

# Corporate Sponsorship

OPPORTUNITY OVERVIEW

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# Corporate Sponsorship

## Sponsor Levels

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Sponsorship celebrates corporate support while meeting company objectives for giving. Companies that provide direct support to programs, exhibitions, or events enjoy substantial recognition, access, and hospitality.

Sponsorships are available at several levels designed to accommodate a range of budgets.

- Presenting Sponsorships with favorable logo brand recognition and in comprehensive marketing campaigns start at \$150,000
- Supporting Sponsorships and Co-Sponsorships with logo brand recognition onsite and in some marketing campaign materials from \$25,000
- Exhibition and Program Support levels from \$10,000

**Sponsorships can include a range of benefits accessible at different support levels. Every sponsorship package can be customized to meet your objectives for engagement. The following levels provide some examples.**



# Corporate Sponsorship Benefits

## PRESENTING SPONSOR

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### RECOGNITION

- Prominent onsite logo recognition like title walls, rotating digital screens, and other physical signage.
- Logo and/or text acknowledgement on brochures, maps, guides, event invitations, member and visitor communications, and more.
- Sponsor statement on exhibition title wall and text recognition on exhibition tickets
- Speaking opportunity at opening event for exhibition sponsors
- Opportunity to include sponsor materials in press releases and media kits

### EVENTS

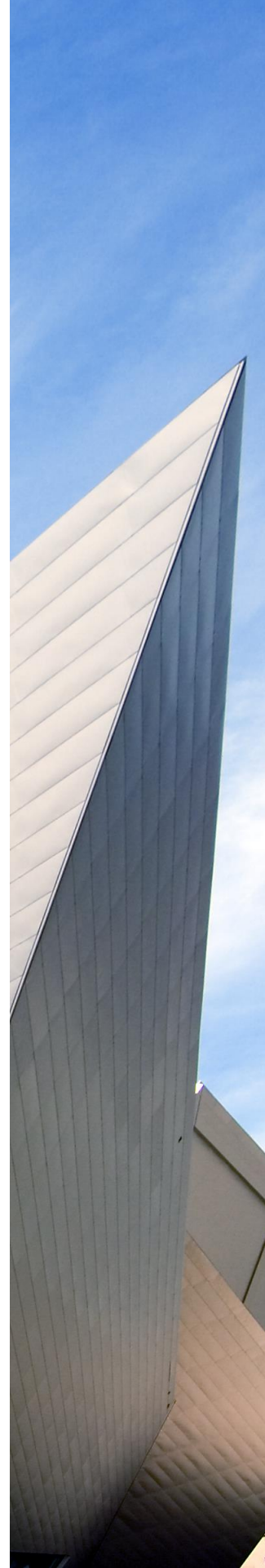
- Complimentary use of museum spaces for private sponsor events during the run of the exhibition. (Dates and spaces to be mutually agreed upon)\*\*\*
- Opportunity for daytime viewings and/or guided tours for up to ten guests\*\*
- Opportunity for behind-the-scenes and other exclusive access or experiences

### HOSPITALITY

- Invitations to exclusive opening events\*
- General admission and/or exhibition tickets and/or exhibition catalogues
- Corporate volunteer opportunities, as available

### MARKETING

- Brand inclusion with paid marketing campaigns including print, TV, and social media
- Brand inclusion with all out of home marketing including highly visible exterior signage, Martin Plaza banners, and local billboards
- Logo and/or text recognition on the exhibition web page and blogs



# Corporate Sponsorship Benefits

## SUPPORTING SPONSOR

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### RECOGNITION

- Onsite logo recognition like title walls, rotating digital screens, and other physical signage.
- Logo and/or text acknowledgement on brochures, maps, guides, event invitations, member and visitor communications, and more.

### EVENTS

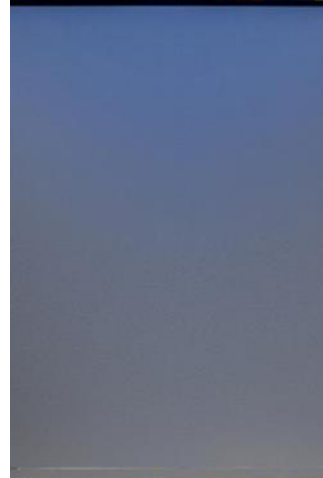
- Complimentary use of museum spaces for private sponsor events during the run of the exhibition. (Dates and spaces to be mutually agreed upon)\*\*\*
- Opportunity for daytime viewings and/or guided tours for up to ten guests\*\*
- Opportunity for exclusive access or experiences

### HOSPITALITY

- Invitations to exclusive opening events\*
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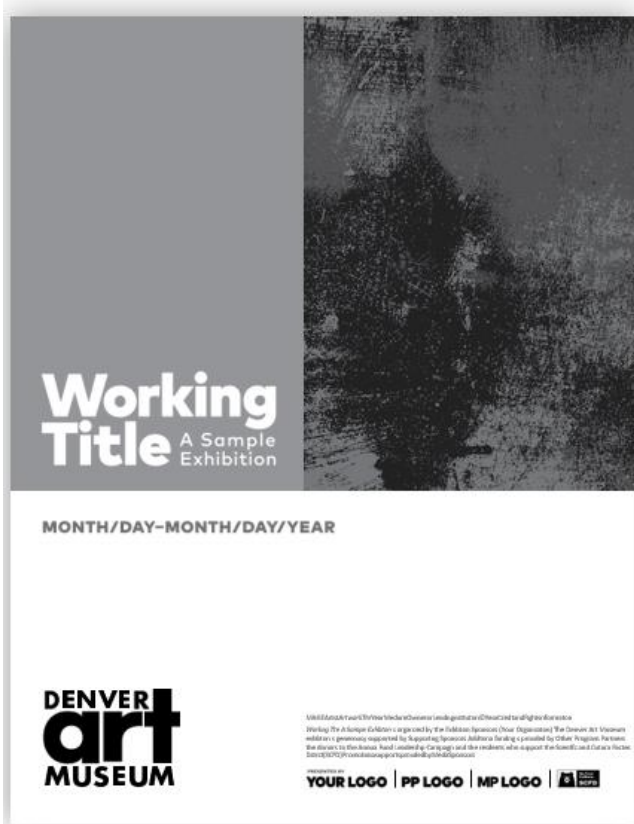
### MARKETING

- Logo and/or text recognition on the exhibition web page and blogs
- Out of home marketing and text recognition





# Corporate Sponsorship Marketing Examples



## Print Ad

PLACEMENT: Local and National Magazines  
(Depending on audience and reach desired.)

## OOH Billboards

PLACEMENT: Citywide.





It's a big year at  
the Denver Art Museum,  
and we invite you to join us!

**Talk to us about your sponsorship goals today.**

CorporatePartnerships@denverartmuseum.org  
720-913-0188  
[denverartmuseum.org/en/corporate-partners](https://denverartmuseum.org/en/corporate-partners)

\*Event invitations are good for a guest plus one and are non-transferable.

\*\*Tours must be during museum hours. Tours are based on curator and interpretive specialist availability.

\*\*\*Private events will be scheduled on a space-available basis within one year of sponsorship. Event rental credits may be applied to the cost to reserve a single event space up to the value of the credit. All hard costs associated with an event, including food, beverage, and security, are the responsibility of the Corporate Sponsor.

Martin Building Images by James Florio.

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