

To find out more about the Society of Londoners or about how you, or your company, could support the Museum of London, please contact us on:

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THE



SOCIETY



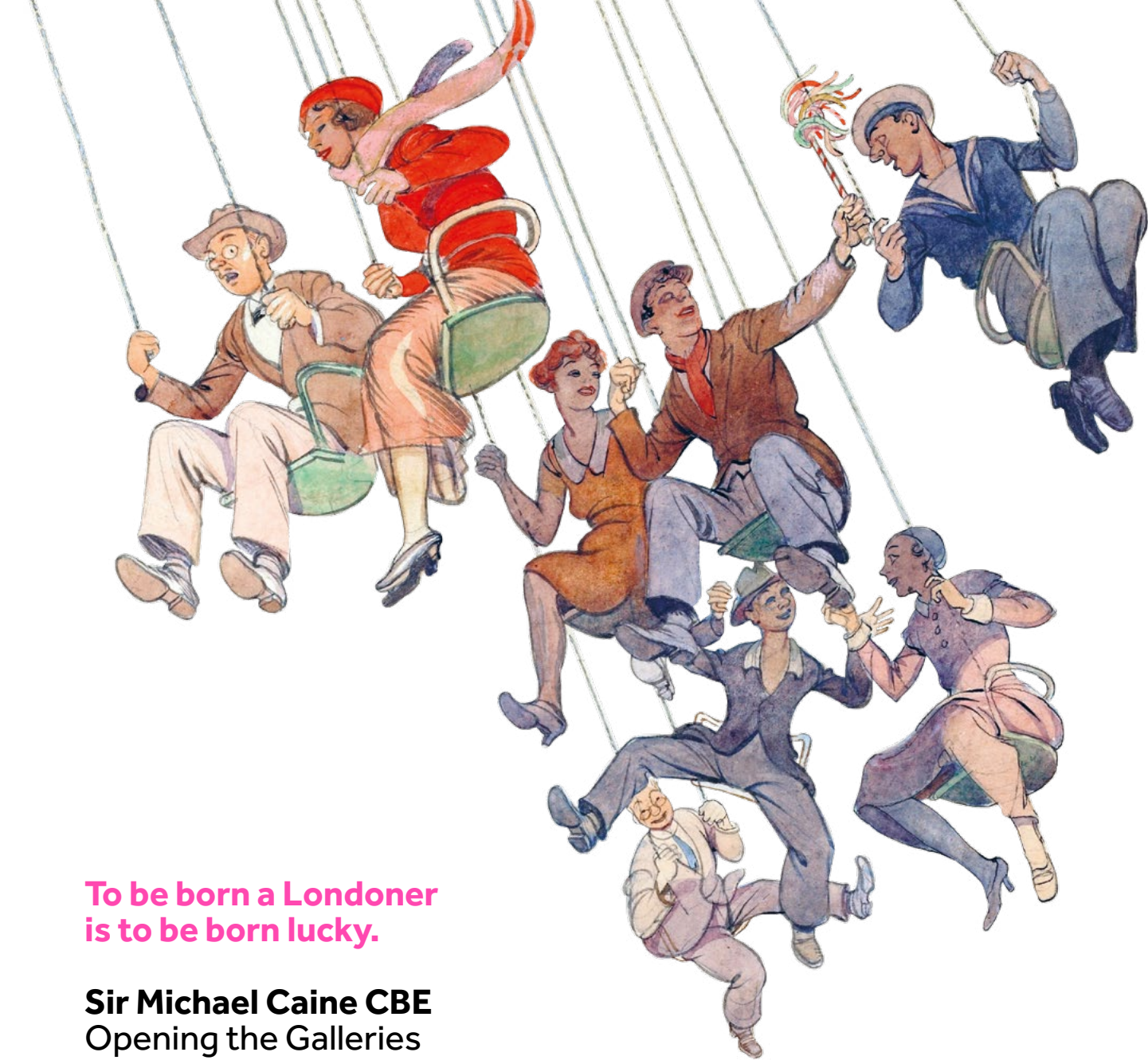
OF

LONDONERS



[www.museumoflondon.org.uk](http://www.museumoflondon.org.uk)





**To be born a Londoner  
is to be born lucky.**

**Sir Michael Caine CBE**  
Opening the Galleries  
of Modern London

**Being part of the Society of  
Londoners is hugely enjoyable  
and full of uniquely rewarding  
experiences. It is my great  
pleasure to support the  
museum by being a part of it.**

**David Pearl**  
Chairman, Pearl & Coutts  
Philanthropist and Luminary



**Sharon Ament**  
Director

# MUSEUM OF LONDON

Like great cities, museums are extraordinary places – capable of bringing disparate people together to share ideas. Through the Society of Londoners, I would like to invite you to join the conversation and to get closer to the objects, the ideas and the expertise that make up the Museum of London, taking you deeper into London itself.

London is an idea as much as a place and as Londoners we know that our city is hard to pin down; ever-changing and always on the move. Through our extraordinary collection and with our guiding expertise, we have the power to bring people who love London together. We peel back the layers of history, art and science that make up great cities, and we share experiences of contemporary London and ideas about the future.

Our ambitions are bold. We aim to reach many more people over the next few years and to engage every London schoolchild. To make this happen we will be galvanising funding – £4 million by 2017 to be precise – through the We Are London campaign.

The Society of Londoners is a vital part of all that is going on at the museum and a great way to get closer to London. It is a new group, which I have no doubt will stimulate you, surprise you, and entertain you in equal measure.

I look forward to finding out more about what London means to you.



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# THE SOCIETY OF LONDONERS

The Society of Londoners is a group of people whose annual gifts generously support the Museum of London.

By joining the Society of Londoners you will embark on a scintillating journey that uncovers hidden London. You will have the chance to get to know our collections, meet our experts and explore our archives – from one of the largest costume collections in the country to the very DNA of Londoners stretching back 2000 years.

A programme of events and trips will take you across the city – recent visits have included 10 Downing Street, a hidden Roman bathhouse, and the Old Bailey. Exhibition openings and dinners at the museum have attracted speakers such as Sir Michael Caine CBE, Thomas Heatherwick CBE, and Sir Ian McKellan.

Our three levels of annual giving will give you an ever-closer interaction with the museum. Within the Society of Londoners you can choose to be a 'Visionary', close to the Director and exploring contemporary questions about cities and urban living, or you may be a 'Luminary', close to the Chairman and exploring London from historical perspectives.

Supporting the Museum of London is much more than a commitment to donate. It is an investment in society, helping as many people as possible enjoy, be inspired by and connect with London. If you love London, the Society of Londoners will offer you a hugely enjoyable and richly rewarding experience.



**Embark on a scintillating journey to uncover hidden London.**



# WE ARE LONDON

Your support will make a real difference. The We Are London campaign will raise £4 million for the museum by 2017 to help us achieve our goals; you can let us know if you would like your donation to support a particular part of this campaign, including:

## Every London Schoolchild

Engaging young Londoners goes to the heart of our purpose as a museum. We want all children across the capital to be fascinated by the history and heritage we share, and to grow up excited by the city around them. We aim to engage every London schoolchild. This is a bold ambition and one we cannot achieve alone; there are 3,200 schools and over 1.3 million pupils in London. You can help us raise £2 million to make this happen.

## The London Collection

We hold the collection that tells London's story: The London Collection; from a Roman leather bikini to the vast 2012 Olympic Cauldron; from the DNA of medieval plague victims to the Cheapside Hoard. You can help us raise £1 million to conserve and display the London Collection and continue to acquire the key artefacts that shed further light on London.



**Engaging young Londoners goes to the heart of our purpose as a museum.**



# OUR COMMITMENT TO YOU

## The Society of Londoners £1,750 per year

Enjoy special access to our experts and our collections with private viewings of the extraordinary artefacts that make up the London Collection.

- Two invitations to the Society of Londoners' annual Hidden Treasures celebration, offering a fabulous opportunity to delve into the museum with our curators and see some of our more unusual and intriguing objects and artefacts;
- Two invitations to all exhibition launch parties and events;
- Private breakfast talks and exhibition tours;
- A special programme of events just for the Society of Londoners to visit hidden London – from private homes and collections to hidden doorways that only the Museum of London can unlock;
- Invitations to visit our stores and to get close up to highlights from the London Collection;
- Invitations to attend the unveiling of new works;
- Free entry to all ticketed exhibitions for you and a guest;
- Acknowledgement in the museum;
- 25% discount in all museum of London cafes;
- 20% discount in all museum of London shops.

## Visionaries £5,000 per year

With particular emphasis on exploring London's place in the world, Visionaries are a special group of supporters who enjoy a closer relationship with the Director and the museum.

### All standard Society of Londoners benefits

#### PLUS

- Two invitations for you and a guest for the annual Londoners' Dinner, hosted by the Director;
- An invitation to a Director's lunch, to discuss the future of cities;
- Opportunity to contribute an object of your own to the Society of Londoners time capsule;
- A private tour for four people of a museum store or gallery of your choice;
- Tea with a curator of your choice to talk about your shared passion and learn from their expertise.



**Join in the conversation  
as we come together to  
explore London's past,  
present and future.**

## Luminaries £10,000 (minimum) per year

With an additional opportunity to explore historical and contemporary perspectives on London, Luminaries are our closest group of supporters. Alongside our Chairman, Luminaries enjoy a series of History Dinners that take place in our galleries.

### All standard and Visionary benefits

#### PLUS

- Bespoke events and opportunities tailored to your specific areas of interest;
- Invitations to the Chairman's History Dinners;
- Hard hat tours of new museum projects and developments with personal updates from the teams involved.
- To ensure the expectations and interests of our Luminaries are met with personal attention, there are a maximum of 25 members at any one time.

## Your commitment to the Society of Londoners

- Join in the conversation as we come together to explore London's past, present and future;
- Pledge to support us annually;
- Promote the museum amongst your friends and contacts and encourage them to join the Society of Londoners.

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