

## bp partnership with Ford's Theatre

### Recommendation for 2021

- Reduce bp's annual donor level to the \$100,000 Vice Chairman's Circle. This includes the opportunity to sponsor a specific education program or production.
- Dave Lawler does not participate on the Ford's Theatre Board of Trustees. Susan Dio may carry out the remainder of her term on the Board of Trustees (to conclude June 2021).

### Context

Ford's Theatre is a National Historic Site offering theatrical productions, interactive museum exhibits and engaging education programs - all in the service of promoting President Abraham Lincoln's legacy.

bp has partnered with Ford's since 1993 and is currently the Lead Education Sponsor at the \$250,000 Executive Chairman's Circle donor level (note: bp is paying \$200,000).

### Value to bp and participation

Members of Congress, the Administration and more regularly attend Ford's Theatre VIP Opening performances, receptions and events. bp's partnership provides elevated access to and recognition with critical Washington stakeholders.

Susan Dio is currently on the Board of Trustees. This seat is not tied to bp's donor level and a personal gift from Board members is expected (~\$10,000). The value of the Trustee role is access to DC political figures - primarily through former dignitaries and the spouses of current government officials (other Board of Trustee members).

Mary Streett is on the Board of Governors. This seat is tied to bp's donor level and includes other corporate donor representatives. Membership includes government affairs professionals from Chevron, United Airlines, ConocoPhillips, ExxonMobil, Facebook, General Motors, Siemens, Accenture, Amazon Web Services and more.

### Benefits of bp sponsorship

As the Lead Education Sponsor and an Executive Chairman's Circle donor, bp receives the benefits outlined below. Reducing our donor level reduces the number of tickets received for productions and the gala by half.

- Complimentary tickets to theatre performances, including VIP Season Openings and the Christmas Carol VIP Matinee (a seasonal staple event).
- Unlimited after-hours tours, including a large group (up to 75 people) private tour of the theatre, Museum and Presidential Box.

- Complimentary tickets to the Ford's Theatre Annual Gala weekend, including tickets to the VIP dinner for C-suite executives and talent, performance tickets, as well as pre- and post-performance receptions.
- On-stage recognition and program recognition for every main stage performance as well as recognition at education events and marketing materials.

#### Ford's Theatre and diversity, equity and inclusion

On May 31, 2020, Ford's issued a statement supporting calls of justice for George Floyd and all victims of racial violence. A second statement was released on July 21, 2020 committing to further action to promote diversity, equity and inclusion (DEI).

Internally, Ford's is working to create a culture of empathy with its staff-led anti-racism working group. Externally, the Theatre plans to use its virtual Cabinet Conversations educational series as a forum to discuss DEI issues. The first session on July 30, 2020 will discuss the removal of Confederate statues and monuments.

While not yet public, the Theatre is exploring opportunities to feature theatrical performances highlighting Black historical figures when it is able to safely reopen. Additionally, Ford's is looking to commission plays from a diverse talent pool. A public announcement on these plans is expected sometime in mid-September. bp could explore shifting its sponsorship from Education to support one or more of these productions.