



## Sponsorship Activities

Programming	Networking	Amenities
<p><b>Session Content</b> 4 available – Patron Level (\$10K)</p>	<p><b>CEO Luncheon</b> 3 available – Patron Level (\$15K)</p>	<p><b>Wi-Fi</b> Exclusive – Leader Level (\$20K)</p>
<p><b>Keynote Sessions</b> 2 available – Patron Level (\$10K)</p>	<p><b>CEO/Directors Reception</b> 3 available – Patron Level (\$10K) or Exclusive – Visionary Level (\$50K)</p>	<p><b>Mobile App</b> Exclusive – Leader Level (\$20K)</p>
<p><b>Poster Hall</b> Exclusive – Patron Level (\$10K)</p>	<p><b>Alliance Leadership Dinner</b> 3 available – Patron Level (\$15K)</p>	<p><b>Conference Registration</b> Exclusive – Patron Level (\$10K)</p>
<p><b>General Welcome Session</b> Exclusive – Patron Level (\$10K)</p>	<p><b>CEO Summit</b> 3 available – Patron Level (\$15K)</p>	<p><b>Lanyards and Badges</b> Exclusive – Patron Level (\$15K) Lanyards – RESERVED</p>
<p><b>AAM Party – Evening at the Museum</b> 4 available – Patron Level (\$10K) or Exclusive – Visionary Level (\$50K)</p>	<p><b>CEO Roundtables</b> Exclusive – Patron Level (\$15K)</p>	<p><b>Printed Attendee Guide</b> Exclusive – Patron Level (\$10K)</p>

\*Additional activities might be available at a later date

## Examples of Activity-Related Benefits

Patron - \$10,000	Leader - \$20,000	Visionary - \$50,000
<ul style="list-style-type: none"> <li>Logo next to activity in schedule, 1 minute live or video introduction (if applicable), handouts or giveaways, &amp; attendee list.</li> </ul>	<ul style="list-style-type: none"> <li>Logo next to activity in schedule, 1 minute live introduction (if applicable), handouts or giveaways, &amp; attendee list.</li> <li>Logo included in conference email blasts.</li> <li>Select one Leader activity or two Patron activities</li> </ul>	<ul style="list-style-type: none"> <li>Logo next to activity in schedule, 1 minute live introduction (if applicable), handouts or giveaways, &amp; attendee list.</li> <li>Logo included in conference email blasts.</li> <li>Select a combination of activities.</li> </ul>

## Sponsorship Level Benefits

	Patron - \$10,000	Leader - \$20,000	Visionary - \$50,000
Conference Branding	Public listing on AM website, linked: Logo size position: 3  AAM2024 email signature block for use by sponsor	Public listing on AM website, linked: Logo size position: 2  AAM2024 email signature block for use by sponsor	Public listing on AM website, linked: Logo size: position 1  AAM2024 email signature block for use by sponsor
Conference Content	Live speaking opportunity in MuseumExpo: 30 min on schedule	Live speaking opportunity in MuseumExpo: 30 min on schedule	Live speaking opportunity in MuseumExpo: 30 min on schedule
Conference Signage	Social media: logo on 1 post - 4 channels Logo: online program, slides and mobile app Logo: onsite signs and <i>Museum</i> magazine	Social media: logo on 2 posts - 4 channels Logo: online program, slides and mobile app Logo: onsite signs and <i>Museum</i> magazine	Social media: logo on 2 posts - 4 channels Logo: online program, slides and mobile app Logo: onsite signs and <i>Museum</i> magazine
Conference Communication	Attendee mailing list Opt-in email list	Attendee mailing list Opt-in email list AAM2024 marketing e-blasts acknowledgement (footer) Short section in Annual Meeting Know Before You Go newsletter	Attendee mailing list & opt-in email list AAM2024 marketing e-blasts acknowledgement (footer, brief CTA) Dedicated email to sponsor's target audience (limit: 5,000 subscribers) Full page ad in Museum magazine
Hospitality	Registrations - 1 Coaching to enhance conference experience 1 invitation to CEO/Director's Reception	Registrations - 2 Coaching to enhance conference experience 2 invitations to CEO/Director's Reception	Registrations - 4 Coaching to enhance conference experience 2 invitations to CEO/Director's Reception 1 invitation to Alliance Leadership Dinner
Year-round Visibility	Sponsor listing on AAM website, linked AAM sponsor logo for use in marketing materials	Sponsor listing on AAM website, linked AAM sponsor logo for use in marketing materials Ask an Expert Interview published on Alliance Blog and in Field Notes newsletter	Sponsor listing on AAM website, linked AAM sponsor logo for use in marketing materials Ask an Expert Interview published on Alliance Blog and in Field Notes newsletter, and linked in 1 social media post - 3 channels