



2023 CONFERENCE

# Museums, music, *and* movements

NASHVILLE, TN  
JULY 26-28



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## The Association of African American Museums Annual Conference

offers a variety of sponsorship opportunities, providing a level to meet every budget! Aligning a sponsorship with your brand forges awareness of your business, designed to meet your marketing goals and give your institution additional exposure.



## Why Sponsor?

**THOUGHT LEADERSHIP AND DECISION MAKERS** – AAAM brings together national leaders, policymakers, historic institution leaders, higher education institutions and other organizations all under one roof to discuss vital issues facing the field.

**MAJOR INFLUENCERS** – Our conference is customized for museum professionals and invested individuals, influencers, policymakers and practitioners. The boutique structure of the AAAM interactive networking and leadership skill sessions, draws attendees who understand the importance of preserving history throughout the world.

**Founded in 1978, the Association of African American Museums (AAAM)** is a non-profit member organization established to support African and African American focused museums nationally and internationally. AAAM continues to be the principal voice of the African American museum movement. The organization seeks to strengthen and advocate for the interests of institutions and individuals committed to the preservation of African-derived cultures. The services provided by AAAM enhance the ability of its members to serve the needs of anyone who wishes to know more about the art and history of African-derived cultures. AAAM is the premier and only association dedicated to supporting African and African focused museums.

## Exponential membership growth for AAAM over the past several years.

- 2018: **347 Members**

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- 2019: **427 Members**

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- 2020: **625 Members**

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- 2021: **1,086 Members**

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- 2022: **1,172 Members**

International membership in AAAM has grown to include institutions from Senegal, Panama, Tanzania, Japan, Iraq, Nigeria, and Canada (not listed in US map).



## We welcome you to make a sponsorship commitment.

- Please contact AAAM at [info@blackmuseums.org](mailto:info@blackmuseums.org)



## Premier Sponsorship

**\$100,000**

- Remarks by Sponsor's Representative at signature event on one of the selected sponsorship days
- Exhibit Booth
- 30-second promotional video display during the major event on one of the selected sponsorship days
- Name Recognition on all conference digital signage/collateral
- Name and logo listing on AAAM website
- Link to your Corporate Social Responsibility web page
- 6-mos. Post-conference feature on AAAM website
- Public acknowledgement of Sponsorship
- Sponsor Signage at the following events:
  - *Networking Day (Friday)*
  - *Evening Receptions*
- 25 Full-Conference Registrations
- Exclusive electronic (email) promotional placement on outgoing conference communication (to over 3,500 unique list-serve participants)
- Social Media participation and content generation
- Logo listed on AAAM's Partners and Supporters website for a full year
- Access to Customized Membership Contact Lists (opt-in members only)



## Sponsorship Opportunities

### Primary Event Sponsor

**\$50,000**

- Remarks by Sponsor's Representative at signature event on one of the selected sponsorship days
- Exhibit Booth
- Name recognition on all conference digital signage/collateral
- Name and logo listing on AAAM website
- Link to your Corporate Social Responsibility web page
- 6-mos. Post-conference feature on AAAM website
- Public acknowledgement of Sponsorship
- Sponsor Signage at the following events:
  - *Evening Receptions*
- 15 Full-Conference Registrations
- Exclusive electronic (email) promotional placement on outgoing conference communication (to over 2,500 unique list-serve participants)
- Social Media participation and content generation
- Logo listed on AAAM's Partners and Supporters website for a full year
- Access to Customized Membership Contact Lists (opt-in members only)



## Sponsorship Opportunities

### Partner Activity Sponsor

**\$25,000**

- Remarks by Sponsor's Representative at signature event on one of the selected sponsorship days
- Exhibit Booth
- Name recognition on all conference digital signage/collateral
- Name and logo listing on AAAM website
- Link to your Corporate Social Responsibility web page
- 6-mos. Post-conference feature on AAAM website
- Public acknowledgement of Sponsorship
- Sponsor Signage at the following events:
  - *Evening Receptions*
- 10 Full-Conference Registrations
- Exclusive electronic (email) promotional placement on outgoing conference communication (to over 1,000 unique list-serve participants)
- Social Media participation and content generation
- Logo listed on AAAM's Partners and Supporters website for a full year
- Access to Customized Membership Contact Lists (opt-in members only)

### Cultural Resource Sponsor

**\$10,000**

- Remarks by Sponsor's Representative during Networking Lounge (30 second commercial spot)
- Exhibit Booth
- 5 Full-Conference Registrations
- Sponsored Product and/or Service Activation during a designated snack-break on selected sponsorship day
- Logo listed in Conference App
- Social Media participation and content generation
- Name and logo listing on AAAM website
- Link to Sponsor's Corporate Social Responsibility page
- Opportunity to host a webinar/demo on Friday's full day of networking (45 minutes) – Virtual Only
- Public acknowledgement of Sponsorship





## Sponsorship Opportunities

### Preservation Sponsor

**\$5,000**

- Remarks by Sponsor's Representative at the selected reception(s)
- Exhibit Booth
- Name and logo listing on AAAM website
- Special Logo placement on Reception Description Page in conference app
- Public acknowledgement of Sponsorship
- Sponsor Signage at the Evening Reception(s)
- Name and logo recognition in electronic communications

### Diamond Sponsor

**\$3,000**

- Name listing on AAAM website
- Sponsor Signage at the Evening Reception(s)
- Exhibit Booth (Virtual Booth Only)
- Special Logo placement on Reception Description Page in conference app
- Name and logo recognition in electronic communications

### Gold Sponsor

**\$2,500**

- Sponsor logo on AAAM website
- Name placement on Reception Description Page in conference app
- Exhibit Booth (Virtual Booth Only)
- Name and logo recognition in electronic communications

### Silver Sponsor

**\$1,000**

- Sponsor logo on AAAM website
- Exhibit Booth (Virtual Booth Only)
- Name and logo recognition in electronic communications

### Patron Sponsor

**\$550**

- Name and logo recognition in electronic communications
- Exhibit Booth (Virtual Booth Only)

# Targeted Branding Opportunities

**Only 1 sponsorship of each item is available unless otherwise indicated.**



**Welcome Reception  
Sponsor  
\$35,000**



**Conference Audio/Visual  
Sponsor  
\$25,000**



**Conference Bag  
Sponsor  
\$15,000**



**Transportation  
Sponsor  
\$10,000**



**Conference App  
Sponsor  
\$7,500**



**Speed Networking/Mentoring  
Sponsor  
\$7,500**





# Targeted Branding Opportunities

**Only 1 sponsorship of each item is available unless otherwise indicated.**



**Hotel Keycard  
Sponsor  
\$7,500**

4  
AVAILABLE



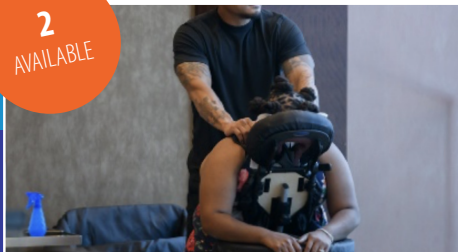
**Refreshment/Break  
Sponsor  
\$5,000**

MULTIPLE  
AVAILABLE



**Individual Session  
Sponsor  
\$2,500**

2  
AVAILABLE



**Wellness Station  
Sponsor  
\$2,500**

3  
AVAILABLE



**Charging Station  
Sponsor  
\$2,500**



**Photobooth  
Sponsor  
\$2,000**



**Conference Bag Content  
Sponsor  
\$500 per placement**

*Sponsor is responsible for procurement of the placement item as well as delivery to Grand Hyatt Nashville. All items must be approved by AAAM in advance.*

## FULL PAGE | \$1,500

- ▶ 8.5" w x 11" h (TRIM)
- ▶ 8.75" w x 11.25" h (BLEED)



## HALF PAGE | \$750

- ▶ 8.5" w x 5.25" h (TRIM)
- ▶ 8.75" w x 5.5" h (BLEED)



## QUARTER PAGE | \$500

- ▶ 4.0" w x 5.25" h (TRIM)
- ▶ 4.25" w x 5.5" h (BLEED)



## FORMAT

All advertisement files must be submitted as:

- ▶ 4 color process (CMYK) at 300 dpi.
- ▶ Accepted file types: png, jpg, pdf, eps, tiff, psd, indd, ai.
- ▶ Please outline or include font files and package all links.

## NOTICE:

AAAM reserves the rights to refuse any advertisement at its discretion.

Deadline date to submit advertisements is May 19, 2023.

Please forward all graphic files to Adryan Pinkerton – [info@blackmuseums.org](mailto:info@blackmuseums.org)

