

## SPONSORSHIP OPPORTUNITIES

# BUILDING MUSEUMS™

*Reach over 350 museum and industry professionals through the  
Building Museums™ Symposium!*

### About Building Museums™

The MAAM Building Museums™ Symposium is an annual international symposium on the process, promise, and pitfalls of planning and managing museum capital building projects. This symposium is for museum leaders, architects, planners, project managers, technical experts, and those who plan to implement new construction, renovation, preservation, or expansion projects for museums. The three-day symposium will consist of various types of presentations: a full-day workshop, keynotes, breakout sessions, behind-the-scenes tours, and social events.

### Sponsoring Building Museums™

Sponsoring Building Museums™ gives your organization or firm visibility to a wide audience, and also helps museum professionals make better informed decisions for their institutions. Opportunities range from advertisements, à la carte items, in-kind donations, and inclusive packages.

### Important Dates

- **November 2023:** Sponsor opportunities become available
- **December 2023:** Building Museums™ Symposium registration opens
- **January 5, 2024:** Sponsor opportunities close
- **January 12, 2024:** Ad artwork and sponsor logos due
- **January 31, 2024:** Social Media post details due
- **March 2–4, 2024:** Tote bag inserts, à la carte items, and in-kind donations due (sent directly to conference hotel); Industry Partner Directory items due to MAAM
- **March 6–8, 2024:** Building Museums™ Symposium, Marriott Philadelphia Downtown

## MAAM Profile

The Mid-Atlantic Association of Museums (MAAM) is one of six regional museum associations in the United States and serves the states of New York, Pennsylvania, New Jersey, Maryland, Delaware, and the District of Columbia. MAAM has over 500 members from across the region, the nation, and abroad. Our members include individuals, students, volunteers, board members, retirees, industry and corporate partners as well as museums and institutions. We serve our members by providing professional development, continuing education, and networking opportunities to people working with and/or affiliated with museums.

## MAAM's Values

### → Inclusion & Equity:

- ◆ *MAAM commits to shaping a museum field that values and includes diverse voices.*

### → Empathy:

- ◆ *MAAM commits to the idea that people matter to museums, and support museums as places to learn and value others.*

### → Curiosity & Innovation:

- ◆ *MAAM commits to evaluating and questioning current practices and integrating a wide range of perspectives to effect thoughtful change within the field.*

## Ready to sponsor? Have a creative sponsorship idea? Contact us!

Kahla DeSmit: [director@midatlanticmuseums.org](mailto:director@midatlanticmuseums.org)

**Note:** Sponsorship payments, advertisement payments, and exhibitor payments may be processed by check mailed to MAAM office or through an online payment processor, AffiniPay. A 3% transaction fee will be applied to all sponsor, advertisement, and/or exhibitor e-invoices processed through AffiniPay.

## Sponsorship Packages

### All sponsors packages receive the following benefits:

- Logo, recognition, and direct link on MAAM website through March 2025
- Recognition in conference program

<p><b>Visionary</b> <b>\$10,000</b></p> <p><i>1 opportunity</i></p>	<ul style="list-style-type: none"> <li>● 4 complimentary registrations</li> <li>● Logo, name, and link to website on Building Museums™ webpage</li> <li>● Logo in conference program</li> <li>● Access to additional discounted tickets</li> <li>● Attendee email list* at <ul style="list-style-type: none"> <li>○ 6 weeks prior to conference</li> <li>○ 3 weeks prior to conference</li> <li>○ 1 week prior to conference</li> <li>○ 1 week post-conference</li> </ul> </li> <li>● Listing in <a href="#">Industry Partner Directory</a></li> <li>● Table in Exhibitors' Hall</li> <li>● 1 social media post across all MAAM platforms</li> <li>● Full-page ad in conference program (7.5 in. w x 10 in h)</li> <li>● Branded conference giveaway item of sponsor's choosing (materials provided by Sponsor)</li> <li>● Marketing item in conference tote bag (materials provided by Sponsor)</li> <li>● 4 guest tickets for Opening Reception</li> <li>● 1 year MAAM corporate membership</li> <li>● Sponsor of Opening Reception; opportunity to welcome guests at the event</li> </ul>
<p><b>Luminary</b> <b>\$7,500</b></p> <p><i>0/3 opportunities remain</i></p>	<ul style="list-style-type: none"> <li>● 3 complimentary registrations</li> <li>● Logo, name, and link to website on Building Museums™ webpage</li> <li>● Logo in conference program</li> <li>● Access to additional discounted tickets</li> <li>● Attendee email list* at <ul style="list-style-type: none"> <li>○ 6 weeks prior to conference</li> <li>○ 3 weeks prior to conference</li> <li>○ 1 week prior to conference</li> <li>○ 1 week post-conference</li> </ul> </li> <li>● Listing in <a href="#">Industry Partner Directory</a></li> <li>● Table in Exhibitors' Hall</li> <li>● 1 social media post across all MAAM platforms</li> <li>● Full-page ad in conference program (7.5 in. w x 10 in h)</li> <li>● Branded conference giveaway item of sponsor's choosing (materials provided by Sponsor)</li> <li>● Marketing item in conference tote bag (materials provided by Sponsor)</li> <li>● 3 guest tickets for Opening Reception</li> <li>● 1 year MAAM corporate membership</li> <li>● Sponsor of 1st time attendee Reception, Exhibitor Reception, or Plenary; opportunity to welcome guests at the event</li> </ul>
<p><b>Contributor</b> <b>\$5,000</b></p> <p><i>4/8 opportunities remain</i></p>	<ul style="list-style-type: none"> <li>● 2 complimentary registrations</li> <li>● Logo, name, and link to website on Building Museums™ webpage</li> <li>● Logo in conference program</li> <li>● Access to additional discounted tickets</li> <li>● Attendee email list* at <ul style="list-style-type: none"> <li>○ 3 weeks prior to conference</li> <li>○ 1 week prior to conference</li> <li>○ 1 week post-conference</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Listing in <u>Industry Partner Directory</u></li> <li>• Sponsor of breakfast, coffee breaks, or luncheons</li> <li>• 1 social media post across all MAAM platforms</li> <li>• Half-page ad in conference program (7.5 in. w x 4.75 in h)</li> <li>• Branded conference giveaway item provided by sponsor (lanyards, tote bags, etc.)</li> <li>• Marketing item in conference tote bag (materials provided by Sponsor)</li> <li>• Eligible for an Exhibitor Table add-on</li> </ul>
<b>Supporter</b> <b>\$2,500</b>	<ul style="list-style-type: none"> <li>• 2 complimentary registrations</li> <li>• Logo, name, and link to website on Building Museums™ webpage</li> <li>• Logo in conference program</li> <li>• Access to additional discounted tickets</li> <li>• Attendee email list* at <ul style="list-style-type: none"> <li>○ 1 week prior to conference</li> <li>○ 1 week post-conference</li> </ul> </li> <li>• Listing in <u>Industry Partner Directory</u></li> <li>• 1 social media post across all MAAM platforms</li> <li>• Quarter-page ad in conference program (3.5 in. w x 4.75 in h)</li> <li>• Eligible for an Exhibitor Table add-on</li> </ul>
<b>Exhibitor</b> <b>\$1,500</b>	<ul style="list-style-type: none"> <li>• Complimentary exhibitors table (6ft table with covering, two chairs, and power)</li> <li>• 1 complimentary registration</li> <li>• Access to additional discounted tickets</li> <li>• Company name and link to website on Building Museums™ webpage</li> <li>• Company name listed in conference program</li> <li>• Access to Building Museums™ attendee list post-conference (electronic format)</li> </ul>

*\*Attendee email list includes names, affiliations, mailing addresses, and emails for conference attendees who consent to share their information with third-party organizations.*

## Sponsorship Individual Opportunities

### À la Carte Items

Choose from the following à la carte items to support MAAM and market your organization. Sponsors must provide physical and digital content. *Please note that these items do not include registration.*

- **Industry Partner Directory Listing**: \$400 for MAAM members, \$600 non-members
- **Tote Bag Insert** (Marketing, no larger than 8.5x11): \$200 for MAAM members, \$300 for non-members (materials provided by Sponsor)
- **Branded Item** (item no larger than 8.5x11): \$300 for MAAM members, \$400 for non-members (materials provided by Sponsor)

### Advertisements

Advertise with MAAM! Options include ad space in MAAM's e-newsletter, on our website, social media pages, and features in the Annual Meeting printed conference program. *Please note that these items do not include registration.*

- **E-mail Ad** in MAAM's seasonal and ongoing e-news
  - \$200 for MAAM members, \$300 for non-members (4 slots available)
- **Social Media Post**
  - 1 post across all platforms: \$100 for MAAM members, \$150 for non-members
  - Please note all social media mentions will be hosted on MAAM's social media pages (Facebook, Twitter, LinkedIn) and must be approved by MAAM.
- **Program Ads** (Digital and Print)
  - Quarter-page (3.5 in. w x 4.75 in. h): \$250 for MAAM members, \$350 for non-members
  - Half-page (7.5 in. w x 4.75 in. h): \$400 for MAAM members, \$500 for non-members
  - Full-page (7.5 in. w x 10 in. h): \$600 for MAAM members, \$750 for non-members

### Exhibitor Table Add-on

- The Exhibitors' Hall will be open during conference hours. Exhibitor tables (6ft table, two chairs, and power) are available to sponsors at **Contributor and Supporter levels for a \$500 add-on**, and are included in Visionary and Luminary packages.

### Additional registrations

- Sponsors at **all package levels** are entitled to full conference registration at a discounted rate in addition to any complimentary registrations.
  - \$250 for MAAM members, \$300 for non-members

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