



CONFERENCE

Sponsorship Opportunities



About the Alberta Museums Association

The Alberta Museums Association (AMA) was founded in 1971 by museum professionals who sought career development and connection. The Association is a non-profit organization dedicated to leading, facilitating, and supporting museums in their vital role with communities. The AMA Membership is made up of a diverse community of museums and museum professionals we are proud to serve. Today, the AMA counts more than 170 Institutional and over 200 individuals among its members. The AMA invites you to sponsor one of our Programs, Services and Events.

Why Sponsor the AMA's Programs, Services and Events?

The Alberta museum community is recognized for its reputation of excellence and professionalism. By sponsoring the AMA, you will:

- Connect with leaders in the museum field;
- Promote your products and services to professionals from the museum and cultural sectors, throughout the province and beyond;
- Foster new business with AMA audiences and their networks, which represent some of the best resourced museum markets in Canada;
- Join colleagues in discussions around shifting societal trends that impact the sector;
- Connect with regional, national, and international leaders in the museum field; and
- Raise your profile within the cultural community and contribute to the sector.

Sponsorship Opportunities listed are current for 2022.

If you are interested in multiyear sponsorship or a custom opportunity, please contact advancement@museums.ab.ca.



CONFERENCE SPONSORSHIP OPPORTUNITIES

Conference 2022, Inside Out: Reconsidering Museum Culture

The Alberta Museums Association's (AMA) Annual Conference is the largest gathering of museum and heritage professionals in Alberta and is the premier educational and networking opportunity for those working in the field. The 2022 Conference aims to explore how the sector is reconsidering the nature of museum work. The curated program will encourage the sector start thinking about how it's work can be reconsidered for a better future. This Conference will examine issues around trust and authority, activism, and social responsibility to create a framework in which museums can see themselves as leaders and advocates for social change.



Conference Sponsor

\$3000.00

Become the exclusive 2022 Conference Sponsor for both the in-person and virtual event!

September 17, 2022

Feigel Conference Centre,
MacEwan University
Edmonton, Alberta

September 23, 2022

Virtual Conference Event
Zoom

Be the first to get in front of delegates by becoming our headline sponsor for the 2022 Conference. This is the premier 2022 Sponsorship option that provides a speaking or recorded video opportunity before the in-person and virtual event's opening comments.

The opportunity includes:

- One 5-minute speaking opportunity in each conference event, which can be live or pre-recorded;
- Logo placement on the conference registration website;
- Logo placement on all main Conference websites;
- Standalone logo placement on Conference Sponsorship slides;
- Text recognition on all main Conference websites and promotional communications, including Tie-in Content distribution platforms, and;
- Verbal recognition through the Conference event.

Exclusive sponsorship opportunity.



Title Sponsor for In-Person Keynote Address

\$1000.00

The September 17, 2022 Keynote Address, which is attended by all Conference delegates, sets the tone for delegate engagement for the day. Sponsoring the opening keynote offers the first opportunity to address all delegates as part of the main program.

Armando Perla, Chief Curator, Toronto History Museums, City of Toronto, will deliver the 2022 Annual Conference, in-person keynote presentation, "The Human Cost of Decolonization".

The opportunity includes:

- One 3-minute speaking opportunity, which can be live or pre-recorded;
- RSVP seating with Keynote presenter;
- Logo placement on the conference registration website;
- Logo placement on all main Conference websites;
- Standalone logo placement on Conference Sponsorship slides;
- Text recognition on all main Conference websites and promotional communications, including Tie-in Content distribution platforms; and
- Verbal recognition through the Conference event.

Exclusive sponsorship opportunity.

Title Sponsor for Virtual Plenary Address

\$500.00

The September 23, 2022 Plenary Address, which is attended by all Conference delegates, sets the tone for delegate engagement for the day. Sponsoring the opening keynote offers the first opportunity to address all delegates as part of the main program.

Janeen Bryant, Lead Facilitator at Facilitate Movement, will deliver the 2022 Annual Conference virtual plenary presentation, "Trust and Change: Building REAL Community Partnerships".

The opportunity includes:

- One 3-minute speaking opportunity, which can be live or pre-recorded;
- Logo placement on the conference registration website;
- Logo placement on all main Conference websites;
- Standalone logo placement on Conference Sponsorship slides;
- Text recognition on all main Conference websites and promotional communications, including Tie-in Content distribution platforms; and
- Verbal recognition through the Conference event.

Exclusive sponsorship opportunity.



Evening Event Sponsor - September 16, 2022

\$1000.00

The September 16, 2022 Opening Reception, held at the Alberta Aviation Museum, is a networking and social event for all conference attendees. Sponsoring the evening event is an opportunity to network with attendees before the conference begins.

The opportunity includes:

- One 3-minute speaking opportunity;
- Logo placement on Conference schedule website and event description listing;
- Logo / text recognition in social event promotional communications;
- Logo placement on Conference sponsor slides; and
- Verbal recognition throughout the Conference event.
- Two event tickets.



Exclusive sponsorship opportunity.

Learning Lab Sponsorship

\$500.00

This September 17, 2022 opportunity allows sponsors to present at the beginning of a Learning Lab session during the in-person Conference. Delegates will gather in groups in the afternoon for talks, workshops, tours and activities.

The opportunity includes:

- One 3-minute speaking opportunity;
- Choice of sessions (as available);
- Logo placement on Conference schedule website;
- Logo / text recognition in session-specific promotional communications;
- Logo placement on Conference sponsor slides; and
- Verbal recognition through the Conference event.

4 sponsorship opportunities.



Transportation Sponsorship

\$500.00

This September 17, 2022 opportunity allows sponsors to present as delegates travel to the location of a Learning Lab.

The opportunity includes:

- Speaking opportunity on bus to venue (times vary based on location);
- Choice of sessions (as available);
- Logo placement on Conference schedule website;
- Logo / text recognition in session-specific promotional communications;
- Logo placement on Conference sponsor slides; and
- Verbal recognition through the Conference event.

3 sponsorship opportunities (Can be bundled).

Conference Break Sponsorship

\$250.00



The opportunity includes:

- Signage logo placement;
- Choice of breaks (as available);
- Logo placement on Conference schedule website;
- Logo / text recognition in session-specific promotional communications;
- Logo placement on Conference sponsor slides; and
- Verbal recognition through the Conference event.

2 sponsorship opportunities (Can be bundled).



Conference Lunch Sponsorship

\$500.00

The opportunity includes:

- Signage logo placement;
- Logo placement on Conference schedule website;
- Logo / text recognition in session-specific promotional communications;
- Logo placement on Conference sponsor slides; and
- Verbal recognition through the Conference event.

1 sponsorship opportunity (Can be bundled).



Lightning Sessions Sponsorship

\$1000.00

This September 23, 2022 opportunity allows sponsors to present before the lightning sessions online. All delegates attending these sessions wait for the session to begin in this online space.

The opportunity includes:

- One 3-minute speaking opportunity;
- Choice of sessions (as available);
- Logo placement on Conference schedule website;
- Logo / text recognition in session-specific promotional communications;
- Logo placement on Conference sponsor slides; and
- Verbal recognition through the Conference event.

Exclusive sponsorship opportunity.

To secure sponsorships listed here please contact Meghan Cardy, Communications Coordinator, at mcardy@museums.ab.ca.



CONTACT INFORMATION

Organization: _____

Contact: _____

Address: _____

City / Province: _____ Postal Code: _____

Phone: _____ Email: _____

Website: _____

SPONSORSHIP OPPORTUNITIES SELECTED

AGREEMENT

I agree to pay for the Sponsorship Opportunities indicated above and will remit payment within ten business days of submitting this Registration Form. I understand that:

- Contributions will not be recognized in promotional materials of any kind until payment has been received by the Alberta Museums Association.
- It is the responsibility of all Sponsors to ensure that promotional materials including logos are submitted by Sept 2, 2022 to guarantee inclusion.
- The Alberta Museums Association will provide the items or services as described in the Sponsor Package. The Sponsor will be responsible for all additional costs, expenses, or incidentals which the Sponsor may incur in participating.
- Sponsors shall and do hold harmless the Alberta Museums Association, its Directors, employees, and agents from any and all claims which may be made in relation to the performance of this agreement. The

Sponsor further agrees to indemnify the Alberta Museums Association from any claim made against the Alberta Museums Association, its Directors, employees, or agents, including legal fees on a solicitor and client basis, in relation to an act or omission on the part of the Sponsor.

- Sponsorship is granted on a first-come, first-served basis.
- The Alberta Museums Association may reschedule or alter any or all Sponsorship Opportunities for any reason with 3 days' notice and that payments or contributions shall be applied to the rescheduled date or time. No refunds will be provided.

Name: _____ Date: _____

Signature: _____

ATTACHMENTS

Please return the completed form with a high-resolution colour and / or black and white digital logo (PNG, JPG, or TIFF preferred) to mcardy@museums.ab.ca.