

2025 / 2026

LBJ FOUNDATION

CORPORATE SPONSORSHIP PROPOSAL

THE LYNDON BAIRES JOHNSON
LIBRARY AND MUSEUM

"There is no problem we cannot solve together,
and very few that we can solve by ourselves."

- PRESIDENT LYNDON B. JOHNSON



WHAT WE DO

The presidency of Lyndon Baines Johnson proves what is possible when leadership places action above words, country above party, and the greater good above all else. From civil rights to education, from Medicare to the Voting Rights Act, President Johnson advanced policies that reshaped the American social compact and extended opportunity to millions who had been left out. His legacy is not just history—it offers perspective for the challenges we face today.

More than fifty years later, the LBJ Presidential Library and Foundation carry this legacy forward. We preserve the record of one of the most consequential presidencies in American history, and we bring its lessons to life for a new generation. In an era when our nation is once again confronting deep divides, the Library stands as a trusted forum where varied viewpoints are heard, history informs civic responsibility, and dialogue fosters understanding.

By supporting the LBJ Foundation, our partners join us in this vital work. Together, we ensure that the lessons of the past inspire solutions for the challenges of today—strengthening civic trust, preparing young people for leadership, and reminding Americans of the shared values that bind us.

WHAT WE DO, WHO WE REACH



PUBLIC PROGRAMS

Inspire civic engagement on critical issues of our time.

20+ programs annually
12,000 annual attendance



MUSEUM & ARCHIVE

Preserve history through immersive exhibits and access to 45 million archival records.

110,000 visitors from around the world
12,500 youth engaged



K-12 CIVICS EDUCATION

Educate future generations on a pivotal period in American history.

1,500 teachers supported through workshops and curriculum
200+ school tours and on-site civics lessons delivered

PUBLIC PROGRAMS

PROMOTE DISCOURSE AND DEMOCRATIC ENGAGEMENT

BRINGING THE BIGGEST NAMES, BEST MINDS

The LBJ Foundation has welcomed some of the nation's most prominent voices through our *Evening With* series.

Recent Highlights

- **Rahm Emanuel** – The future of the Democratic party
- **General Stanley McChrystal** – Character in leadership
- **Justice Amy Coney Barrett** – The Constitution

Program Details

- **1,000-person auditorium**
- **Exclusive VIP receptions**

FORUMS ON ISSUES AFFECTING TEXAS

Future Forum brings together creatives and thought leaders to explore pressing civic and cultural issues.

Recent Programs

- **The arts as a voice of social change**
- **The future of cannabis in Texas**
- **The state of Texas film**

Program Details

- **100–200 attendees**
- **Catered receptions and continued discussion**

UPCOMING SPRING 2026 PROGRAMS



YOUR OPPORTUNITY

Sponsorship connects your brand to premier civic dialogue—engaging thousands through live events and national broadcasts.

Your support will:

- **Underwrite programs reaching 12,000+ annual attendees and featuring national thought leaders.**
- **Include recognition on newsletters, event signage, and digital communications.**
- **Gain access to private VIP receptions with speakers.**
- **Align your brand with timely conversations on civics, history, and culture.**

LIVE FROM THE LBJ LIBRARY WITH MARK UPDEGROVE

A nationally distributed PBS series hosted by historian Mark Updegrave, *Live from the LBJ Library* features in-depth interviews with thought leaders on U.S. history and the most pressing issues facing our country. Filming for Season 3 is currently underway, with an anticipated broadcast debut in July 2026.

SEASON TWO GUESTS



Bryan Cranston



Andrew Young



Doris Kearns Goodwin



Gretchen Whitmer



Lawrence Wright



David Hogg



Ali Velshi



Peniel Joseph



Jonathan Alter



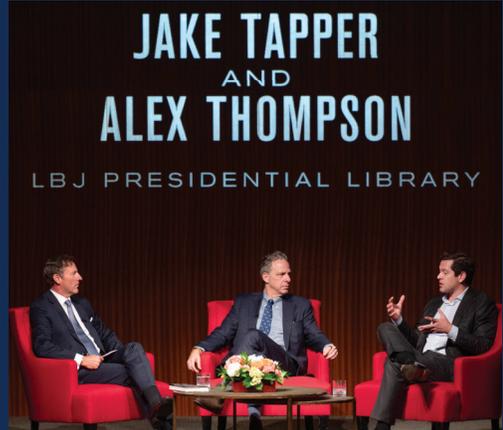
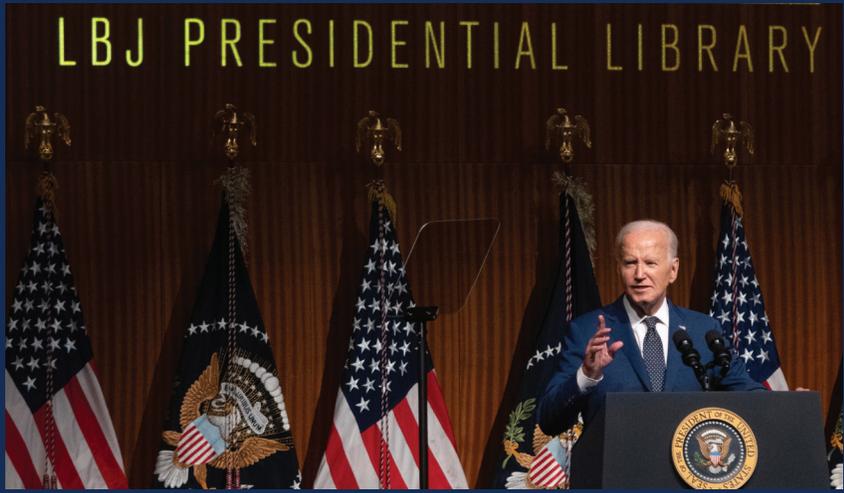
Jake Tapper

More info at LiveFromLBJ.org

"There's some ideas that I have that I probably won't see realized in my lifetime. And I just hope that somebody's crazy enough to pick up some of those ideas and try to implement them."

Ambassador Young's words remind us that great ideas often outlive their originators—and that our role at the LBJ Library is to cultivate programs that carry them forward.





K-12 CIVICS EDUCATION

DEVELOP CIVIC KNOWLEDGE AND CRITICAL THINKING

EDUCATOR WORKSHOPS

Professional development workshops, held throughout the year—including a multi-day Summer Institute—equip educators with classroom-ready resources and content aligned with academic standards and current exhibitions.

EDUCATOR NIGHTS

Free, after-hours events offer educators exclusive access to exhibitions, guided tours, refreshments, and giveaways—creating community while honoring their vital work.

CURRICULUM & CLASSROOM RESOURCES

Classroom resources aligned with Texas Essential Knowledge and Skills (TEKS) standards use primary sources and hands-on activities to teach civil rights, the Vietnam War, and Great Society programs—connecting LBJ's legacy to today's students.

SCHOOL TOURS & OUTREACH

More than 200 schools and 12,500 students participate annually in guided tours and on-site activities that bring history to life and deepen classroom learning.



YOUR OPPORTUNITY

Sponsorship supports vital classroom learning—equipping educators and students with tools to strengthen civic understanding and engagement.

Your support will:

- Provide innovative classroom resources and teacher training.
- Underwrite educator workshops and co-branded teacher appreciation events at the LBJ Library.
- Expand access for Title I schools through field trips and hands-on museum learning.
- Include recognition on educational materials, at events, and across digital platforms.

CORPORATE SPONSORSHIP BENEFITS

WORK WITH US TO TAILOR A SPONSORSHIP PACKAGE THAT ALIGNS WITH YOUR BRAND GOALS, COMMUNITY IMPACT PRIORITIES, AND EMPLOYEE ENGAGEMENT STRATEGIES.

PUBLIC PROGRAMS

Benefit	\$5K Supporting	\$10K Leadership	\$25K Premier
Website + newsletter logo recognition	Name	Logo	Prominent Logo
Recognition at "Evening With" & Future Forum	2 events	8 events	12 events + verbal
VIP reception tickets	6 / year	10 / year	16 / year
PBS broadcast recognition & website (Live from the LBJ Library)		✔ Included	✔ Included
Signature event recognition	—	—	✔ Included

EXHIBITIONS

Benefit	\$10K Patron	\$25K Leadership	\$50K Premier
Recognition on rotating exhibit signage	1 Exhibit	2 Exhibits	✔ 2 Prominent Logo
Donor wall recognition (permanent exhibit)	—	—	Pre-March 2026
Logo at exhibit opening events	Name	Logo	Prominent Logo
Curator-led museum tour	Group of 10	Group of 25	Group of 50
Museum guest passes	20	40	50

EDUCATION

Benefit	\$10K Supporting	\$25K Leadership	\$50K Premier
Recognition at K-12 civics workshops	✔ 4 events	✔ 8 events	✔ 8 + Verbal
Educator Summer Institute logo	Name	Logo	Prominent Logo + Verbal
Teacher Appreciation Night recognition	1 event	2 events	2 events
Support for Title I school field trips	1 school	2 schools	4 schools
Logo on education website + e-news	Name	Logo	Prominent Logo

NEXT STEPS

- **Schedule a Call** – Let's discuss how we can customize a sponsorship to meet your specific goals
- **Visit the Library** – Experience our exhibits and event spaces in person
- **Attend an Event** – Join us for an upcoming program to witness the impact of corporate partnership

CONTACT INFORMATION

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