

The Sports Museum of America and the Billie Jean King International Women's Sports Center

Facility Overview

The 2,600-square-foot Billie Jean King International Women's Sports Center (Billie Jean King Center) opened in May 2008 to critical and public acclaim in the Sports Museum of America — the nation's first and only interactive, multi-media, all-sports museum experience. Located at 26 Broadway in lower Manhattan in the tourist corridor between the Statue of Liberty and the World Trade Center Memorial, this one-of-a-kind museum is expected to have more than 600,000 visitors annually.

The Billie Jean King Center is designed to educate, entertain and inspire. In addition to honoring and celebrating champion female athletes, the message of the Billie Jean King Center is that sports can help girls and women develop new skills that can lead to a healthier, happier and more productive life.

Inspiration, Breaking Barriers and Expanding Horizons — major themes of the Billie Jean King Center — take visitors on a journey through nine distinct galleries that follow the development and lifecycle of an athlete.

Leadership donors have the opportunity of participating in a lasting legacy within the Billie Jean King Center by sponsoring one of 12 naming opportunities — a gallery, a simulated sport experience and/or recognition on the major donor wall. Naming opportunities range from \$500,000 to \$3 million. Donor Wall recognition begins at \$50,000. Leadership Gifts will help ensure a permanent home for women in sports history, off-set the costs of traveling exhibits, finance ongoing educational programming for underserved girls and women, and provide research to educate the public and affect policy decisions on women in sports.

Galleries

You are an Athlete

This is the introductory and premier space of the exhibit, where the athlete's journey begins, within herself — her own mind, body and soul. An audio visual presentation area captures visitors' attention and helps them formulate the questions "What makes an athlete?" and "What does becoming an athlete make of you?" while the mirrored display walls allow visitors to see themselves as part of the mind/body/soul experience of being an athlete.



"Finally, female sports legends and champion athletes will have a home. And the people who support, love and are inspired by these superwomen will be welcomed and treasured guests."

— Billie Jean King, Women's Sports Foundation Founder

Family

Family members often provide a foundation of encouragement for the beginning athlete and the support needed to nurture developing athleticism. Images, quotes and stories focus on female athletes and their relationships with various family members (parents, grandparents, siblings, spouses and children) and highlight both the challenges and the benefits of those relationships.

Coach

From the neighborhood fields to the Olympic Training Center, coaches play an important role in furthering the development of young athletes. This area focuses on the coach's role as inspiration to the athletes he or she works with, barrier breakers (for example, women coaching men's sports or coaches who broke racial or ethnic barriers to success) and leaders in the effort to expand opportunities for female athletes.

Team

Playing on a team offers new paths along which to develop as an athlete and as a person. This section explores different kinds of "teams" and what they mean to female athletes.

Athlete

Here visitors encounter stories of female athletes of all ages, races and backgrounds — stories that invite them to re-envision themselves as athletes.

Billie Jean King

This area highlights Billie Jean King's accomplishments as athlete, coach and advocate for women's sports and features photographs and memorabilia from her career.

International Women's Sports Hall of Fame

The Hall of Fame exhibit features information and video on the inductees, accessed through an interactive database, as well as a timeline of women's sports with 80 events/milestones, including 15 events that help place the women's sports milestones in context of world and U.S. history.



Events at the Center

The Foundation will hold various private and public events within the Billie Jean King Center, including third-party event requests as well as Women's Sports Foundation signature events. The Foundation is developing a signature event series that will take place in the Center, giving the public, as well as members, an intimate experience with champion female athletes and various leaders in the sports industry. This event series is scheduled to launch in 2009.

Community

Visitors learn about women who have contributed to the advancement of women's sports through their roles as broadcasters, journalists, team owners and advocates, or whose professional or personal accomplishments, while not immediately related to their participation in sports, were built on their own experience in athletics.

Additional Naming Opportunities

In addition to one of nine galleries, supporters have the opportunity to support one of three interactive simulated sport experiences as well as other highly visible and important sections, including the Women's Sports Foundation's Call to Action area.

Donor Wall

Leadership gifts for the Billie Jean King Center are recognized on our Donor Wall, located to the right of the entrance. Four levels of recognition are distinguished by size and color. All leadership donors will also receive a recognition plaque to display in their office or home.

Women's Sports Foundation

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