COSTA MESA HISTORICAL SOCIETY • 60TH ANNIVERSARY CELEBRATION

SPONSORSHIP & PARTNERSHIP PACKET

Sunday, August 30, 2026 | Honoring the Segerstrom Family

Dear Friends,

We are honored to invite you to support the Costa Mesa Historical Society's 60th Anniversary Celebration, a special milestone event honoring six decades of preserving, protecting, and sharing the rich history of Costa Mesa, while honoring the Segerstrom Family.

For 60 years, the Costa Mesa Historical Society has served as a meaningful connection between our city's past, present, and future. Through our archives, photographs, oral histories, exhibits, educational programs, and community events, we work to ensure that the stories of Costa Mesa's families, businesses, neighborhoods, and civic leaders are never forgotten.

This anniversary celebration is more than an event — it is an opportunity to honor the people, places, and memories that have shaped Costa Mesa into the community we love today. Funds raised through sponsorships, donations, silent auction contributions, and event participation will directly support preservation efforts, community programming, educational outreach, archive care, and future exhibits.

We invite you to become a valued sponsor or donor for this special 60th Anniversary Fundraising Event. Your early commitment will help us create a beautiful and memorable celebration while maximizing your recognition and impact.

Your support will help ensure that the Costa Mesa Historical Society continues to preserve our city's treasured history for generations to come.

With sincere gratitude,

Amy L. Goddard
Director of Partnerships | 949-878-6490 | partnerships@costamesahistory.org

Costa Mesa Historical Society | 60th Anniversary Celebration Committee

Cindy Humphreys • Bob Palazzola • Mary Ellen Goddard • Mikelle Fish • Amy Goddard • Ellen Schlosser • Sean Sloan • Mari Page • David Laughlin • Morgan Pockels • Stefany Navarro • Kevin Stead

Event	Costa Mesa Historical Society 60th Anniversary Fundraising Celebration
Date & Time	Sunday, August 30, 2026 | 4:00 PM CMHS Museum | 6:00 PM Dinner
Dinner Location	Norma Hertzog Community Center
Mission Statement	Promoting and preserving Costa Mesa's history

All or part of your gift may be tax deductible, as CMHS is a non-profit 501(c)(3). Tax ID 956138342. Please consult your tax advisor.

Segerstrom Family History

From Swedish Immigrants to Orange County Visionaries

1882
C.J. and Bertha Segerstrom emigrate from Sweden to America

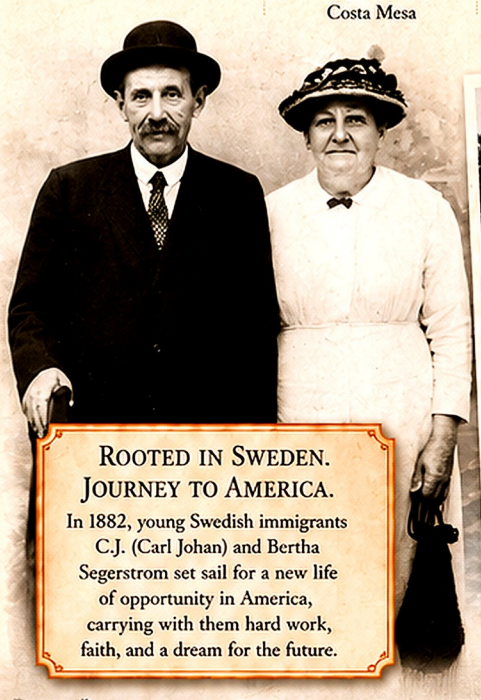
1898
The family settles in Orange County and begins farming near present-day Costa Mesa

Early 1900s–1940s
C.J. Segerstrom & Sons expands to 2,500 acres and becomes a major lima bean grower

1967
South Coast Plaza opens on former family farmland

1986
The Orange County Performing Arts Center opens with Segerstrom family support

LEGACY
Henry T. Segerstrom helps shape Orange County through business, philanthropy, and the arts

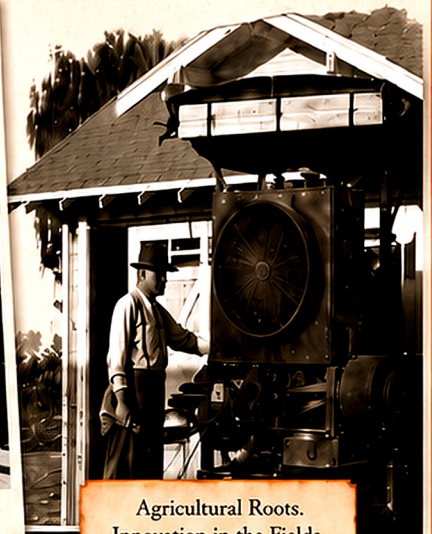


Rooted in Sweden. Journey to America.

In 1882, young Swedish immigrants C.J. (Carl Johan) and Bertha Segerstrom set sail for a new life of opportunity in America, carrying with them hard work, faith, and a dream for the future.



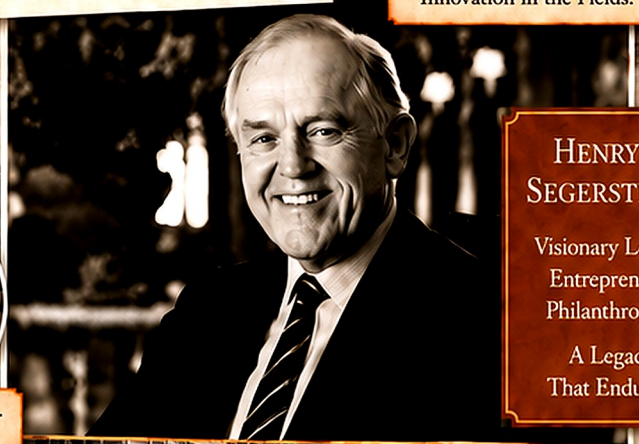
A Family Built on Hard Work and Values



Agricultural Roots. Innovation in the Fields.



Growing Lima Beans. Feeding a Nation.



Henry T. Segerstrom

Visionary Leader.
Entrepreneur.
Philanthropist.

A Legacy That Endures.



South Coast Plaza
A World-Class Destination on Family Farmland.



Segerstrom Center for the Arts
Enriching Lives. Inspiring Community.
A Commitment to the Arts.

From our beginnings in the fields to a legacy that inspires—
the Segerstrom family remains committed to Orange County and its future.

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SPONSORSHIP LEVELS

Sunday, August 30, 2026 | Norma Hertzog Community Center

All sponsorship levels include recognition on event screens. Special seating is based on anniversary sponsorship level for Coastal Tableland, Adobe Heritage, and Harper Pioneer sponsors.

Level / Amount	Historical Tie-In	Recognition
Coastal Tableland Presenting Sponsor $25,000	"Costa Mesa" means coastal tableland, the name chosen when Harper officially became Costa Mesa in 1920.	Premier recognition; lead logo placement; verbal recognition; 12 tickets
Adobe Heritage Sponsor $15,000	Honors the Diego Sepulveda Adobe and Costa Mesa's early rancho/adobe history.	Prominent event recognition; strong logo visibility; 10 tickets
Harper Pioneer Sponsor $10,000	Costa Mesa was once known as Harper, a small farming community near Newport Boulevard and 18th Street.	Featured recognition; event signage; digital promotion; 8 tickets
Fairview Farms Heritage Sponsor $5,000	Celebrates Costa Mesa's agricultural roots, including the Fairview Farms area and the city's early crops.	Recognition in event materials; signage; online promotion; 6 tickets
City of the Arts Community Sponsor $2,500	Honors Costa Mesa's evolution from historic village and farming town into today's cultural community, often celebrated as the City of the Arts.	Sponsor listing; public acknowledgment; 4 tickets
Friend of CMHS $1,000	For individuals, families, and small businesses who want to help preserve Costa Mesa history.	Name recognition; 2 tickets
Donor *Dollar amount of choice*	**Blessings and Gratitude**	**Thank you for your support**

To secure your sponsorship, please visit **A Night at the Museum** or contact Amy L. Goddard at 949-878-6490 or partnerships@costamesahistory.org.

Sponsor recognition in print is subject to print deadlines and space availability.