



# Corporate Sponsorship Guide

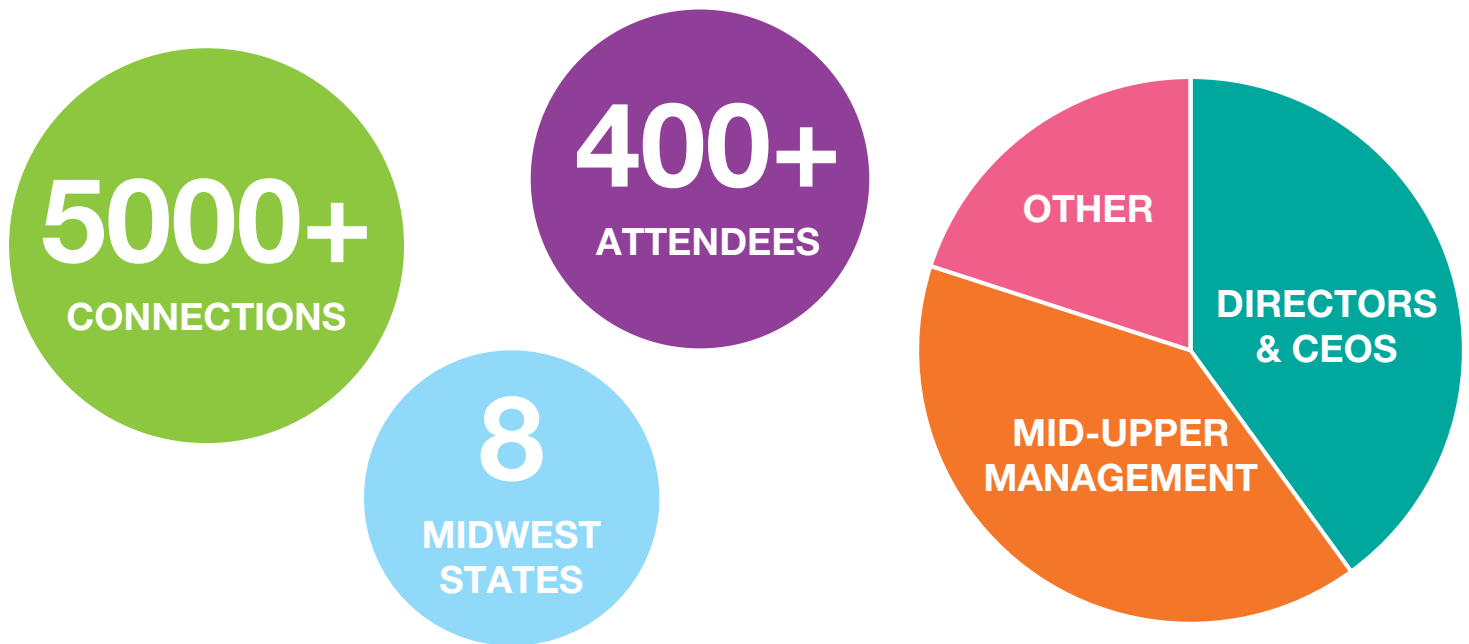


# Build Midwest Connections

## Engage hundreds of professionals from the Midwest

The AMM 2024 Conference is expected to draw 400+ 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.

- Strengthen 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**



## Stand out as a champion of Midwest museums

Providers who choose to support the annual conference through monetary and in-kind sponsorships establish themselves as champions of both AMM's mission and the work of Midwest museums. Through recognition online and onsite, AMM ensures that **sponsors are celebrated** for their contributions.

## Ready to establish your company as a leader in the Midwest museum community?

Contact AMM to learn about this year's sponsorship opportunities and explore custom options!

## SPONSORSHIP LEVEL

## SPONSORSHIP BENEFITS

## SPONSORED ACTIVITY (Choose One)

### PRESENTING \$10,000

- **Title recognition** on conference e-blasts, Schedule-at-a-Glance flyer, virtual platform Home Page, and signage
- **Exclusive top tier placement in sponsor lists**
- **Remarks at Midwest Museums Recognition Lunch**
- **60-min breakout session (virtual or in-person)**
- **Premiere placement** for 8 x 8 exhibit space
- **Half-Page Midwest Marketplace Flyer ad**
- **15 second spot/slide** at the end of virtual sessions
- 16:9 Networking Lunch Slideshow ad
- **8 Virtual + In-Person registrations** with event tickets
- Standard benefits listed on page 4

- Exclusive Full Conference Naming Opportunity (only one available)

Example:  
*The Way Forward  
2024 Conference  
AMM logo / OMA logo  
Presented by [Logo]*

### SPOTLIGHT \$5,000

- **Remarks at sponsored event/session**
- **Logo on sponsored event/session signage**
- **60-min breakout session (virtual or in-person)**
- 8 x 8 exhibit space at the in-person event
- 16:9 Networking Lunch Slideshow ad
- Standard Midwest Marketplace Flyer ad
- **6 Virtual + In-Person registrations** with event tickets
- Standard benefits listed on page 4

- Keynote Session
- Flash Talks
- Opening Virtual Session
- Museums for All Session
- Attendee Quiet Room
- Lunchtime Networking Roundtable
- Midwest Museums Recognition Lunch

### EVENT \$2,500

- **Remarks at sponsored event**
- **Logo on sponsored event signage**
- 8 x 8 exhibit space at the in-person event
- 16:9 Networking Lunch Slideshow ad
- Standard Midwest Marketplace Flyer ad
- **3 Virtual + In-Person registrations** with event tickets
- Standard benefits listed on page 4

- Afternoon Reception
- Leadership Breakfast
- Wednesday Night Event
- Thursday Night Event
- Friday Night Event
- Saturday Retreat

### SESSION TRACK \$2,000

- **Acknowledgment at track sessions by an AMM rep**
- **Logo on sponsored session signage or slideshow**
- **8 x 8 exhibit space at the in-person event**
- 16:9 Networking Lunch Slideshow ad
- Standard Midwest Marketplace Flyer ad
- **2 Virtual + In-Person registrations** with event tickets
- Standard benefits listed on page 4

- Collections Stewardship
- Fundraising & Revenue
- Education & Programs
- Exhibitions
- Leadership & Operations
- Marketing & Social Media
- Museums 101
- Posters/Conv. Stations
- Virtual Sessions

### LANYARDS \$1,500

- **Black/white logo on conference lanyards**
- **16:9 Networking Lunch Slideshow ad**
- Standard Midwest Marketplace Flyer ad
- **2 Virtual + In-Person registrations** with event tickets
- Standard benefits listed on page 4

- Exclusive logo placement on Name Badge Lanyards (only one available)

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

- **Black/white logo on limited edition t-shirts**
- **16:9 Networking Lunch Slideshow ad**
- **Standard Midwest Marketplace Flyer ad**
- **2 Virtual + In-Person registrations** with event tickets
- Standard benefits listed on page 4

- Limited-Edition Proud Museum Person T-shirts

## SPONSORSHIP LEVEL

## RECOGNITION & BENEFITS

## SPONSORED ACTIVITY (Choose One)

### NETWORKING \$1,000

- Acknowledgment at event by an AMM rep
- Logo on event signage or slideshow
- 1 Virtual + In-Person registrations with event tickets
- Standard benefits listed below

- Thursday Coffee
- Friday Coffee
- Virtual Networking 1
- Virtual Networking 2

### SUPPORTING \$500

- 1 Virtual + In-Person registration
- Standard benefits listed below

- Gift Registration
- Virtual Tour 1
- Virtual Tour 2

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

### Standard Benefits

All sponsors will receive a dedicated page in the virtual conference platform and access to the attendee list available in the platform.

In addition, all sponsors will be acknowledged in onsite signage and during the virtual AMM Annual Business Meeting, in-person Midwest Museums Recognition Lunch, and on the AMM and conference websites ([midwestmuseums.org](http://midwestmuseums.org) and [ammconference.org](http://ammconference.org)).

Membership in AMM is not a requirement for sponsorship, but highly encouraged. Sponsors at the \$5,000 level or above will have their existing membership with AMM renewed automatically or receive a complimentary one-year Brigham Corporate Leadership Circle membership.

### 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 and specifications for artwork can be found [here](#).

Thank you!



# In-Kind Products and Services

## In-Kind Contributions

Companies can support the conference as an In-Kind Sponsor by providing venues, goods or services at reduced or no cost, to help us maintain affordable registration and event ticket rates for attendees.

In-kind sponsor opportunities:

- Event food, beverage, and hospitality service
- Transportation
- AV technical support and hardware loans
- Rent-free meeting space, classroom, advertising, or facility use for workshops and events
- Photography and Videography
- Program and signage printing
- Tote bags and other giveaways

## 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 acknowledged in sponsor recognition lists on onsite sponsored event signage, AMM and conference websites ([ammconference.org](http://ammconference.org) and [midwestmuseums.org](http://midwestmuseums.org)), and in relevant social media posts or conference spotlight emails.

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

- Complimentary conference registrations and event tickets
- Complimentary exhibit space
- Complimentary page in the virtual platform/app
- Complimentary advertising opportunities
- Feature blog posts or e-news articles



# Additional Opportunities

## Presentations

Sponsors at the Presenting and Spotlight levels (\$5,000-10,000) receive the opportunity to present a 60-minute in-person session during the conference as part of their benefits package. Exhibitors and sponsors at the \$1500-\$2,500 levels may request to add a pre-recorded virtual session to their benefits package for a fee of \$200 or an in-person session for \$500 (pending availability). Contact AMM about an upgrade by March 31.

Sponsor and exhibitor sessions must meet conference Call for Proposals requirements and feature at least one museum presenter, not directly sell products or services, and feature educational content. Session outlines and presenter lists must be submitted for review by AMM's Program Committee. AMM will collaborate with presenters on a descriptions and title that will be used in promotion of the program.

## Advertising

AMM is moving away from a traditional printed program and tote bag inserts.

**NEW!** Sponsorship and exhibitor packages now include a 16:9 Networking Lunch Slideshow Ad which will loop continuously during the lunch event.

**NEW!** In addition, we will distribute a Midwest Marketplace Flyer to attendees with their printed Schedule-at-a-Glance. Sponsorship packages include varying sizes of Midwest Marketplace Flyer ads. Due to limited space, size upgrades are not available.

Sponsors may choose to swap advertising benefits for alternatives of equal value. Options include:

- Dedicated E-Blast
- Website 1:1 Sidebar Ad
- AMM E-News or Conference E-Blast Block Ad
- AMM Blog and E-News Feature Article

For more information on advertising, visit: [ammconference.org/sponsor/advertise](http://ammconference.org/sponsor/advertise).

