



The 2024 Massachusetts  
**Governor's  
Awards in the  
Humanities**

Thursday, September 26, 2024

John F. Kennedy Presidential

Library & Museum, Boston



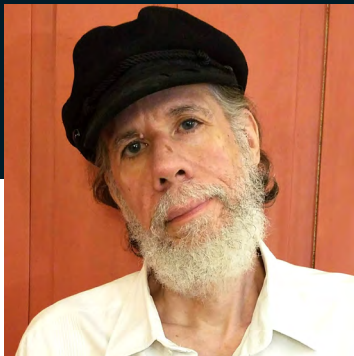


The Board of Directors of Mass Humanities,  
Executive Director Brian Boyles and Governor Maura Healey  
invite you to honor the recipients of this year's  
Governor's Awards in the Humanities.

Thursday  
September 26  
6:30 – 8:30 pm  
JFK Library  
Boston

Each year, Mass Humanities recognizes individuals whose public actions enhance  
civic life in the Commonwealth through a deep appreciation of the humanities.

## THIS YEAR WE WILL HONOR



**Martín Espada**  
for his work as a poet, editor,  
and essayist with a focus on  
using writing and storytelling  
to address pressing issues and  
reclaim historical narratives,  
including those of the  
Puerto Rican community in  
Massachusetts.



**Jackie Jenkins-Scott**  
for her extensive career  
showcasing a steadfast  
dedication to utilizing the  
tools of the humanities and  
engaging in cross-disciplinary  
collaboration as a leader in  
higher education and public  
health.



**Bob Rivers**  
for his contributions to the  
humanities and philanthropy  
by maintaining an emphasis  
on community investment as  
CEO & Chair of Eastern Bank,  
while championing social justice  
causes, especially LGBTQ+  
rights, throughout his career,  
and motivating other business  
leaders to operate ethically.



**Cheryll Toney Holley**  
for her ability to unite people  
through the strategic use  
of history, art, and cultural  
education with the goal of  
promoting social and economic  
justice for Massachusetts' black  
and indigenous communities.

In addition to highlighting the important role of  
the public humanities in our democracy, the goal of  
the Governor's Awards is to inspire all leaders and  
institutions to advance the values expressed in the  
mission of Mass Humanities.

At Mass Humanities, we create opportunities for the  
people of Massachusetts to transform their lives and build  
a more equitable commonwealth through the humanities.  
We believe that the practices of the humanities—telling,  
sharing, and reimagining stories— will help strengthen  
democratic values. Our grantees and partners are the  
architects who can help us achieve this goal.

# Sponsorship Opportunities

## LAUREATE \$50,000

- ▶ Recognition as **50th Anniversary Presenting Sponsor**
- ▶ Named in all event-related communications
- ▶ Included in press releases and radio ads
- ▶ Shout outs by event speakers from the podium
- ▶ Prominent recognition on event signage
- ▶ 3 tables (30 guests)
- ▶ 10 social media posts
- ▶ Double-page color ad in event program

**This year, Laureate Sponsors will receive recognition at other 50th Anniversary events including three grantee convenings and community receptions in Boston, Worcester, and Holyoke.**

All sponsors are recognized on the Mass Humanities website and social media, and in displays and announcements during the event.

Mass Humanities is dedicated to building meaningful relationships with our sponsors, and we offer employee engagement and other opportunities to collaborate throughout the year.

**Contact Jill Brevik, Director of Development**  
jbrevik@masshumanities.org | (413) 406 - 6870

- ▶ **Deadline to take full advantage of social posts and print ads: August 22, 2024**

## VISIONARY \$25,000

- ▶ Shout outs by event speakers from the podium
- ▶ Prominent recognition on event signage
- ▶ 2 tables (20 guests)
- ▶ 5 social media posts
- ▶ Full-page color ad in event program

## LUMINARY \$10,000

- ▶ 1 table (10 guests)
- ▶ 3 media social posts
- ▶ Full-page ad in event program

## CHAMPION \$5,000

- ▶ 1 table (10 guests)
- ▶ 2 social media posts
- ▶ Half-page ad in event program

## BENEFACTOR \$2,500

- ▶ Half table (5 guests)
- ▶ 1 social media post
- ▶ Quarter-page ad

## SUPPORTER \$1,000

*In honor of our 50th anniversary, we are seeking 50 donors to contribute \$1,000 each.*

- ▶ Two event tickets
- ▶ Recognition in program book
- ▶ Membership in our Giving Circle for a year
- ▶ Opportunity to participate in one of four private tours of an arts & culture organization with our executive director and members of our board

**“You need the humanities to answer those large questions about how we deal with our past. You need philosophy, religion, art, music, drama, you need it all. Here in Massachusetts, we must make an accounting for the past, for what our country was, because that has affected what it has become. And for that reason, I am so grateful to Mass Humanities for recognizing me and whatever small part I have played in deepening the humanities here in my dear Commonwealth.”**

*Margaret Burnham, 2023 Governor’s Award Recipient*

# Your sponsorship will support our core programs and some exciting advancements in our 50th year



## Expanding Massachusetts Stories

*Supporting new narratives about the people and ideas that shape Massachusetts.*

Coming up:

- ▶ Adding projects that illuminate responses to climate crisis
- ▶ Producing documentary films for New England Public Media
- ▶ Regional grantee convenings and community receptions



## The Clemente Course

*Adult students engage with the humanities and author their own pieces about our democracy. In partnership with Bard College and organizations from Brockton, Dorchester, Holyoke, New Bedford, Springfield, and Worcester*

Coming up:

- ▶ Program expansion in the Merrimack Valley
- ▶ Anthology of student essays in partnership with UMass Press

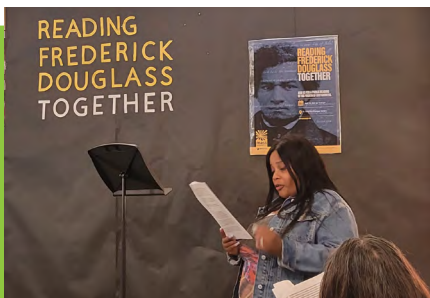


## Museum On Main Street

*A traveling exhibition and sustained funding to rural communities, in partnership with the Smithsonian Institution, resulting in impressive increases in community engagement and museum visits.*

Coming up:

- ▶ New slate of hosts for the 2025-26 tour: "Votes and Voices"



## Reading Frederick Douglass Together

*Annual readings and discussions of the orator's powerful 1852 speech, "What to the Slave is the Fourth of July?" hosted by communities across the commonwealth.*

Coming up:

- ▶ Participating for the first time in #DouglassWeek in Belfast, Ireland

**We appreciate your consideration of support for this important work.**

*Sponsorship payments count toward the \$3 million comprehensive "By and For the People" campaign.*

### Board of Directors

**CHAIR**  
Yves Salomon-Fernández

**VICE CHAIR**  
Marita Rivero

**TREASURER**  
Lennie Alickman

**SECRETARY**  
Erin I. Williams

Paul D. Bosco  
Scott Casper  
Deborah Hall  
Candace Lee Heald  
Lawrence R. Hott  
Stephen Immerman  
Imari Paris Jeffries  
Michelle (Toni) McComb  
Kristin McGurn  
Gage McWeeny  
Michael Meltsner  
Jacob Miller  
Kyera Singleton  
Rajini Srikanth  
Aaron Vega

### Event Committee

**CO-CHAIRS**  
Marita Rivero  
Imari Paris Jeffries

Yves Salomon-Fernández  
Nancy Netzer  
Michelle (Toni) McComb  
Amy Macdonald

**EXECUTIVE DIRECTOR**  
Brian Boyles

66 Bridge Street  
Northampton, MA 01060  
413-584-8440  
[masshumanities.org](http://masshumanities.org)