



Museum Sponsorship Guide



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 museum sponsorship packages, organized to help you **support staff professional development and build team camaraderie** – all while saving on the cost of registration!

These sponsorship packages are available for AMM member museums and other cultural organizations. They 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.

<p>ORGANIZATIONAL CHAMPION \$4,000</p> <ul style="list-style-type: none">• 8 virtual + in-person registrations• 3 evening event tickets per registration• Recognition at AMM annual business meeting• Recognition in sponsor listings <p><i>Savings of approximately \$800!</i></p>	<p>TEAM BUILDER \$2,000</p> <ul style="list-style-type: none">• 4 virtual + in-person registrations• 3 evening event tickets per registration• Recognition at AMM annual business meeting• Recognition in sponsor listings <p><i>Savings of approximately \$400!</i></p>
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Make the Case to Bring Your Team

Why participate in AMM 2026?

1. AMM 2026 is the largest museum event in the Midwest bringing together **400+ professionals** representing a range of disciplines and career stages.
2. We serve museums of all sizes, all disciplines, and all budgets with one key connection—their **shared experiences as Midwesterners**.
3. AMM conferences also bring **inspiration from outside of our profession**, from artists and entrepreneurs to nonprofit leaders and environmentalists.
4. AMM conferences **balance people-time with learning-time**. This means you'll have plenty of time during lunches and breaks to chat with colleagues without feeling like you're missing out on sessions.
5. Our program is **"right-sized."** With a dozen museums to explore and 35+ virtual and in-person sessions for all job types and career stages, enjoy a big conference experience without feeling overwhelmed.
6. It's an **equal playing field**. Whether you're a museum president, a mid-career leader, or an up-and-coming go-getter—you belong here.



Past Attendee Feedback:

AMM strives to continuously evolve and enhance our conference experience based on feedback from attendees and the needs of our museum community. Here are direct quotes from past participants about why they love AMM conferences:

"You and your team organized one of the most welcoming and useful conferences I've attended... I felt your team's support every step of the way."

"I was so invigorated by how social justice was woven throughout many aspects of the conference... It was absolutely soul-feeding to be gathered with museum professionals all on that same wavelength about making a difference..."

"It felt like a community. I made friends. I made colleagues. It was like enjoying the summit of Everest from the comfort of a lawn chair."

"I have never felt so appreciated as a museum employee. I am grateful to have a space to share with other people who value our work."



We hope this is helpful as you consider professional development options for your organization in the coming year. Feel free to reach out to AMM if there is additional information that would support your case for participation.



In-Kind Products and Services

In-Kind Contributions

Museums can support the conference as an In-Kind Sponsor by hosting programs or providing services at reduced or no cost, to help us provide a great experience while maintaining affordable registration rates.

In-kind sponsor opportunities include sharing expertise as guest speakers for general sessions, serving as an event or tour host, and/or offering food, beverage, and hospitality service; transportation; AV technical support and hardware loans; graphic design or marketing services, and classroom space for workshops.

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 acknowledged in sponsor recognition lists on onsite sponsored event signage, AMM and conference websites (ammconference.org and 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

