



BAND OF BROTHERS



20TH ANNIVERSARY

SYMPOSIUM

THE NATIONAL WWII MUSEUM • NEW ORLEANS, LOUISIANA
SEPTEMBER 9, 2021



SPONSOR THE *BAND OF BROTHER'S* REUNION SYMPOSIUM

ATTRACTING
500+ ATTENDEES

DRAWING MORE THAN
30 CAST AND CREW
FROM THE MINI-SERIES
BAND OF BROTHERS

UP TO 100 MILLION
MEDIA IMPRESSIONS

SPECIAL PROGRAMMING
INCLUDING PANEL
DISCUSSIONS, MEET-AND-
GREET'S & MORE!

FEATURED ACTORS

Full line-up of cast members to be announced prior to the symposium.



James Madio
T/4 Frank Perconte



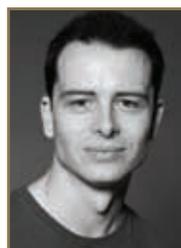
Michael Cudlitz
Sgt. Denver "Bull"
Randleman



Frank John Hughes
Sgt. "Wild Bill"
Guarnere



Robin Laing
PFC Edward "Babe"
Heffron



Shane Taylor
T/4 Eugene "Doc" Roe



Scott Grimes
TSgt Donald Malarkey



ABOUT THE MUSEUM

Originally founded in 2000 as The National D-Day Museum, The National WWII Museum is now the top-rated tourist destination in New Orleans and an unforgettable way to experience World War II—from industrial efforts on the Home Front to the combat experience of the American servicemember abroad.

Offering a compelling blend of sweeping narrative and poignant personal detail, the Museum features immersive exhibits, multimedia experiences, and an expansive collection of artifacts and first-person oral histories to take visitors inside the story of the war: why it was fought, how it was won, and what it means today.

Beyond the galleries, the Museum offers unique access to experiential history, including the opportunity to tour and even ride on an authentically restored PT boat, tours behind the scenes to handle artifacts alongside Museum curators, and an impressive collection of restored and working macro-artifacts to discover. In addition, online collections, virtual field trips, webinars, educational outreach, travel programs, and renowned International Conference offer patrons new ways to connect to history and honor the generation that sacrificed so much to secure our freedom.

BECOME A SPONSOR

of the only in-person 20th anniversary *Band of Brothers* Cast & Crew reunion nationwide.

PROGRAM

Band of Brothers 20th Anniversary Symposium*

US Freedom Pavilion: The Boeing Center at The National WWII Museum

SEPTEMBER 9, 2021

- 8:30 A.M. – 10:00 A.M. **REAL TO REEL: AMBROSE, HANKS, AND THE SEARCH FOR AUTHENTICITY**
The symposium kicks off with a panel comprised of those who had “front row seats” to the creation of the book, the inception of The National D-Day Museum, and the making of the blockbuster miniseries. Maintaining historical accuracy was a paramount priority for all of our panelists. Learn how they worked together to honor the service and memory of the veterans while also educating and entertaining the millions who have come to be inspired by *Band of Brothers*.
Audience Q&A
- 10:00 A.M. – 10:30 A.M. **BREAK**
- 10:30 A.M. – 11:45 A.M. **FROM TOCCOA TO EUROPE: ON THE GROUND WITH EASY COMPANY**
A behind-the-scenes look at what went into capturing the actions of Easy Company on film, with unique perspectives from actors and writers of select episodes.
Audience Q&A
- 11:45 A.M. – 12:30 P.M. **LUNCH BREAK**
- 12:30 P.M. – 1:45 P.M. **A COMPANY OF HEROES: THE LEGACY OF EASY COMPANY**
A glimpse into the memory of the *Band of Brothers* formed by the book and miniseries, including the bonds the veterans formed with the actors who portrayed them. Family members of Easy Company veterans also carry on the spirit of camaraderie and education about their loved ones. Cast members and veteran family members share deep and personal insights into the men of Easy Company.
Audience Q&A
- 1:45 P.M. – 2:15 P.M. **BREAK**
- 2:15 P.M. – 3:45 P.M. **“WE STAND ALONE TOGETHER”: CAST MEMBER ROUNDTABLE**
The experience of starring in the miniseries facilitated lasting bonds and lifelong friendships between the cast members and crew. In the subsequent 20 years since its premiere, these relationships remain strong. All actors in attendance participate in the final session to share recollections of their experiences in the casting process in bootcamp, on set, during premieres, and at various reunions and events over the years.
- 3:45 P.M. – 5:15 P.M. **CAST AND CREW MEMBER AUTOGRAPH SESSION**
Louisiana Memorial Pavilion, The National WWII Museum
- OPTIONAL ADD-ON: MEMORY WARS CONFERENCE OPENING RECEPTION AND PANEL**
The Madlyn and Paul Hilliard Conference Center at The Higgins Hotel
- 5:30 P.M. – 6:30 P.M. **MEMORY WARS OPENING RECEPTION**
- 6:30 P.M. – 7:45 P.M. **OPENING PANEL: “DID HOLLYWOOD REALLY GO TO WAR?”**

*Program subject to change.

The National WWII Museum is seeking sponsorship partners for the 20th Anniversary *Band of Brothers* Reunion Symposium to be hosted this September on the campus of the Museum in New Orleans. Perhaps no single work in the past two decades has had such an impact, or made such an imprint on the American memory of World War II as the HBO/Playtone miniseries *Band of Brothers*. In the 20 years since its premier on September 9, 2001, the men of Easy Company have become world famous, as have their actions and deeds from D-Day to the Eagle’s Nest

New Orleans is the ideal location for this milestone anniversary event, not only because it is home to The National WWII Museum - which was founded as National D-Day Museum in 2000 - but because it was here, in 1988, where best-selling author and Museum co-founder, Stephen Ambrose, decided to attend a reunion of Easy Company of the WWII 101st Airborne Division. From the conversations he had during that 1988 reunion, and in subsequent 1-on-1 interviews with many of the regiment’s veterans, he wrote *Band of Brothers*, which as you know was published in 1992.

Nine years later, the HBO/Playtone miniseries *Band of Brothers* brought the story of Easy Company to millions of viewers. In the 20 years since its premiere on September 9, 2001, the men of Easy Company have become world famous, with their actions recounted and steps retraced from England to the Eagle’s Nest. This symposium will feature *Band of Brothers* miniseries producers, directors, actors and Veteran family members who were integral to creating this immensely popular portrayal of Easy Company.



BAND OF BROTHERS 20TH ANNIVERSARY SYMPOSIUM SPONSORSHIP OPPORTUNITIES

In addition to serving an onsite audience, online virtual attendance will be offered free of charge to guests across the globe.

There are four sponsorship levels currently offered for this event. Customized benefit packages can be tailored to meet your needs, should one be requested.

Benefits at all sponsorship levels:

- Your donor listing and representation at the event onsite with mentions throughout via media interstitials
- Your donor listing on the Museum's event website and throughout the virtual conference
- Your donor listing on the Museum Annual Donor Wall and Annual Report
- Passes to the *Band of Brothers* Reunion Symposium
- Invitations to the Wednesday night, pre-Symposium President and Speakers Dinner and photo opportunity
- Complimentary passes to a future Out of the Vault tour
- Museum passes to keep or give away

We hope you will join us as a partner for this meaningful and special event. Thank you for your thoughtful consideration.

Please contact Megan Franich at 504-528-1944 x 390 or email megan.franich@nationalww2museum.org.



LIBERATION

The Presenting Sponsor

———— \$50,000 ————

Exclusive cocktail hour for up to 6 staff

6 passes to President's Dinner

6 passes to the *Band of Brothers* Symposium

6 Passes to Memory Wars: World War II at 75 and Beyond Conference

6 Museum passes to keep or give away

Participation for up to 20 staff in joint community service & lunch

One Operation Homefront Inbound Custom Program including single or double occupancy stay at the Higgins Hotel and Conference Center



FLASH: THUNDER

President's Dinner/Special Hospitality Partner

———— \$25,000 ————

6 passes to President's Dinner

6 passes to the 20th Anniversary *Band of Brothers* Symposium

6 Passes to Memory Wars: World War II at 75 and Beyond Conference

Exclusive Cocktail hour for up to 6 staff



SCREAMING EAGLE SPONSOR

———— \$10,000 ————

2 passes to President's Dinner

2 passes to the 20th Anniversary *Band of Brothers* Symposium

2 Passes to Memory Wars: World War II at 75 and Beyond Conference

2 Museum passes to keep or give away



CURRAHEE! SPONSOR

———— \$5,000 ————

2 passes to President's Dinner

2 passes to *Band of Brothers* Symposium

2 Museum passes to keep or give away