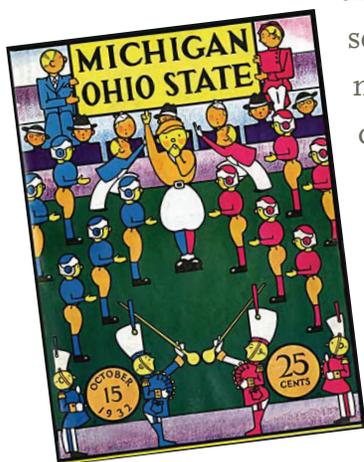


preserve

AND PROMOTE THE HISTORY
OF "THE VICTORS"

Athletic competition at the University of Michigan has been an integral part of student life since the Pioneer Cricket Club was formed in 1864 and the football team scored its first points in 1879. U-M's athletic prowess has amassed a monumental archive of athletic achievement. In addition to thousands of photographs,

the athletic archives include film, video, schedules, rosters, programs, and so much more. Each year, the Bentley fields hundreds of reference requests from major media outlets such as ESPN, the Big Ten Network, Sports Illustrated, and more, all wanting information from this archive.



The Bentley Historical Library is part of the Victors for Michigan fundraising campaign to further the Library's critical mission of collecting the materials for and promoting the study of the histories of two great, intertwined institutions: the State of Michigan and the University of Michigan. This, our first foray into a U-M campaign, is both ambitious and transformative,



**VICTORS FOR
MICHIGAN**

expanding on the Bentley's fundamental role as an interactive laboratory where a range of audiences—including students, faculty, journalists, historians, family researchers, authors, university officials, and more—can access the educative power of the past in order to better evaluate and impact the present. Our \$10 million goal is worthy of the name Victors, enriching the powerful historical experiences possible at the Bentley today while supporting the next generation of historical researchers and patrons. To do all this, and so much more, the Bentley needs you—because our world needs Victors.



OPPORTUNITIES

ENDOWED ARCHIVIST FOR INTERCOLLEGIATE ATHLETICS

\$2 Million

The sheer size of the athletics archive, the fragility of some of its contents, and the rapid rate of growth in its holdings require an archival staff member fully devoted to its care. Hard work by both the Athletic Department and Bentley Historical Library archivists has made this the largest and most accessible archive of collegiate athletic records in the nation, but much more remains to be done to preserve and maintain this incredible collection.

FUNDS FOR THE PRESERVATION AND DIGITIZATION OF ATHLETIC COLLECTIONS

\$1 Million Endowed, \$750,000 Expendable

Funds are much needed to rapidly digitize this archive's contents for both preservation and research purposes. For example, the Bentley's athletic collections include nearly 3,000 reels of film and more than 6,000 videotapes, featuring Michigan legends from Benny Friedman to Bennie Oosterbaan to Denard Robinson, not to mention coaches from Fielding Yost to Brady Hoke. These fragile and valuable original films and tapes are just one example of athletic holdings that require specialized equipment and technical resources to convert them to digital formats, which can then be made accessible in the present and preserved for the future.



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