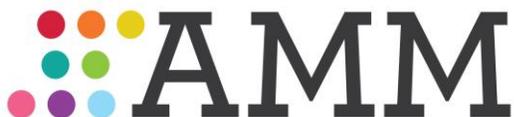


#ChangingExpectations

2019 Joint Conference
October 2-5 | Grand Rapids, MI
ammconference.org

Conference Sponsorship Opportunities



In partnership with:

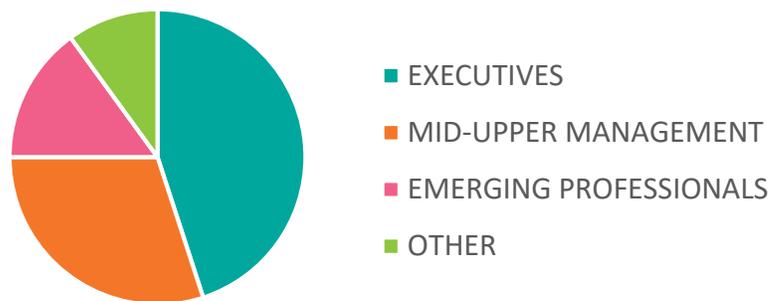


About Us

Two Great Organizations Together in 2019

The Association of Midwest Museums (AMM) and Michigan Museums Association (MMA) are teamed up to host a very special joint conference in Grand Rapids in the fall of 2019, aligning with a major art event called Project 1, from the creators of the internationally recognized event ArtPrize. We look forward to welcoming our colleagues from all eight Midwestern states to Grand Rapids for diverse professional programming, opportunities to visit amazing Michigan museums, and front row seats to this exciting new citywide event.

Our conference is expected to draw a regional crowd. Many of our attendees will come from the host state of Michigan and neighboring states, and over half of the individuals will be decision-makers currently in management and leadership roles. We anticipate attendance by 400-600 individuals representing a range of disciplines, career stages, and museum types.



About Association of Midwest Museums

Since its founding in 1927, the Association of Midwest Museums (AMM) has sought to connect museums across the eight-state region of the Midwest, including Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, and Wisconsin. Our mission is to strengthen museums in the Midwest by providing nationally relevant, regionally specific programs, products, and networking opportunities. We are a not-for-profit 501(c)(3) organization.

AMM's membership includes over 750 professionals and students, museums, and corporations that serve the industry. Our member organizations range from small county historical societies to large science centers located in nearly every market in the Midwest.

About Michigan Museums Association

The Michigan Museums Association (MMA) has been supporting the work of Michigan museums for over 60 years. Our members include the institutions, professionals and volunteers of the Michigan museum community who believe that strong museums help us better understand ourselves and our world. Every type of museum is represented and welcomed, including art, history, science, military and maritime, and youth museums, as well as aquariums, zoos, botanical gardens, arboretums, historic sites, and science and technology centers.

MMA has over 800 members representing almost 200 museums from throughout the state. We anticipate conference participation from Michigan's largest museums, as well as many medium and small museums and cultural organizations.

Support Midwest Museums

Support the 2019 Joint Conference

As a patron or sponsor, your company will have the opportunity to connect with our regional museum community, cultivate new relationships, and collaborate with professionals from a range of disciplines.

Your company's time, talent, or treasure ensures that our organization has the provisions needed to connect Midwest museum professionals to a broad range of resources - from networking groups to high quality professional training.

Conference sponsorship opportunities include:

- Events and Receptions
- Speakers
- Workshops
- Session Tracks
- Scholarships

Benefits of Participation

Companies who choose to extend their support of the organization through monetary and in-kind gifts gain access to a range of recognition and benefits.

- Build on existing relationships and make new connections among a concentrated group of diverse museum professionals
- Increase visibility among Midwest museums, science centers, historical societies, universities, and numerous other organizations
- Position your company as supporter of museums and therefore, supporters of their extraordinary work in historic preservation and informal education across the arts, humanities, and sciences
- Engage in in-depth discussions about challenges and solutions in the industry alongside current and potential clients to establish yourself as a reliable resource and thought-leader



Sponsorship Levels and Benefits

All sponsors will be recognized on the AMM website (midwestmuseums.org), MMA website (michiganmuseums.org), the conference website (ammconference.org), and during Annual Meeting remarks.

Sponsorship Levels

Presenting Sponsor \$15,000

Full Conference

- Five (5) complimentary base registrations
- Ten (10) complimentary event tickets
- Complimentary exhibitor booth space
- Special “product highlight/demo”
- Full-page ad in the final program
- Complimentary tote bag insert
- Up to 2 featured articles (50-100 words plus photo) in conference e-blasts
- One (1) feature post on conference website
- Logo placement on conference signage
- Logo placement on volunteer shirts
- Recognition in all conference promotions

Event Sponsor \$5,000

Evening Events | Leadership Breakfast | AMM and MMA Annual Meeting & Awards Lunches

- Brief speaking opportunity at sponsored event
- Three (3) complimentary base registrations
- Six (6) complimentary event tickets
- Complimentary exhibitor booth space
- Half-page ad in the final program
- Complimentary tote bag insert
- Logo placement on event signage
- Recognition in sponsored event promotions

Keynote Sponsor \$2,500

Keynote | Flash Talks | Plenary Session

- Two (2) complimentary base registrations
- Four (4) complimentary event tickets
- Quarter-page ad in the final program
- Complimentary tote bag insert
- Logo placement on program signage
- Recognition in sponsored activity promotions

Networking Sponsor \$1,500

Cocktail Reception | EMP Networking Event | Museum Café | Lanyards | MI Welcome Coffee

- One (1) complimentary base registrations
- Two (2) complimentary event tickets
- Business card size ad in the final program
- Complimentary tote bag insert
- Logo placement on program signage
- Recognition in sponsored activity promotions

Program Sponsor \$750

Conference Printed Program | Workshops | Session Tracks | Posters & Conversation Stations

- Two (2) complimentary event tickets
- Business card size ad in the final program
- Complimentary tote bag insert
- Onsite logo placement

Supporting Sponsor \$500

Daily Coffee/Beverage Service Stations

- Complimentary tote bag insert
- Onsite logo placement

Student Scholarship Sponsor \$250

Help us provide much needed access to professional development and networking opportunities for local and regional students.

Receive AMM Patron Benefits

Corporate support is critical to the success of the conference and our organizations. All in-kind and monetary sponsors at a level of \$500 or more become Corporate Patron Members of AMM. Benefits include:

- Complimentary Products & Services listing on the AMM website (midwestmuseums.org)
- Complimentary job listings on the AMM Job Board (midwestmuseums.org)
- 10% discount on additional conference, email, website and tote bag insert advertising

In-Kind Support

In-Kind Contributions

Support the 2019 Joint Conference as an In-Kind Sponsor by providing goods or services at reduced or no cost, in order to help AMM continue to offer low registration and event ticket rates for attendees.

In-Kind Sponsor opportunities include: event food, beverage, and hospitality service; transportation; AV technical support and hardware loans; and rent-free meeting space, classroom, or facility use for workshops and events.

We are also accepting proposals for event and workshop hosts. Contact Charity Counts, executive director of AMM, at ccounts@midwestmuseums.org or 1-888-724-4266 to learn more.

Recognition and Benefits

Show off your range of services and leave a lasting impression on attendees as an In-Kind Sponsor of evening events, pre-conference workshops, or daily sessions.

In-kind sponsorship contributions are valued based on the event budget or 50% of market value of goods and services provided. In addition, your in-kind contributions may be considered tax deductible.

All in-kind sponsors will be recognized on onsite sponsored event signage, the conference website (ammconference.org), AMM's website (midwestmuseums.org), MMA's website (michiganmuseums.org), the conference program sponsor page, and in event-related social media posts or email blasts.

Based on the value of in-kind goods and services, your company may also receive:

- Complimentary conference registrations
- Complimentary evening event tickets
- Complimentary exhibitor booth space
- Feature blog posts or e-news articles
- Ad in the final conference program
- Complimentary tote bag insert

