



**THE SAGA  
MUSEUM<sup>®</sup>**  
**OF STAR WARS MEMORABILIA**



## A FORCE OF INSPIRATION

Since its debut in 1977, *Star Wars* has sparked imaginations worldwide. *Star Wars* has inspired countless individuals to dream of becoming intergalactic explorers. Some pursued careers as astronauts, others became writers or artists, perhaps drawing and designing costumes that brought to life countless creations of cinematic and cultural value. Beyond the arts, *Star Wars* has ignited careers in business, science, and education. *Star Wars* is more than just an entertainment franchise. The ingenuity, innovation, and creative power it has inspired remain unparalleled to this day.

Over nearly 50 years, *Star Wars* has also amassed legions of fans, from the casual spectator who has seen some (or all) of the films to the true die-hard. This fan universe has been buoyed by a memorabilia enterprise that is unprecedented for a film franchise and includes items produced around the world in hundreds of different languages.



## COMING TOGETHER

Four of the world's foremost *Star Wars* memorabilia collections—which combine for over 1.5 million objects—are being unified by five collectors around their shared vision to open a world-class museum. This one-of-a-kind museum will inspire through the force of imagination stemming from a shared love of one of cinema's most influential franchises. We are working diligently to bring *The Saga Museum of Star Wars Memorabilia* to life through our mission to provide meaningful educational, aesthetic, intellectual, and cultural experiences by sharing our extensive collections with a diverse audience.

By combining these visionary collections into one extraordinary museum, people from every corner of the globe will have the opportunity to experience our collections and be inspired by *Star Wars* for generations to come.

# THE SAGA MUSEUM<sup>®</sup> OF STAR WARS MEMORABILIA

### *Together the collection contains:*

- 1.5 million items spanning the entire *Star Wars* franchise
- 5,000 licensees, brands, and creators
- 2,100 memorabilia categories
- 100+ countries represented





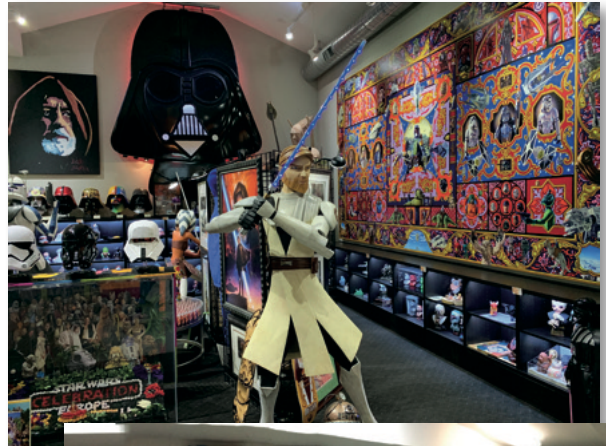
# WHO ARE WE?

## *The Founding Collectors*

### Steve Sansweet

**Collection:** Rancho Obi-Wan

- Former Director of Content Management & Head of Fan Relations for Lucasfilm for 15 years, co-host of 50 *Star Wars* shows on QVC, *Star Wars* media representative, and author of 17 official *Star Wars* books
- Possesses the world's largest *Star Wars* memorabilia collection, which is heavy on art, fan-made objects, posters, ephemera, and historical documents
- Executive Chairman and Founder, Rancho Obi-Wan



### Duncan Jenkins

**Collection:** Sithsonian

- Presenter at *Star Wars* conventions worldwide, author of multiple *Star Wars* collecting books and content for StarWars.com and *Star Wars Insider* magazine
- Has one of the world's largest and most complete collections, emphasizing international and categorical variety
- Vice Chairman, Rancho Obi-Wan



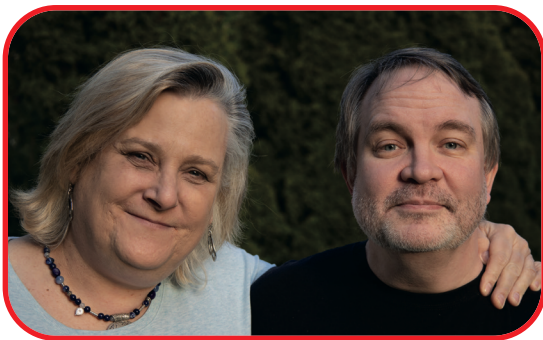




## Gus Lopez

**Collection:** Bobacabana

- Creator of *Star Wars Celebration* Collecting Track, author of multiple *Star Wars* collecting books and content for *StarWars.com* and *Star Wars Insider* magazine
- Holds an extensive collection of rare and one-of-a-kind items: original art, food items, toys, awards, crew items, and movie memorabilia
- Vice President, Rancho Obi-Wan



## Lisa Stevens & Vic Wertz

**Collection:** Imperial Archives

- Former President of the Official *Star Wars* Fan Club and *Star Wars* Brand Manager at Wizards of the Coast (Lisa); former associate editor of *Star Wars Insider* magazine (Vic)
- Their collection is especially deep on three-dimensional items, toys, and high-end collectibles
- Board Member, Rancho Obi-Wan (Lisa)



# Rancho OBI-WAN

MUSEUM OF STAR WARS MEMORABILIA

## **BUILDING ON A VISION: RANCHO OBI-WAN**

Rancho Obi-Wan (ROW), established as a non-profit museum in California, currently houses the largest collection of *Star Wars* memorabilia in the world. Since its opening in 2011, ROW has welcomed thousands of people through tours, traveling exhibits, and events. Curated from the personal collection of Steve Sansweet, ROW is the foundation of this new multi-collector vision for The Saga Museum.

ROW offers free tours through partnerships with local schools and community organizations, including the Boys & Girls Club Sonoma, Becoming Independent, and Children's Homes. Additionally, ROW has a significant presence in the national *Star Wars* community, participating in events such as *Star Wars* Celebration conventions and the Target Galactic Experience, working with collecting clubs around the world, and more.



**“ They keep alive the wonder and excitement we all had when we first saw *Star Wars*, inspiring a whole new generation to explore their creativity, dream of the impossible, and attain their goals. Where else can you immerse yourself in storytelling lore and celebrate all the fan creations inspired by something you loved as a child, and that also continues to comfort you as an adult?**

**–ROW Visitor**

The Saga Museum will share Rancho Obi Wan’s vision of inspiring *Star Wars* fans and visitors alike through sharing world-renowned collections. It will also build upon ROW—and pay homage to *Star Wars*’ legacy of breaking new ground in cinema and pop culture—by becoming a state-of-the-art museum unlike any other of its kind. The combined efforts of our core collectors with other *Star Wars* fans will make The Saga Museum unparalleled worldwide.

### ***By the numbers:***

- 13,500 visitors
- 44 free educational tours serving 550 people
- 6 exhibits for *Star Wars* Celebration reaching 32,000 people
- 11 traveling exhibits
- 821 docent-led tours
- 62 media tours





## **INVESTING IN A VISION**

All big visions—from overthrowing the Galactic Empire to bringing The Saga Museum to life—require significant investments. Transformational projects need world-class partnerships and financial resources.

To that end, we are raising \$2 million in working capital to advance our planning to the next stage.



## OVER THE NEXT TWO YEARS, WE WILL:

- Establish sites for pop-up exhibitions in major American cities to attract *Star Wars* fans worldwide as a primer for an eventual permanent location for The Saga Museum
- Finalize a permanent location for The Saga Museum and conduct an Economic Impact Study to determine the museum's total impacts, including economic activity, jobs supported, wages earned, and taxes generated
- Engage museum planning and experience design firms to prepare project concepts that include facility size and components, estimated cost, the visitor experience, and a first description of the exhibitions
- Select an architectural firm to draft renderings and begin planning
- Engage fundraising counsel to test, plan, and execute a capital campaign





# STRATEGIC PLAN

## MISSION

Provide meaningful educational, aesthetic, intellectual and cultural experiences for a wide array of audiences.

## VISION

We inspire through the force of imagination.

## VALUES

- Inclusivity
- Hospitality
- Inspiration
- Community
- Fun

### *Our two year goals:*

- Develop a traveling exhibit
- Draft initial creative concept for the permanent museum
- Select location and gain community alignment
- Conduct economic impact study







## BECOME PART OF THE SAGA!

You are an essential part of The Saga Museum and together we can step into a larger world.

Each of us remembers when we first entered into the *Star Wars* universe. This epic space opera captured our imagination through magical adventure and tales of heroes' journeys against an evil empire—journeys that inspire us each and every day and that connect fans all over the world. The Saga Museum is the boldest step yet to channel our imaginations and appreciations for *Star Wars* into a unique and world-class destination. Much like destroying the Death Star, it takes a whole team committed to a bold and brave cause to bring it to life.

**Be bold!** Join us as we take The Saga Museum from an ingenious idea to an innovative destination sure to be beloved across the globe. Let the force flow through you as you support our cause today!

**For more information, please contact:**  
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