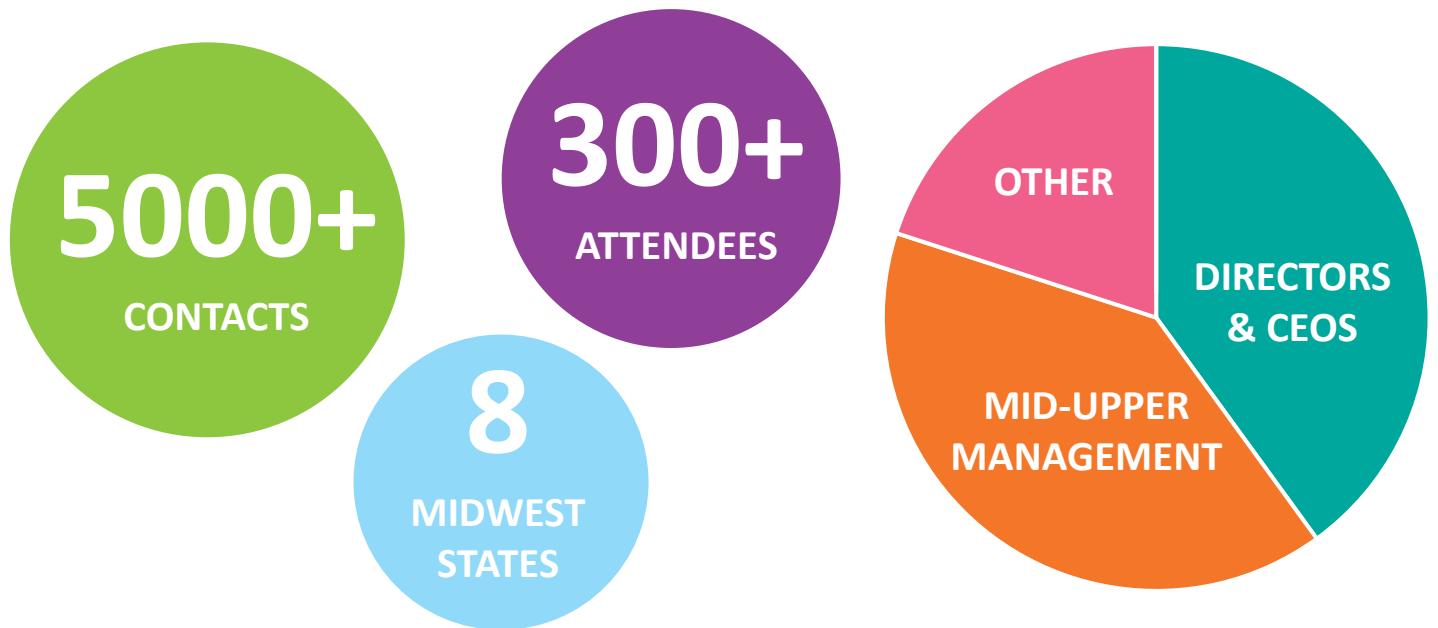




# Conference Sponsorship Opportunities

# Build Midwest Connections



## Engage hundreds of professionals from the Midwest

The AMM-WFM 2022 Joint Conference is expected to draw 300+ attendees from 8 states of the Midwest and beyond. We anticipate attendance (virtually and in-person) by individuals representing a range of disciplines, career stages, and museum types – from history and art museums to science centers and historic homes. Conference communications reach 5,000+ professionals through email and social media.

## 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
- Increase **visibility** among Midwest museums, science centers, historic sites, universities, and libraries
- Position your company as **supporter of museums**
- Establish yourself as a reliable and trustworthy **resource**

**Looking to connect with a particular audience? Contact AMM for custom options.**



**SPONSORSHIP  
LEVEL**

**SPONSORSHIP BENEFITS**

**SPONSORED  
ACTIVITY**  
(Select One)

**PRESENTING  
\$7,500**

- 60-min breakout session (virtual or in-person)
- 10x10 booth space at in-person event
- Virtual expo page
- Full page program ad - back cover
- Logo on tote bags
- Logo on virtual platform home page
- Feature article on conference website
- Complimentary tote bag insert
- 10 complimentary virtual + in-person registrations
- 2 evening event tickets per registration
- Access to virtual platform attendee list
- Recognition at AMM annual business meeting

- Full Conference Naming Rights

**SPOTLIGHT  
\$5,000**

- 60-min breakout session (virtual or in-person)
- ~~10x10 booth space at in-person event~~
- Virtual expo page
- 15 second spot/slide on session recording
- Full page program ad - inside front, inside back, or fold
- Logo on virtual platform home page
- Complimentary tote bag insert
- 8 complimentary virtual + in-person registrations
- 2 evening event tickets per registration
- Access to virtual platform attendee list
- Recognition at AMM annual business meeting

- Keynote Session
- Flash Talks
- Opening Virtual Session

**EVENT  
\$2,500**

- Brief speaking opportunity at sponsored event
- Logo on event signage
- ~~10x10 booth space at in-person event~~
- Virtual expo page
- 15 second spot/slide on session recording
- 1/2 page program ad
- Complimentary tote bag insert
- 5 complimentary virtual + in-person registrations
- Access to virtual platform attendee list
- Recognition at AMM annual business meeting

- Museum Brew Tour
- Milwaukee Public Museum
- Live @ the Lakefront VIP Access Wednesday
- America's Black Holocaust Museum
- Exhibit Reception
- Saturday at Lynden Sculpture Garden
- Midwest Museums Recognition Lunch

**SESSION TRACK  
\$1,500**

- Live recognition at track sessions
- 15 second spot/slide on one virtual session
- Virtual expo page
- 1/4 page program ad
- Complimentary tote bag insert
- 3 complimentary virtual + in-person registrations
- Access to virtual platform attendee list
- Recognition at AMM annual business meeting

- Collections
- Fundraising/Revenue
- Education/Programs
- Exhibitions
- Leadership
- Marketing/Digital Media
- Poster Presentations

**LANYARDS  
\$1,500**

- B/W logo on conference lanyards
- Virtual expo page
- 1/4 page program ad
- Complimentary tote bag insert
- 3 complimentary virtual + in-person registrations
- Access to virtual platform attendee list
- Recognition at AMM annual business meeting

- Name Badge Lanyards



## SPONSORSHIP LEVEL

## RECOGNITION & BENEFITS

## SPONSORED ACTIVITY (Select One)

### PROUD MUSEUM PERSON SHIRTS \$1,500

- Logo on sleeve of 2022 limited edition proud museum person t-shirts
- Virtual Expo Page
- 1/4 Page Program Ad
- Complimentary Tote Bag Insert
- 3 Complimentary Virtual + In-Person Registrations
- Access to Virtual Platform Attendee List
- Recognition at AMM annual business meeting

- Limited edition Proud Museum Person t-shirts

### NETWORKING \$1,000

- Live recognition at event
- Logo on event signage or slideshow
- Virtual Expo Page
- 1/4 Page Program Ad
- Complimentary Tote Bag Insert
- 2 Complimentary Virtual + In-Person Registrations
- Access to Virtual Platform Attendee List
- Recognition at AMM annual business meeting

- Thursday Coffee
- Friday Coffee
- Virtual Lunchtime Chat
- Virtual Happy Hour
- Set of Tables by Discipline at Thursday Lunchtime Roundtable

### SUPPORTING \$500

- Business Card Size Program Ad
- Virtual Expo Page
- 1 Complimentary Virtual + In-Person Registration
- Access to Virtual Platform Attendee List
- Recognition at AMM annual business meeting

- Gift Registration
- Virtual Tour (1 of 2)
- Morning Art Tour EAST
- Morning Art Tour WEST

Looking for something else? We're happy to discuss customized options with you.

### Additional Benefits

All sponsors will be recognized on the AMM website ([midwestmuseums.org](http://midwestmuseums.org)) and the conference website ([ammconference.org](http://ammconference.org)).

Sponsors at \$500 level will receive a complimentary corporate patron membership with AMM or have their existing corporate membership renewed automatically.

### Availability

This guide is not updated to reflect current availability. Please contact AMM at [admin@midwestmuseums.org](mailto:admin@midwestmuseums.org) for available sponsorship options.

### Exhibits and Ads

Sponsors who receive complimentary exhibit space as part of their sponsorship package agree to the terms and conditions outlined on the AMM conference website [here](#).

Deadlines specifications for program, web ad, and e-news block ad artwork can be found [here](#).

Thank you!



# In-Kind Products and Services

## In-Kind Contributions

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

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

We welcome museums of all types and sizes to consider partnering with us as conference hosts. Partner organizations will be recognized for their in-kind contributions of space, food, beverage, and/or staff time.

## 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](http://ammconference.org)), AMM website ([midwestmuseums.org](http://midwestmuseums.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



# Museum Staff Sponsorship Packages

## Support Team Wide Professional Development and Save

Thinking about sending more than one staff member to this year's conference? Consider one of our new museum sponsorship packages, organized to help you encourage staff professional development and build team comradery – all while saving on the cost of registration!

These new sponsorship packages for museums and other cultural organizations include Virtual + In-Person conference registrations and evening event tickets to ensure your team has access to the capacity-building programs and networking opportunities that are relevant to them.

### ORGANIZATIONAL CHAMPION \$2,500

- 8 virtual + in-person registrations
- 2 evening event tickets per registration
- 1/2 page program ad
- Recognition at AMM annual business meeting

*Savings of approximately \$900!*

### TEAM BUILDER \$1,500

- 4 virtual + in-person registrations
- 2 evening event tickets per registration
- 1/4 page program ad
- Recognition at AMM annual business meeting

*Savings of approximately \$200!*

