HH HIGGINS

HOTEL & CONFERENCE CENTER

The Higgins Hotel & Conference Center's name reflects the contributions of the extraordinary entrepreneur, Andrew Higgins, who designed and built over 20,000 boats in New Orleans that were used in every major amphibious assault of World War II.

"ANDREW HIGGINS IS THE MAN WHO WON THE WAR FOR US"

PRESIDENT DWIGHT D. EISENHOWER



H*H HIGGINS

HOTEL & CONFERENCE CENTER

A UNIQUE WAY TO HONOR YOUR LOVED ONES AND THEIR WWII SERVICE.





The National WWII Museum tells the story of the American experience in the war that changed the world—why it was fought, how it was won, and what it means today—so that all generations will understand the price of freedom and be inspired by what they learn.

Featuring a compelling blend of sweeping narrative and poignant personal detail, the Museum encompasses immersive exhibits, multimedia experiences, and an expansive collection of artifacts and first-person oral histories to take visitors inside the story of the war. Beyond the galleries, the institution offers extensive online collections, student group field trips, webinars, educational outreach initiatives, teacher training, leadership and travel programs, and a renowned International Conference, which provide patrons with new ways to connect to history and honor the WWII generation.

Originally founded in 2000 as The National D-Day Museum, The National WWII Museum is now TripAdvisor's #2 museum in the world, #2 museum in the nation, and the top-rated tourist destination in New Orleans. Due to this increase in worldwide reputation, as well as the Museum's ever-expanding educational programming, the institution is constructing The Higgins Hotel & Conference Center, which is scheduled for completion in 2019.



HIGGINS HOTEL & CONFERENCE CENTER

Featuring 230 guest rooms, The Higgins Hotel & Conference Center will provide Museum visitors—over 700,000 annually—with accessible accommodations in the booming Warehouse District neighborhood, while allowing the institution to expand its offering of educational programming for students, enthusiasts, and scholars alike. With the addition of an 18,000-square-foot conference center, the Museum can present more conferences, symposia, military reunions, student group visits, and student and teacher residential programs on its main campus.

Named after Higgins Industries boatbuilder Andrew Higgins, the Hotel will feature a striking 1940s-theme designed by renowned architects Nichols Brosch Wurst Wolfe & Associates from Coral Gables, Florida, and interior design firm Kay Lang + Associates from Los Angeles. A stunning sculpture of the Hotel's namesake will be prominently displayed in the main public lobby to commemorate his iconic tribute to the war effort: designing and producing a unique collection of boats that went on to operate in every major American amphibious invasion in the European and Pacific theaters, including D-Day in Normandy.

Prominently located on the Museum campus at the corner of Magazine Street and Andrew Higgins Drive, The Higgins Hotel & Conference Center will operate as part of the exclusive Curio Collection by Hilton, one of Hilton's 14 market-leading brands. As the first Curio hotel in Louisiana, the day-to-day operations of this privately funded project will be managed by Hostmark Hospitality Group. Tourism revenue generated by the Hotel will not only benefit the city and state of Louisiana, but will also help fund the growth of the Museum's endowment and educational initiatives.







NAMING OPPORTUNITIES

Now more than ever, we need to do all we can to ensure that the courage and sacrifices of the men and women who secured our nation's freedom in World War II are remembered with gratitude and respect for generations to come. By underwriting a designated guest room or suite at The Higgins Hotel & Conference Center, you'll have the opportunity to create a lasting tribute to loved ones who served our country, while also supporting the Museum's ongoing educational mission.

Underwriting levels, from \$30,000 to \$50,000, will allow donors to enhance a Hotel suite or room with personalized text that will become a permanent memorial for a WWII veteran, Home Front worker, Holocaust victim or survivor, Blue/Gold Star Family, or any other relevant WWII individual. Donors may also include a more general message in support of The National WWII Museum's mission to honor the WWII generation.

By committing to a gift that will support The Higgins Hotel & Conference Center, you are committing to helping the Museum share stories of the war with even greater audiences. These fathers and grandfathers, mothers and grandmothers, sons and daughters, friends and neighbors overcame a once-in-a-generation challenge, and they deserve a memorial that will last for years to come.

Availability for underwriting a guest room or suite is limited. Honor a loved one by naming a room today:

GUEST ROOMS	JUNIOR SUITES
\$30,000	\$50,000
(192 AVAILABLE)	(21 AVAILABLE)

ONE-BEDROOM SUITES

\$50,000 (7 AVAILABLE)

HONORING YOUR WWII HERO

The Higgins Hotel & Conference Center provides a unique opportunity to support The National WWII Museum's educational initiatives while honoring your personal WWII hero in a prominent way. All donor recognition throughout the Hotel will be created to commemorate your loved one with a timeless design aesthetic that blends in with the Hotel's nostalgic décor.

Bronze plaques bearing your name and the name of your honoree will be placed at the exterior entrance and interior entryway of the underwritten room or suite. Donors will also have the special option of including a short description of their honoree's wartime story on the interior plaque, along with a photograph of their WWII hero.

In addition to a personal tribute on room recognition plaques, every donor will be acknowledged for their generous support on a centrally consolidated recognition plaque in the lobby of the Hotel, and on the Society of the American Spirit Donor Wall located in the Museum's Louisiana Memorial Pavilion.









ADDITIONAL UNDERWRITING **OPPORTUNITIES**

The Higgins Hotel & Conference Center offers six levels of donor underwriting opportunities. In addition to quest rooms and suites, naming rights are also available for the second-floor Conference Center, various meeting spaces, and several dining facilities.

CONFERENCE CENTER + MEETING SPACES

Featuring a sophisticated boardroom and luxury meeting spaces bearing names related to WWII content, the Hotel's Conference Center will be a dedicated space to host WWII educational programs for students, teachers, enthusiasts, corporate groups, reunion groups, and members of the military.

The Center's various rooms will offer professional amenities for seamless communication and collaboration that will provide Hotel guests or outside groups with a sophisticated experience for their event and meeting needs, featuring tailored service including food, beverage, and audiovisual arrangements.

FOOD + BEVERAGE FACILITIES

The Hotel's dining facilities will be lavish entertainment locations for Museum guests and community members. The spaces will include Café Normandie, a full-service restaurant, and also a private dining room that will offer guests an intimate experience where they can enjoy exclusive service, including customized menu options and audiovisual arrangements.

Guests and locals will also have the option to enjoy delightful cocktails on the Hotel's rooftop bar, Rosie's on the Roof, which will celebrate the legacy of women in World War II, in addition to Kilroy's Bar & Lounge, a gathering space for Museum enthusiasts featuring custom furnishings and interior design elements.

HELP HONOR THE WWII GENERATION BY NAMING A MEETING SPACE OR DINING FACILITY AT THE HIGGINS HOTEL & CONFERENCE CENTER.

For more information, contact us at HotelGiving@nationalww2museum.org or call 504-528-1944 x 224. All opportunities will be subject to availability.

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SUPPORT OUR EDUCATIONAL MISSION BY UNDERWRITING A ROOM AT THE HIGGINS HOTEL & CONFERENCE CENTER.

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945 MAGAZINE STREET, NEW ORLEANS, LA 70130