

Naming Opportunities

Beyond the Battle Museum

As of November 1, 2022

Gettysburg Beyond the Battle Museum

Gift Level: \$1,000,000 – Reserved

Includes sponsorship of all Beyond the Battle print and media pieces, including planned film and museum catalog. Naming signage displayed over Museum entryway.

Welcome Film/Gallery One – “Enduring Witnesses”

Gift Level: \$150,000 – Reserved

Visitors begin their journey with an introductory film, produced by Jake Boritt, projected onto a faux scenic rock formation resembling Devil’s Den. The gallery, titled “Natural History,” introduces visitors to the prehistoric features of the region, from famous rock formations to geological specimens – dinosaur tracks to a billion+ year-old meteorite.

Display Area: Devil’s Den Scenic Recreation

Gift Level: \$15,000 – Reserved

A scenic rock formation recreated to appear like Devil’s Den. A film will be projected onto the faux rocks.

Display Area: Rock Formations

Gift Level: \$15,000 - Reserved

A display highlighting the most famous rock formations in the Gettysburg area, with liftable “flip doors” for visitors to learn more about the origins of sites like “Devil’s Den” and “The Sphinx.”

Display Area: Dinosaur Tracks

Gift Level: \$20,000 - Reserved

An exhibit featuring two large slabs of rock marked by actual dinosaur footprints, made over 200 million years ago. Similar dinosaur footprints are visible on the Gettysburg Battlefield at Plum Run. These rocks will be accessible for visitors – especially children – to touch and feel the ancient fossils.

Display Area: The Mount Joy Meteorite

Gift Level: \$15,000 – Reserved

A display featuring an original piece of the Mount Joy Meteorite, discovered in the 1880s near Two Taverns, several miles south of Gettysburg. This billion+ year-old artifact will no doubt be the oldest item in the museum.

Gallery Two: Native American Life

Gift Level: \$50,000 - Reserved

The museum's second gallery focuses on the thousands of years during which Native Americans inhabited the area that would become Gettysburg and Adams County. On display will be hundreds of Native American relics discovered along famous waterways like Marsh Creek, Rock Creek, and Willoughby's Run.

Display Area: Indigenous Artifacts

Gift Level: \$15,000 - Reserved

A large display filled with Native American relics discovered around the Gettysburg area. Artifacts will be grouped by type, ie. spear points, axes, arrowheads, pottery, etc.

Display Area: Waterway Communities

Gift Level: \$15,000 - Reserved

A large map of the area, showing creek systems and locations where Native American artifacts have been found in abundance. The display will feature a large, touchable "grinding slab" used by the Native Americans for cooking.

Display Area: Myths and Lore

Gift Level: \$10,000 - Reserved

A display highlighting the myths and lore that developed surrounding Native American life in the area, including the famous story of "Indian Field" on the Gettysburg Battlefield.

Gallery Three: Frontier Life

Gift Level: \$50,000 - Reserved

A large gallery focused on the early European settlement of the region, including ethnic and religious divisions, the surveying of the Mason-Dixon Line, violence over land disputes, and the French and Indian War. The room will be divided by a metal line representing the Pennsylvania/Maryland border.

Display Area: The Mason-Dixon Line

Gift Level: \$25,000 - Reserved

This exhibit will center on an authentic reproduction of a Mason-Dixon line "crown stone" marker, which will bear the crests of the Penn and Calvert families. These stones still exist along the state border in Adams County.

Display Area: Early Colonists

Gift Level: \$15,000 - Reserved

A display showcasing artifacts that were owned by some of our area's earliest settlers, including a rare 1699 religious text owned by Reverend Alexander Dobbin, who built Gettysburg's oldest structure.

Display Area: Border Violence

Gift Level: \$15,000 - Reserved

This display will focus on the conflicts around land ownership due to confusion over the Maryland/Pennsylvania line, as well as conflicts between area settlers and the Penn family, most notably the “Marsh Creek Resistance.”

Short Film and Display Area: Mary Jemison

Gift Level: \$25,000 - Available

This exhibit area will detail the famous kidnapping of Mary Jemison, who remained with her Native American captors for the rest of her life. Film produced by Jake Boritt.

Display Area: Early Roads

Gift Level: \$50,000 – Reserved

10 roads led to Gettysburg – but where did they originate, and how was this famous road network established? This display centers on two original stone mile markers that helped early travelers negotiate the area.

Gallery Four: Revolutionary America

Gift Level: \$250,000 – Reserved

This gallery will recreate the interior of a colonial-era tavern, complete with tables, wooden beams, and a bar. Directional audio from above will help visitors experience life during the American Revolution and the founding of Gettysburg. With tabletop games and activities, this gallery will be a favorite for visiting school groups.

Display Area: Patriot Voices

Gift Level: \$15,000 - Reserved

An exhibit on Revolutionary War veterans, including John Troxell, one of the first settlers of Gettysburg. A large grandfather clock owned by Troxell will be the centerpiece of the display.

Display Area: The Founding of Gettysburg

Gift Level: \$50,000 - Reserved

This display will hold some of Gettysburg’s earliest “founding documents,” including the original town map drawn in 1786 on animal hide that was used for the initial sale of 210 town lots. Also included will be James Gettys’ original sheriff’s ledger and a chair from the original Gettys Tavern.

Display Area: Towns

Gift Level: \$15,000 - Reserved

This display will highlight some of the other towns in Adams County and their “founding documents.” Here, a faux window will allow visitors to look outside the tavern down a nearby road.

Display Area: Taverns

Gift Level: \$15,000 - Reserved

Built into the “bar,” this display will highlight early taverns in Adams County, including the famous “Cross Keys Tavern” from 1809, with its original wooden sign.

Display Area: Lives of the Enslaved

Gift Level: \$50,000 - Reserved

This exhibit will address the legacy of slavery in Gettysburg and Adams County during the early years of settlement. Featured prominently will be items from the family of Sydney Brian, a woman enslaved and later freed by the Gettys family.

Gallery Five: A New County

Gift Level: \$100,000 - Available

This gallery will house exhibits focusing on the pre-Civil War years, especially the development of industry and infrastructure in the Gettysburg area. It will include a large display focused on the life and legacy of Thaddeus Stevens, the most famous resident of Adams County during this period. A large map of the county from 1858 will be embedded in the floor of the room.

Display Area: Francis Scott Key and Clem Johnson

Gift Level: \$15,000 - Reserved

This small exhibit will house one of our rarest documents – freedom papers for Clem Johnson, the slave of Francis Scott Key, who was set free in Gettysburg in 1831.

Display Area: Infrastructure

Gift Level: \$15,000 - Reserved

This exhibit will feature several rare artifacts including early leather “fire buckets” from the town of Gettysburg, and a weathervane from the top of the 1859 courthouse.

Display Area: Daily Life and Industry

Gift Level: \$15,000 - Reserved

A large display highlighting some of our rarest artifacts from the pre-Civil War years, including a ten-plate stove from Thaddeus Stevens’ Maria Furnace, early Pennsylvania rifles, clocks, wagon-making tools, and original documents penned by Presidents James Buchanan and John Quincy Adams.

Display Area: Thaddeus Stevens’ World

Gift Level: \$50,000 - Reserved

An exhibit focused on the life of Thaddeus Stevens – attorney, education advocate, politician, and abolitionist. Stevens impacted nearly every aspect of life in Gettysburg during this period.

Gallery Six: Civil War Years

Gift Level: \$100,000 – Reserved

This gallery encompasses the Civil War era, starting with the causes of the war and differing reactions to Lincoln's election. A large section is devoted to the experiences of Gettysburg and Adams County soldiers who went off to war –hundreds of whom did not return.

Display Area: The Edge of Freedom

Gift Level: \$15,000 – Reserved

This display focuses on slavery, especially the heroism of Gettysburg's Black community in resisting attacks by slave catchers and assisting escaped slaves to freedom.

Prominently featured will be the story of Mag Palm, who fought off an attack that would have sent her south into slavery. Her original rocking chair will be displayed.

Display Area: Electing Lincoln

Gift Level: \$15,000 - Reserved

A display featuring rare items related to the election of Abraham Lincoln, including an original 1860 campaign ribbon and a portrait of Lincoln that hung in the Washington, D.C. office of Congressman Edward McPherson.

Display Area: Adams County Civil War Soldiers

Gift Level: \$50,000 – Reserved

A large display showcasing rare items that belonged to Adams County Civil War soldiers, including the drum from Company K, 1st PA Reserves, the sword of Capt. Edward McPherson, and many other irreplaceable artifacts.

Display Area: In Their Words

Gift Level: \$25,000 - Available

A central display holding original letters penned by area soldiers during the course of the Civil War, including items from United States Colored Troops (USCT) veterans.

Display Area: 1863 Gettysburg

Gift Level: \$25,000 - Reserved

A large map and colorized image wall showing the town of Gettysburg as it appeared at the dawn of battle in 1863, including all the structures that stood at the time. A flipbook in front of the map will allow visitors to explore the town block by block.

Gallery Seven, Part I – Surviving the Battle

Gift Level: \$100,000 - Reserved

Here we introduce visitors to the families who were “caught in the crossfire” of the Battle of Gettysburg. Amazing stories and artifacts will be featured in four displays, and the room culminates with a short film focused on civilian heroism that introduces an immersive experience.

Display Area: Confederate Invasion

Gift Level: \$50,000 - Available

A display focused on the Confederate invasion of Pennsylvania and the lead-up to the battle. In addition to other items left behind by Confederate soldiers, this case will house the original ransom note written by General Jubal Early to town officials on June 26, 1863.

Display Area: The First Shots

Gift Level: \$50,000 - Reserved

With a focus on the opening of the battle on July 1, 1863, prominent artifacts associated with town hero John L. Burns will be featured, along with a mirror from the home used by Robert E. Lee for his July 1st council of war. The mirror is dented by a stray bullet that passed through the room.

Display Area: Fields of War

Gift Level: \$50,000 - Available

Artifacts from prominent battlefield farms will be displayed here, including furniture from the Leister Farm (General Meade's headquarters), a threatening note left by Confederates at the Culp Farm, and a bullet that passed through the dress of one woman.

Display Area: Fighting in the Streets

Gift Level: \$50,000 – Reserved

Highlighted here will be the atmosphere in the town of Gettysburg as the battle swirled around it. Frequent “close calls” and tragedies, including the death of Jennie Wade – will be prominently featured.

Short Film: Dawn of Battle

Gift Level: \$25,000 – Reserved

A short film produced by Jake Boritt, featuring the authentic words of civilians who lived through the battle. This media piece will introduce the museum's immersive experience—Caught in the Crossfire.

Gallery Seven, Part II - Caught in the Crossfire Immersive Experience

Gift Level: \$500,000 – Reserved

A 360-degree immersive atmosphere built to resemble the interior of a home caught in the crossfire of the battle. Complete with period furnishings, creaky floorboards, light, sound, smell, and other special effects, this experience will allow visitors to step into a time machine and witness the Battle of Gettysburg up close. Authentic dialogue from below will reveal a family hidden in the basement, unsure of the horrors awaiting them.

Gallery Seven, Part III – The Aftermath

Gift Level - \$100,000 - Available

After experiencing “Caught in the Crossfire,” visitors will enter this gallery, which includes our impressive collection of relics taken from the battlefield at various farms. Here we will feature the stories and artifacts associated with remarkable citizens like 21-year-old nurse Sallie Myers,

veterinarian Basil Biggs, and physician J.W.C. O'Neal, all of whom played key roles in the aftermath of the battle.

Display Area: Witness Tree

Gift Level - \$25,000 - Available

A cannonball will be shown protruding out of a recreated cherry tree alongside the original cannonball and image from the Sherfy Farm. Other Sherfy Farm relics will be close by.

Gallery Seven, Part IV – Lincoln at Gettysburg

Includes short film and audio presentation

Gift Level - \$250,000 - Available

This gallery highlights the experiences of area residents during Abraham Lincoln's visit to Gettysburg in November 1863. A wall of faces and directional audio from above help visitors feel like they are part of the crowd listening to Lincoln's iconic speech. Rare artifacts from the David Wills family line one wall, and a monitor of rare, colorized images taken during the event are paired with authentic dialogue from eyewitness accounts.

Display Area: Voices from the Crowd

Gift Level: \$50,000 - Available

A wall of faces showing Gettysburg residents of all ages— many of whom are known to have been in the crowd that day to hear Lincoln. Authentic quotes from many of these eyewitnesses will be heard from above.

Display Area: Hosting a President

Gift Level: \$50,000 - Available

A showcase of rare artifacts associated with Lincoln's visit, including items from the David Wills House and an original 1863 program from the Gettysburg Address.

Gallery Eight – Preservation and Progress

Gift Level: \$100,000 – Reserved

This gallery highlights early preservation efforts and battlefield tourism during the century following the Civil War. Displays about Adams County servicemembers in the first and second world war are featured prominently in another section, as well as the development of the county's industries and agriculture in the early 20th century.

Display Area: Commemoration

Gift Level: \$50,000 - Available

This exhibit highlights early efforts to commemorate and preserve the Gettysburg battlefield. Included are artifacts from early veterans' reunions, monument dedications, and other important events of the day.

Display Area: Touring the Battlefield

Includes Presentation on Monitor

Gift Level: \$50,000 - Available

This display highlights early tourist attractions at Gettysburg, including the infamous electric trolley, Gettysburg Springs Hotel, and the roles played by early battlefield guides.

Display Area: The Great War

Gift Level: \$25,000 – Reserved

Display focused on the experiences of Adams County residents during the First World War, including area veterans and those involved with the establishment of Camp Colt on the Gettysburg Battlefield. Original artifacts include gas masks, uniforms, and an original body board used to transport the dead out of camp during the Spanish Flu pandemic.

Display Area: The Second World War

Gift Level: \$25,000 - Reserved

Display focused on the Second World War, especially the experiences of Adams County servicemembers in Europe and the Pacific and the Nazi POW camp established on the Gettysburg Battlefield.

Display Area: Fruit Belt

Gift Level: \$50,000 – Reserved

This display highlights the rise of Adams County's fruit industry, featuring early apple-related artifacts and the stories of Adams County's evolving agricultural labor force over the past century.

Display Area: Into the 20th Century

Gift Level: \$15,000 - Reserved

This display will cover several major events of the period, including the Spanish-American War, the industrialization of the area, religion and the development of the African Methodist Episcopal congregations in Gettysburg, and popular pastimes like baseball that made Gettysburg resident Eddie Plank famous.

Gallery Nine – Your History

Gift Level: \$100,000 - Available

This final museum gallery will highlight events of the past century through the eyes of area residents – some quite famous, like President Dwight D. Eisenhower. Other topics will include social issues like suffrage and integration, prominent visits by presidents and celebrities to Gettysburg, and the impact of the Eisenhower presidency on the community, state, and nation.

Display Area: Activism and Changemakers

Gift Level: \$15,000 - Reserved

Display highlighting area residents who broke barriers, fought inequality, and worked to better their community and nation. Topics will include suffrage, integration of area schools, and the education of migrant children.

Display Area: 20th Century Faces

Gift Level: \$15,000 - Reserved

Display focused on area residents who made an impact on their community and nation during the 20th century, including many local servicemembers.

Display Area: The Eisenhower Years

Gift Level: \$50,000 - Reserved

Central display focused on the lives and legacies of Dwight and Mamie Eisenhower. Artifacts will highlight their roles in the community as well as President Eisenhower's use of Gettysburg for governing and diplomacy during his White House years and retirement.

Display Area: Most Famous Small Town

Gift Level: \$50,000 - Available

*A large wall of images and artifacts associated with famous visitors to Gettysburg, including US Presidents, foreign diplomats, writers and actors, and celebrities. Also highlighted will be Gettysburg's role in popular culture, including written works like *The Killer Angels* and cinema works produced by Ken Burns and Ted Turner.*

Short Film: Enduring Legacy

Gift Level: \$25,000 - Reserved

A film by Jake Boritt that highlights Gettysburg and Adams County's role in the American conscience and how it has (and continues to) develop for Americans of today and tomorrow.

Naming Opportunities Outside the Museum

Changing Gallery

Gift Level: \$250,000 – Reserved

A changing exhibit space that will allow ACHS to rotate key artifacts in and out of storage for the public to view and enjoy.

Lobby Exhibition

Gift Level: \$100,000 – Reserved

Exhibit space jointly curated by ACHS and Gettysburg Black History Museum, Inc., featuring the stories of Black residents of Adams County. The opening exhibit, "Black Voices," will highlight men and women who broke key barriers and made important contributions to the community.

Barlow's Knoll

Gift Level: \$15,000 - Reserved

A small display located in the second-floor event center looking toward Barlow Knoll on the Gettysburg Battlefield. The case will hold artifacts recovered in the immediate vicinity of the building, as well as information about the fighting that took place in the fields outside.

Second Floor Gallery

Gift Level: \$100,000 - Available

Foyer located immediately outside the Battlefield Overlook Event Center, to be used as a gallery and display space for the society's historical art collections.

Name on Lobby Donor Wall

Gift Level: \$5,000+ - Available

All commitments at this level and above will be recognized on a prominent donor wall in the main lobby.