
Luella St. Clair  
Warren R. Dalton  
Little Dixie Construction  
Donald G. Sanders

Ray Beck  
Jane Froman  
KFRU Radio  
Booches  
Henry "Hank" J. Waters III  
Frank Graham  
E.W. Stephens  
Darwin & Axie Hindman  
The University of  
Missouri – Columbia  
Drs. Eliot & Muriel Battle  
Boone Electric Cooperative  
Norm Stewart  
Don Faurot  
Buchroeders Jewelry  
Ann Covington  
Dr. Hugh E. Stephenson, Jr.  
MBS Textbook Exchange  
Sabra Tull Meyer  
Wynna Faye Tapp-Elbert  
Shelter Insurance  
David Horner  
Henry Kirklin  
Columbia College  
Cindy Mustard

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## NOMINATION PROCESS

Members of the Boone County Hall of Fame are recognized for their lasting contribution to the county, state and nation through their professional or philanthropic life. Each year one living recipient, one posthumous honoree and one business or organization are selected for enshrinement.

They are selected from a slate of nominations made by members in good standing of the Boone County Historical Society. Early each year a call for nominations and deadline for submissions is announced to ensure members have the opportunity to provide input into the enshrinees. The Boone County Historical Society Endowment Trust Selection Committee reviews all nominations and selects the Hall of Fame enshrinees. Enshrinees are then officially inducted into the Hall of Fame at the annual event, generally a gala in the fall.

