



# Official Centennial Brand Partner

## Invitation for pro bono partnership

### Organization Overview

The National WWI Museum and Memorial is America's leading institution dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community.

Soon after World War I ended, Kansas City leaders set out to create a lasting monument to the men and women who had served in the war. The Liberty Memorial was dedicated in 1926 by President Calvin Coolidge in front of more than 150,000 people.

Restored and expanded in the 2000s, it was officially designated as the National WWI Museum by the 108th Congress in 2004 and later a national memorial in 2014. In 2018, a new gallery was opened and in 2022, a multi-year initiative to create a richer and more immersive visitor experience began. These renovations feature a new Open Storage Center and upgrades to the Main Gallery that include new exhibits, films and interactive technology, as well as increased access to the Museum and Memorial's collection. Expected to be complete in 2025, these are the most expansive upgrades to the Museum and Memorial since its opening.

Today the Museum and Memorial holds the most diverse World War I collection in the world and is the only American museum solely dedicated to preserving the objects, history and personal experiences of a war whose impact still echoes in our world today.

The National WWI Museum and Memorial is a 501(c)3 tax-exempt nonprofit organization and receives no federal funding for operational support.

### Scope of Work

2026 marks the centennial of the National WWI Museum and Memorial. It is also the 250<sup>th</sup> birthday of the United States of America ([America250](#)) and the year that the Museum and Memorial will serve as host for the [World Cup FIFA Fan Fest](#) in Kansas City. The Museum and Memorial intends to celebrate its centennial throughout 2026, but the confluence of these once-in-a-lifetime events provides an opportunity that can be capitalized on. Additionally, dates around spring, summer and winter school breaks, Memorial Day and Veterans Day are traditionally busier time periods that can be leveraged.

Qualified marketing agencies are invited to partner in support of a centennial marketing campaign that leverages the anniversary to bring awareness to the Museum and Memorial and its work to educate about the enduring impact of WWI. Locally, it will celebrate the Kansas City legacy in building and stewarding the Museum and Memorial for 100 years.

A robust marketing and brand strategy for the centennial will help achieve the following:

- Increase brand awareness and visibility in the local community



- Grow website traffic and social media engagement
- Drive attendance and ticket sales for exhibitions/events
- Attract new members and donors to expand the museum's supporter base
- Improve the museum's overall digital marketing strategy and capabilities

As a part of this centennial marketing campaign, the Museum and Memorial seeks a pro bono agency partner to advise and deliver on:

- Creating a cohesive centennial brand identity and messaging
- Developing marketing and PR tactics to leverage the anniversary
- Advising on paid and earned media, as well as partnerships, to amplify messaging

The selected agency will be named the Official Centennial Brand Partner and have the opportunity to create award-winning, impactful work. They will also be granted a Corporate Membership to the Museum and Memorial for two years (2025 and 2026), with benefits that include brand recognition, free admission, invitations to VIP events, discounts on event rental space and more.

#### **Requirements and Qualifications:**

The National WWI Museum and Memorial is seeking an agency partner passionate about the work of the Museum and Memorial and its place in the cultural landscape of Kansas City and beyond. This is an exciting, rare and unique opportunity to help elevate the Museum and Memorial's local, national and global profile during a monumental time in its history.

The agency will have:

- An innovative and creative team capable of developing a compelling brand identity, messaging and visual assets
- Demonstrated success in creating and executing integrated marketing campaigns that drive measurable impact
- Strategic communications expertise, strengthening brand and global positioning
- Experience using resources effectively and efficiently
- Availability to dedicate a mutually agreed upon number of hours per month on a pro bono basis for 24 months (2025 and 2026)
- Ability to travel to, or meet with virtually, Museum and Memorial staff in a meaningful and routine way to facilitate the project execution and evaluation.

#### **Proposal Guidelines:**

Proposals should include the following sections:

- Agency overview: Provide a brief description of your organization, services and experience
- Team qualifications: Introduce the key personnel who would work on the project and their relevant skills/experience
- Proposed approach: Outline your plan for addressing the requested scope of work
- Resource commitment: Specify the pro bono resource commitment your organization is able to provide

Please submit proposals via email to [media@theworldwar.org](mailto:media@theworldwar.org).



**Evaluation Criteria:**

Proposals will be evaluated by a small internal team based on relevant experience, creative approach, resource commitment and ability to collaborate and execute project within the required timeframe. Priority will be given to local (Kansas City-based) organizations with a demonstrated passion for this centennial project.

**Timeline:**

December 1: Request for Information issued

January 15: Request for Information responses due

**For questions, please contact:**

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