POWER BEYOND
the Endowment Campaign for the
NATIONAL WRESTLING HALL OF FAME
“PAIN IS NOTHING COMPARED TO WHAT IT FEELS LIKE TO QUIT. GIVE EVERYTHING YOU’VE GOT TODAY, FOR TOMORROW MAY NEVER COME.”

National Wrestling Hall of Fame Distinguished Member Dan Gable

Olympic and World Champion, Presidential Medal of Freedom Recipient
This type of perseverance is ingrained in the sport of wrestling. Perseverance. Commitment. Discipline. Responsibility. Sacrifice. Honor. These are values wrestlers carry with them well beyond the mat. Helping them achieve goals throughout their personal and professional lives. Inspiring them to power beyond what they previously thought possible to reach new levels of success.

At the National Wrestling Hall of Fame, these character traits are personified by those we honor and are exemplified through our mission to celebrate wrestling at its finest. We preserve its storied past. We recognize those who have brought honor to our sport. We inspire new generations.

But to secure the future of our great organization and its mission, we must build a strong financial foundation. Through the Endowment Campaign for the National Wrestling Hall of Fame, we will build a robust endowment that will provide ongoing support, ensuring that our work to preserve legacies, recognize excellence and inspire future generations of wrestlers will continue for years to come.

With a goal of adding $5 million to our endowment by the end of our 50th anniversary in 2026, the Endowment Campaign for the National Wrestling Hall of Fame will require extraordinary commitment from those who love the sport of wrestling. This great sport, and the Hall of Fame, have impacted the lives of many — from former wrestlers and fans who visit the museum and find themselves immersed in the sport’s history, emerging more passionate than before, to coaches who have influenced the lives of so many young people.

The Hall of Fame is a place where legends live on and wrestling’s greatest competitors are celebrated for their legendary achievements. It’s a network of state chapters that pay tribute to those at the grassroots of our sport. It’s a source of inspiration for future generations of wrestlers, young people of all ages, genders, ethnicities and abilities who climb the medal podium and see themselves as an Olympic champion.

Wrestling truly is a sport for all, and it will take all of us to come together with commitment, responsibility, discipline, honor and sacrifice to ensure wrestling’s legacy perseveres for years to come.

Together, we can Power Beyond.
THE POWER OF WRESTLING

It’s strikingly simple, this most ancient of contests: two competitors squaring off in the center of a mat with little but their hands and their wits. It is a thrilling athletic endeavor to witness and one that is transformative for its competitors. Wrestling spans cultures, continents and millennia. It demands that athletes power beyond their weaknesses to discover their extraordinary range of abilities and remarkable individual strengths.

From neighborhood recreation centers to Olympic arenas, wrestlers gain powerful life lessons and carry them well beyond that circle. Some will win glory. Most won’t. All will go through life prepared in a way they would otherwise not have been, with the physical and mental strength to power beyond whatever obstacle they may encounter.
“WRESTLING HAS BEEN A MONUMENTAL FORCE IN OUR LIVES THAT HAS SHAPED NEARLY EVERY ASPECT OF WHO WE ARE TODAY. WRESTLING GAVE US THE COURAGE TO DREAM BIG, TO WORK HARD AND TO NEVER GIVE UP, EVEN WHEN FACED WITH THE MOST DIFFICULT CHALLENGES.”

*National Wrestling Hall of Fame Distinguished Members*

Tricia and Townsend Saunders
Since 1976, the National Wrestling Hall of Fame has embraced a mission to preserve history, recognize excellence and inspire future generations. We fulfill this mission through our work at the National Wrestling Hall of Fame and Museum in Stillwater, Oklahoma, the National Wrestling Hall of Fame Dan Gable Museum in Waterloo, Iowa, and State Chapters nationwide.

Boasting the largest collection of wrestling memorabilia in the world, the National Wrestling Hall of Fame museums not only preserve and exhibit the physical artifacts of our sport’s history, but truly bring the power of this great sport to life. Visitors relive epic moments and experience the living legacy of wrestling heroes, empowering tomorrow’s champions to realize their dreams both on and off the mat.

To ensure wrestling’s powerful impact continues to transform lives, we must secure the future of the organization. Through the Endowment Campaign for the National Wrestling Hall of Fame, we are building a strong financial foundation that will sustain our work for years to come. We need your help to reach our goal of adding $5 million to the endowment by the end of our 50th anniversary year of 2026.
The National Wrestling Hall of Fame is more than a museum — it’s a place where legends live on. By preserving the magical moments of wrestling, the Hall of Fame allows visitors to relive their most cherished memories, connecting generations through a shared love for the sport.

Through hands-on, interactive exhibits, the National Wrestling Hall of Fame honors the greatest names in wrestling while showcasing the history of the sport and its storied traditions. Visitors are inspired by exhibits that tell the story of wrestling's impact on our lives. The extensive collection of historic artifacts and memorabilia include the 1984 Olympic Medal Platform where youngsters can literally picture themselves as future Olympic champions.

"THE NATIONAL WRESTLING HALL OF FAME IS A PLACE THAT HOLDS OUR HISTORY AND INSPIRES YOUNG ATHLETES."

National Wrestling Hall of Fame Distinguished Member Bruce Baumgartner
13-time Olympic and World Medalist, including two Olympic and three World Gold Medals

POWER BEYOND

The endowment will allow the National Wrestling Hall of Fame to keep pace with advancements in exhibition and conservation technology, assuring our priceless collections are well-preserved for future generations.

Future Opportunities:

- Upgrade technology for the storage of historic collections
- Digitize photograph and video collections to ensure preservation and increase accessibility
- Continue research and development of world-class exhibits to appeal to younger generations
- Extend the reach of the Hall of Fame through technology and enhanced online presence, providing the opportunity to experience the Hall of Fame beyond our walls and across the globe
“AT A HALL OF FAME RECOGNITION EVENT IN 2008, I LEARNED THAT I WAS THE FIRST AFRICAN AMERICAN TO WIN A WRESTLING WORLD CHAMPIONSHIP IN 1973. MAKING WHAT APPEARS IMPOSSIBLE TO BE POSSIBLE IS WHAT HALL OF FAME MEMBERS HAVE DEMONSTRATED THROUGHOUT HISTORY.”

National Wrestling Hall of Fame Distinguished Member Lloyd Keaser

World Champion and Olympic Silver Medalist
RECOGNIZE EXCELLENCE

The National Wrestling Hall of Fame recognizes those who have brought honor to the sport of wrestling – commemorating past achievements and inspiring future generations.

From state chapters throughout the nation that recognize those at the grassroots of our sport to regional and national award recipients, the Hall of Fame awards program brings well-deserved recognition to the sport of wrestling.

Hall of Fame Honorees represent the best qualities of wrestling. Beyond recognizing the athletes who have achieved extraordinary success, the Hall of Fame honors those who contribute to the sport at every level including coaches who demonstrate exceptional leadership, contributors who work to advance wrestling and the youth who are the future of our great sport. The path to success is never easy, and by sharing the stories behind these outstanding achievements, the National Wrestling Hall of Fame provides a blueprint for success for aspiring champions.

POWER BEYOND

The endowment will ensure the National Wrestling Hall of Fame continues to honor wrestling’s outstanding individuals and great achievements in a manner deserving of a champion.

Future Opportunities:

- Elevate and enhance annual enshrinement ceremonies including Honors Weekend, Glen Brand Wrestling Hall of Fame of Iowa, and George Tragos/Lou Thesz Pro Wrestling Hall of Fame
- Increase the visibility of the Dave Schultz and Tricia Saunders High School Excellence awards for state, regional and national recipients
- Increase the impact of our work with State Chapters to pay tribute to the coaches, officials and contributors who work at the grassroots of the sport
INSPIRE FUTURE GENERATIONS

Wrestling is a sport for all. The diversity and accessibility of the sport empowers individuals of all ages, genders, ethnicities and abilities to reach their highest potential. The National Wrestling Hall of Fame works to ensure its message reaches all audiences, so that everyone has the opportunity to experience the power of wrestling.

The sport of wrestling has the power to change lives. It develops character traits that athletes carry with them well beyond the mat, helping them achieve goals throughout their personal and professional lives. Wrestling teaches teamwork, as well as independence. It teaches the values of working hard, the importance of setting goals and how to overcome obstacles. Most importantly, wrestling teaches that success must be earned through hard work and determination.

POWER BEYOND

To carry the impact of wrestling to future generations, the National Wrestling Hall of Fame must continue to evolve and share its story in a way that will inspire young people. The endowment will help the National Wrestling Hall of Fame drive the power of wrestling beyond our museum walls to reach people of all ages, genders, ethnicities and abilities.

Future Opportunities:
- Launch new outreach initiatives to share our story with future generations
- Utilize the latest technology to reach new audiences through immersive, interactive content
- Provide more virtual experiences of the National Wrestling Hall of Fame for those who are not able to visit our museums
- Invest in augmented reality to elevate visitors’ experiences and allow them to visually place themselves inside the sport
- Expand the reach of our podcasts
“WE ALL GET TAKEN DOWN IN WRESTLING AND IN LIFE. IT’S HOW WE PICK OURSELVES UP AND MOVE FORWARD THAT MATTERS.”

National Wrestling Hall of Fame Distinguished Member Clarissa Chun

First Head Coach of an NCAA Division I, Power Five Conference Women’s Wrestling Program
THE POWER OF ENDOWMENT

Since the National Wrestling Hall of Fame’s founding in 1976, the organization has grown to include museums in Stillwater, Oklahoma, and Waterloo, Iowa, as well as a network of state chapters nationwide. In just the last decade, with the help of our loyal supporters, we have made historic strides including multi-million-dollar renovations of our museums and the results are inspiring.

However, unlike other institutions of our stature, the National Wrestling Hall of Fame has operated without the security of a significant endowment. The goal of adding $5 million to our endowment by the end of our 50th anniversary in 2026 and increasing the endowment to $10 million by 2030 will provide a new level of financial stability, protecting the Hall of Fame from economic downturns and ensuring that we can preserve wrestling’s glory for generations to come.

WHAT IS AN ENDOWMENT FUND?

Quite simply, an endowment is money set aside and invested to earn interest to fund a charitable activity. The principal value of the endowment is kept intact, while the investment earnings are distributable dollars to nonprofits. Thus, an endowment fund can be held permanently, allowing donors to support causes they care about in perpetuity and providing valuable resources to sustain our organization and fulfill our mission for years to come.

For example, an endowment fund value of $1 million with an annual spending policy of 5% provides $50,000 of operating resources to our organization each year. Once our endowment reaches $5 million, we will receive $250,000 each year, and a $10 million endowment will provide $500,000 to the National Wrestling Hall of Fame each year. These distributions recur annually and are extremely beneficial in tough fundraising years — or in the face of a global pandemic or other natural disaster.

Not only do endowment funds provide a steady stream of funding, but they are also invested for growth, allowing donors to make a greater impact with their donations, which are also tax deductible.
HELP US POWER BEYOND

The Endowment Campaign for the National Wrestling Hall of Fame will require extraordinary commitment from those who love wrestling and desire to see the rich history of the sport preserved for future generations. By making an endowment gift, you can create a lasting legacy to forever honor the impact wrestling has made on your life and on the lives of so many others.

HOW TO GIVE?

An endowment gift can be made using cash, credit card or securities, or by creating a pledge, payable over five years or less.

You may also make a gift using a range of other assets including bequests, real estate, life insurance and personal property.

Matching gifts through your employer or your spouse’s employer can often double, or even triple your gift.

Endowment gifts are fully tax deductible and can be unrestricted or designated to a specified purpose, including key staff leadership positions.

LEAVE A LEGACY

Make a gift in honor of or in memory of a special person, and a letter recognizing your gift will be mailed to the person you are honoring or the family of the person you are memorializing.

Gifts of $25,000 or more qualify for the Legacy Society. Legacy Society members and participants will have their names featured prominently in our museums in Stillwater and Waterloo for visitors to view. In addition, Legacy Society members will be listed on the “Support” page of the website.

Create a lasting legacy for your family, business or special person through an endowment naming opportunity.

- Initial endowment gift
- Endowment growth
- $1 MILLION
- $250,000 annually returned to NWHOF
- $5 MILLION
- $500,000 annually returned to NWHOF
- $10 MILLION
ENTITIES
National Wrestling Hall of Fame and Museum $5M
National Wrestling Hall of Fame Dan Gable Museum $3M
National Wrestling Hall of Fame State Chapter Program $2M

STAFF LEADERSHIP (salary and benefits)
National Wrestling Hall of Fame Executive Director $2.5M
National Wrestling Hall of Fame Dan Gable Museum Director $2M
National Wrestling Hall of Fame State Chapter Director $1.5M

NATIONAL WRESTLING HALL OF FAME MUSEUM EXHIBITS
Paul K. Scott Museum (first right to Richard and Norma Small) $500K
State Chapter Kiosk $250K
Olympic Kiosk and Olympic Gold Medalist Portraits $250K
Collegiate Champions and All-Americans Kiosk $250K
Glory Beyond the Sport Military Kiosk $250K
NCAA Division I Championship Finals Matches Kiosks $250K
United World Wrestling Hall of Fame Kiosk $250K
Hall of Honors Kiosk $250K

NATIONAL WRESTLING HALL OF FAME ANNUAL EVENTS
Honors Weekend $1M
State Chapter Conference $250K
NCAA Fan Fest Exhibit and Stage Presentation $100K

NATIONAL WRESTLING HALL OF FAME ROOMS
Archive Management $500K
Gift Shop $200K
Staff Offices (computers, office supplies, etc.) $200K
Boardroom (hosts three board meetings annually) $150K
William S. Hein Library and Research Center $100K
(Clamp, subscriptions, etc.)
Cliff Keen Theater Seating $50K

NATIONAL WRESTLING HALL OF FAME PROGRAMS
Wrestling For All $1M

NATIONAL WRESTLING HALL OF FAME NAMING OPPORTUNITIES
### National Wrestling Hall of Fame Annual Expenses

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<tr>
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<td>Utilities (charges and maintenance)</td>
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<td>Parking Lot and Landscaping</td>
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### National Wrestling Hall of Fame Dan Gable Museum Rooms

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<td>Dan Gable Learning Center</td>
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<td>George Tragos/Lou Thesz Pro Wrestling Hall of Fame</td>
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<td>Glen Brand Wrestling Hall of Fame of Iowa</td>
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<td>Alan and Gloria Rice Greco-Roman Hall of Champions</td>
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<td>Robert Buckley Theater</td>
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<tr>
<td>Gift Shop</td>
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### National Wrestling Hall of Fame Dan Gable Museum Annual Events

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“THE NATIONAL WRESTLING HALL OF FAME SPEAKS TO THE LIFE OF THIS SPORT AND EVERYTHING INVOLVED WITH WRESTLING. IT REVEALS OUR HISTORY THROUGH THE GREATS AND THE FOUNDATION THEY HAVE LAID. IT’S IMPORTANT TO CONTINUE THE LEGACY OF EXCELLENCE FOR OUR FUTURE HALL OF FAMERS, BOTH MEN AND WOMEN.”

National Wrestling Hall of Fame Distinguished Member Nate Carr

Three-time NCAA Champion
**ENDOWMENT CAMPAIGN COMMITTEE**

**Co-Chairs**
John Harris and Sandy Stevens

**Honorary Chairs**
Norma and Richard Small

**Honorary Team Captain**
Dan Gable

**Committee Members**
Daniel Hyman
Kay Renneisen
Wayne Renneisen
Austin Shanfelter
Terry Shockley
Lee Roy Smith
Tom Talbot
Stan Zeamer