



HELP US
BRING HISTORY
INTO THE FUTURE

Our Mission:
Connecting
people through
the power of
Arizona's history.

Reimagining Arizona's Story

Arizona Heritage Center Exhibit Refresh Campaign

A Corporate Recognition Opportunity

In 2026-2027 the Arizona Historical Society will reimagine its key permanent exhibits at the Arizona Heritage Center in Tempe (1300 N College Ave.), transforming aging galleries into more dynamic spaces where students, families, visitors, educators, and community members can better understand the people, places, conflicts, innovations, and choices that have shaped Arizona.

Corporate partners are invited to help bring this next chapter to life.



A New Chapter for the Arizona Heritage Center

The Arizona Heritage Center is one of the Arizona Historical Society's (AHS) flagship public history spaces. This campaign will support the reimagining of two major second-floor gallery spaces, **Becoming Arizona** and the **World War II Gallery**:

BECOMING *Arizona*

Will explore the people, places, resources, water systems, communities, conflicts, industries, and choices that shaped Arizona before statehood and continue to influence the state today.

WORLD WAR II — GALLERY —

Will explore Arizona's wartime role at home and abroad, including military service, aviation, defense industries, the Papago Park POW Camp, Japanese American incarceration, Navajo Code Talkers, women's roles, underrepresented service stories, and Arizona on the home front.

These renewed spaces will help AHS modernize aging cornerstone exhibits, create more accessible and engaging visitor experiences, strengthen school and family engagement, and present newly rotated and rarely exhibited objects.

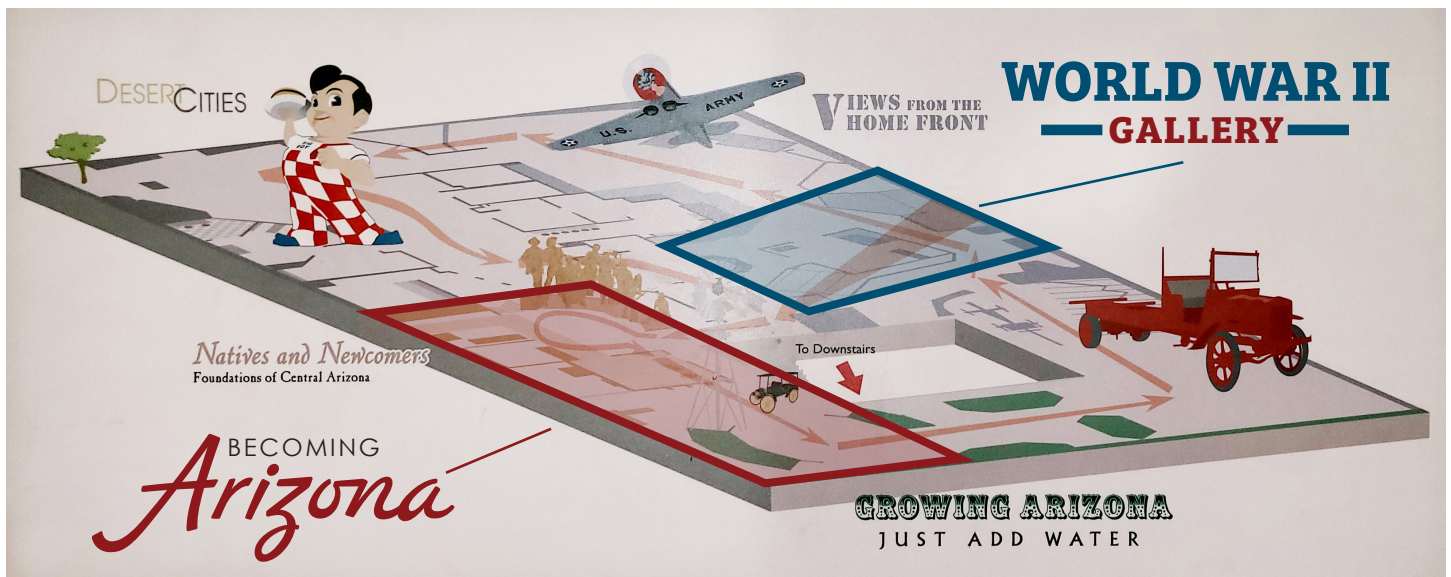
Campaign Goal:

The preliminary project investment for this exhibit refresh is approximately \$3 million with significant corporate and philanthropic partnership opportunities to complete the project at full scope.

Corporate Support Opportunities

The exhibit refresh will focus on high-visibility second-floor galleries that anchor the Arizona Heritage Center visitor experience. Corporate support will help transform these spaces into more engaging, relevant, and durable public history assets for the community.

These galleries were last updated nearly 30 years ago. The upcoming redesign gives donors a unique opportunity to be associated with the next chapter of Arizona's history-telling for residents, students, families, hosted groups, businesses, civic leaders, legislators, and out-of-state visitors.



Becoming Arizona

BECOMING *Arizona*

Will explore the people, places, resources and choices that shaped Arizona before statehood and influenced the emergence of Phoenix and the surrounding region.

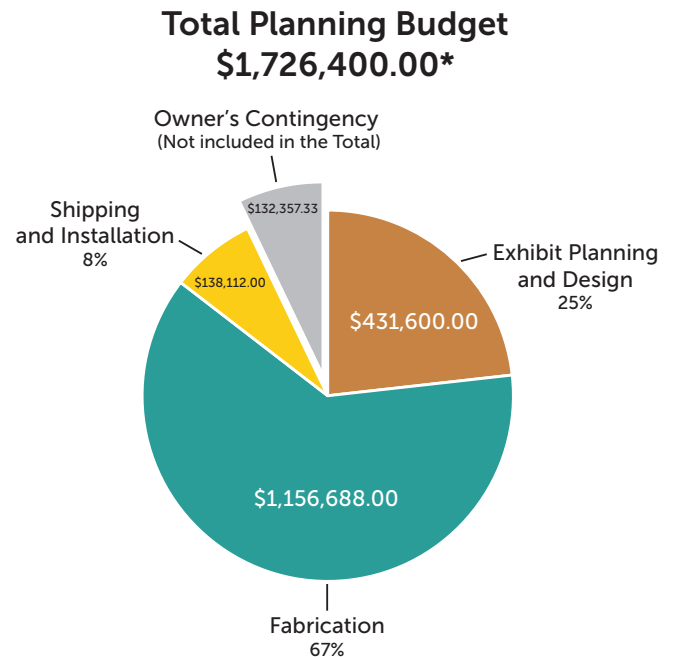
Visitors will encounter Indigenous and Tribal Nations histories, water and waterways, the 5 C's (Cattle, Cotton, Climate, Citrus and Copper), territorial families, migration and settlement, labor, commerce, conflict, cultural exchange, and community formation. **By connecting early Arizona stories to contemporary questions about growth, water, environment, identity, and stewardship, the refreshed gallery will help visitors understand how Arizona became Arizona and how those forces continue to shape the state today.**

Through updated interpretation, interactive mapping, immersive storytelling, and newly rotated objects from the Society's collections, Becoming Arizona will offer a richer and more engaging understanding of the region's foundations.

Size:
2,656 sq. ft.

Estimated cost:
\$1,726,400

Cost basis:
\$650 / sq. ft.



Cost assumptions include planning and design, fabrication, prototyping and testing, custom illustrations and maps, immersive environment elements (hardscaping), artifact cases and mounts, media and interactive components, lighting and installation-related specialty elements. Final elements will be refined through design, procurement, and available funding.

*Estimated breakdown

Becoming Arizona

Key Features Subject to Final Design Scope and Funding:

- A refreshed interpretation of the 5 C's, with water as a defining force in Arizona's past, present, and future
- Interactive maps exploring waterways, Indigenous canal systems, migration, settlement, trade routes, communities, and economic development
- Expanded interpretation of Indigenous and Tribal histories, developed with appropriate consultation and care.
- Stories of territorial families, migrants, workers, entrepreneurs, civic leaders, and everyday people who shaped the region
- Rotated artifact displays featuring rarely exhibited objects from AHS collections
- Family-friendly discovery elements and hands-on experiences for students, multigenerational visitors, and first-time museum audiences



Becoming Arizona offers strong alignment for partners invested in water, infrastructure, cultural heritage, education, civic identity, community development, environmental stewardship and Arizona's future growth.

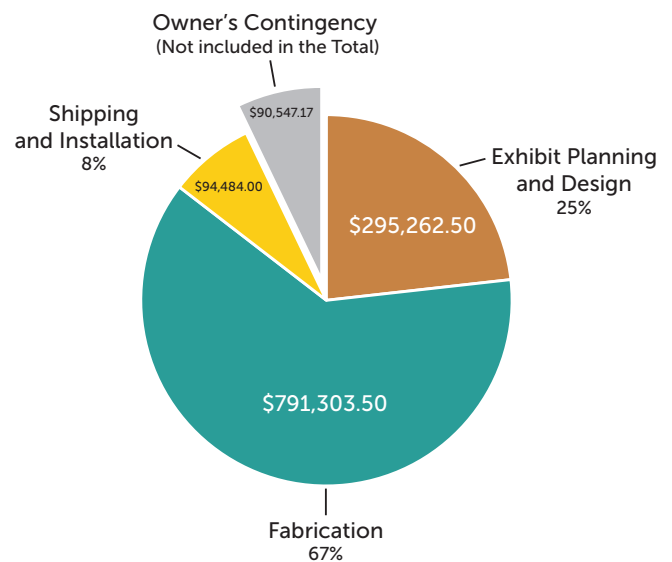
World War II Gallery

WORLD WAR II — GALLERY —

Will explore Arizona's role in wartime at home and abroad. The gallery will highlight military service, aviation, defense industries, prisoner-of-war experiences, the Papago Park POW Camp, Japanese American incarceration, and the lives of Arizonans on the home front.

Through personal stories, artifacts, media, and updated interpretation, this gallery will help visitors understand how World War II reshaped Arizona's communities, economy, infrastructure, and civic identity. It will also create space for complex histories of incarceration, displacement, patriotism, service, sacrifice, and memory, while broadening the stories of Native service members, women in uniform and on the home front, Black service members represented in AHS collection materials, and other underrepresented wartime experiences.

Total Planning Budget \$1,181,050.00*



Size:
1,817 sq. ft.

Estimated cost:
\$1,181,050

Cost basis:
\$650 / sq. ft.



Cost assumptions include planning and design, fabrication, prototyping and testing, custom illustrations and maps, immersive environment elements (hardscaping), artifact cases and mounts, media and interactive components, lighting and installation-related specialty elements. Final elements will be refined through design, procurement, and available funding.

*Estimated breakdown

World War II Gallery

Key Features Subject to Final Design Scope and Funding:

- Expanded interpretation of Arizona's home front, including families, workers, service members, and civilian life during wartime
- Updated storytelling on aviation, military training, defense industries, and Arizona's growing wartime infrastructure
- Interpretation of the Papago Park POW Camp, POW experiences, and Arizona's place in broader wartime history
- Thoughtful treatment of Japanese American incarceration and its impact on individuals, families, and communities
- New artifact displays, oral histories, photographs, and personal narratives representing a wider range of wartime experiences
- Immersive or media-based features that connect local Arizona stories to national and global events
- Flexible interpretive space for difficult history, reflection, and contemporary relevance



This gallery offers strong alignment for partners invested in military and veteran history, aviation, defense, civic service, education, civil liberties, public remembrance and Arizona's role in national and global history.

Project Timeline and Investment

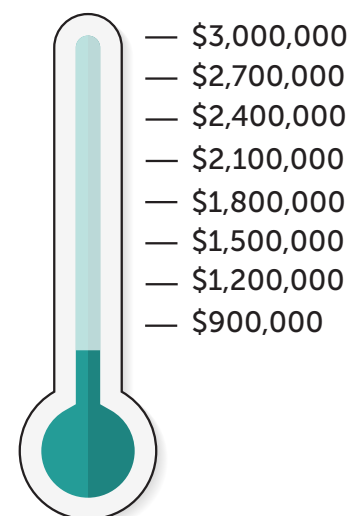
The Arizona Heritage Center exhibit refresh will modernize aging galleries, strengthen visitor engagement, and create flexible spaces that can continue to evolve through future enhancements, sponsored features, and newly rotated collection objects.

Milestone	Timing	Notes
Corporate campaign launch	Spring 2026	Initial outreach to prospective lead and major sponsors
Procurement / RFP process	Summer-Fall 2026	Design/build and implementation pathway
Exhibit design / scope refinement	Fall 2026	Finalization of project scope and detailed planning
Commitment deadline goal	January 2027	Target for realized donations
Fabrication / implementation	Spring-Summer 2027	Timing will depend on final scope and contracting
Public unveiling / phased completion	Winter 2027	To be announced as project schedule is finalized

Early commitments will help establish project momentum and guide final scope decisions.

Category	Estimated Cost
Becoming Arizona	\$1,726,400
World War II	\$1,181,050
Total Preliminary Project Investment	\$2,907,450

The final project budget will be refined as planning and design advance. Corporate and philanthropic investment will help fund the design, development, fabrication, and installation required to create high-quality and enduring public exhibits.



Corporate Recognition Opportunities

Corporate partners will have the opportunity to support a highly visible and meaningful public project at the Arizona Heritage Center. Recognition will be structured in alignment with Arizona Historical Society policy and the final approved project scope.

Depending on the level of investment and the specific project asset supported, recognition may include naming rights consideration, principal or tiered recognition on a donor wall or panel, acknowledgment in campaign materials, opening recognition, and other appropriate public-facing visibility.

Opportunity: **Lead Gallery Naming**

Suggested Investment: Custom proposal

Recognition Approach: Reserved for gifts that qualify for **Primary Philanthropic Commemoration** under AHS policy. For exhibit projects, this means the gift must be **more than \$250,000** and represent **at least 50% of the total associated cost of the specific named asset**. Eligible gifts may support a singular naming right for a major gallery asset or principal recognition with an associated recognition board or panel.

Opportunity: **Major Exhibit Investment**

Suggested Investment: \$100,000-\$249,000

Recognition Approach: Prominent recognition aligned with **Secondary Philanthropic Commemoration**. Depending on the final project scope, this may include recognition tied to a major section, interpretive zone, media feature, or shared donor recognition panel.

Opportunity: **Signature Section Support**

Suggested Investment: \$50,000-\$99,999

Recognition Approach: Tiered recognition for support of a distinct thematic section, interpretive feature, or visitor experience component within the refreshed galleries. Recognition may be differentiated within a shared panel or project acknowledgment system.

Opportunity: **Project Support**

Suggested Investment: \$25,000-\$49,999

Recognition Approach: Recognition as a key corporate supporter of the exhibit refresh, typically through shared recognition, donor displays, campaign materials, and related acknowledgments appropriate to the project.

Opportunity: **Campaign Supporter**

Suggested Investment: Up to \$24,999

Recognition Approach: Recognition through campaign acknowledgment and, where appropriate to the final design, smaller amenity-based opportunities consistent with **Lesser Philanthropic Commemoration**.

Recognition Guidelines

All recognition opportunities

are subject to review, approval, and asset availability. Naming rights are not automatic and must be tied to the nature, cost and availability of the specific asset being supported.

Proposed names and donors must be in good standing

and undergo review to ensure the recognition brings honor and distinction to the agency, does not create trademark or copyright conflicts, and is tied to fulfilled philanthropic commitments.

Under AHS policy, the asset must be available for naming, the gift must directly support the identified asset, and any formal Naming Right must be documented through an executed Naming Rights Agreement.

**Scan here for the
Naming Rights Agreement.**



All naming rights are term-limited. Except in special cases approved through delegated authority, naming rights generally do not extend beyond 20 years or until the next renovation is needed.

Help Shape the Future of Arizona's Story

AHS invites your company to become a founding corporate partner in this once-in-a-generation refresh of the Arizona Heritage Center's permanent exhibits.

Early commitments will help determine the scope, pace, and public impact of the project. We welcome the opportunity to discuss sponsorship options and identify a recognition opportunity aligned with your company's values and philanthropic goals.



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Executive Leadership
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Executive Director
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Available for leadership
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