



Sponsorship Opportunities



Table of Contents

About the Alberta Museums Association	3
Sponsorship Opportunities	4
Awards Sponsorship Opportunities	4
Fall Gathering	5
Spring Symposium	9
Trade Show Opportunities	13
Spring Symposium Trade Show	13
Advertising Opportunities	14
INFOrm	14
Sponsorship Form	16

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 institutions and over 200 individuals among its members. The AMA invites you to sponsor one of our Programs, Services, or 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.
- Raise your profile within the cultural community and contribute to the sector.

Important Dates

February 16, 2024: Deadline for Trade Show and sponsorship of Spring Symposium

April 5, 2024: Promotional material deadline for Spring Symposium

April 27, 2024: Spring Symposium

August 15, 2024: Deadline for sponsorship of Fall Gathering and Awards

September 5, 2024: Promotional material deadline for Fall Gathering

September or October 2024 (TBC): Fall Gathering and Awards Celebration

December 15, 2024: Last day for Super Early Trade Show Booth rates

January 15, 2025: Last day for Early Trade Show Booth rates

Sponsorship Opportunities listed are current for 2024-25.

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

Sponsorship Opportunities

Awards Sponsorship Opportunities

The Alberta Museums Association Awards Program recognizes leadership, exceptional work, and innovative thinking contributing to the social, cultural, and educational fabric of Alberta. The Awards Program is grounded in the belief that excellence, innovation, and creativity form the foundation of outstanding museums. Award recipients take the lead in creating value, accessibility, and relevance in their communities.

As a sponsor of an AMA Award, you will have the opportunity to showcase your support for museums and exceptional leaders in the sector.

Leadership Awards Sponsorship

\$1500.00

Sponsor one of the AMA's Leadership Awards in the categories of Engagement, Sustainability, and Education. As a sponsor of an award, you or your organization will be recognized as the sponsor of the award for one year. A portion of the sponsorship will be awarded to recipients.

The opportunity includes:

- Two tickets to Awards Celebration) with award recipient
- Choice of Award (Engagement, Sustainability, or Education)
- Signage logo placement
- Logo placement on the event registration website
- Logo placement on Fall Gathering webpage
- Standalone logo placement on Fall Gathering sponsor slides
- Text recognition on all main Awards websites and promotional communications
- Verbal recognition through the Awards Celebration

3 sponsorship opportunities remaining for 2024 (can be bundled or multi-year).

For sponsorship in this category or to discuss additional award sponsorship opportunities including award naming sponsorship, please contact advancement@museums.ab.ca.

Fall Gathering

Opportunity	Amount	Avail-ability	Tickets	Speaking	Logo	Recognition		
						Social	Text	Verbal
Presenting Sponsor	\$5000	1	2	5-minute	<ul style="list-style-type: none"> • event signage • on sponsor slides (standalone) • event websites 	Yes	Yes	Yes
Host Sponsor	Variable	1	2	3-minute	<ul style="list-style-type: none"> • event signage • on sponsor slides (standalone) • event websites 	Yes	Yes	Yes
Keynote Sponsor	\$2000	1	2	No	<ul style="list-style-type: none"> • event signage • on sponsor slides • event websites 	Yes	Yes	Yes
Entertainment Sponsor	\$2000	1	2	No	<ul style="list-style-type: none"> • event signage • on sponsor slides • event websites 	Yes	Yes	Yes
Lunch Sponsor	\$1000	1	No	No	<ul style="list-style-type: none"> • event signage • on sponsor slides • at lunch 	No	No	Yes
Table Sponsor	\$400 (sponsorship only) \$550 (sponsorship +2 tickets) \$800 (sponsorship +8 tickets)	10	Varies	No	<ul style="list-style-type: none"> • event signage • on sponsor slides • at tables 	No	No	No

Presenting Sponsor

\$5000

Be the exclusive 2024 Presenting Sponsor for the in-person Fall Gathering and Awards Celebration!

September or October 2024

Location TBD

Be the first to get in front of delegates by becoming our headline sponsor for the 2024 Fall Gathering and Awards Celebration. This is the premier 2024 Sponsorship option that provides a speaking or recorded video opportunity before the in-person opening comments at the Awards Celebration.

The opportunity includes:

- One 5-minute speaking opportunity at the Awards Celebration (live or pre-recorded)
- Two complimentary tickets to the Fall Gathering and Awards Celebration
- Signage logo placement at event
- Logo placement on the event registration website
- Logo placement on Fall Gathering webpage
- Standalone logo placement on Fall Gathering sponsor slides
- Recognition on AMA social media channels
- Text recognition on all Fall Gathering promotional materials
- Verbal recognition through the Fall Gathering event



Exclusive sponsorship opportunity.

Host Sponsor

Variable

The opportunity includes:

- One 3-minute speaking opportunity at the Awards Celebration (live or pre-recorded)
- Two complimentary tickets to the Fall Gathering and Awards Celebration
- Signage logo placement at event
- Logo placement on the event registration website
- Logo placement on Fall Gathering webpage
- Standalone logo placement on Fall Gathering sponsor slides
- Recognition on AMA social media channels
- Text recognition on all Fall Gathering promotional materials
- Verbal recognition through the Fall Gathering event

Exclusive sponsorship opportunity.

For sponsorship in this category or to discuss additional opportunities including the 2025 Spring Symposium please contact advancement@museums.ab.ca.

Keynote Sponsor

\$2000

The opportunity includes:

- One complimentary ticket to the Fall Gathering and Awards Celebration
- Signage logo placement at event
- Logo placement on the event registration website
- Logo placement on Fall Gathering webpage
- Standalone logo placement on Fall Gathering sponsor slides
- Recognition on AMA social media channels
- Text recognition on all Fall Gathering promotional materials
- Verbal recognition through the Fall Gathering event

Exclusive sponsorship opportunity.

Entertainment Sponsor

\$2000

The opportunity includes:

- One complimentary ticket to the Awards Celebration
- Signage logo placement at event
- Logo placement on the event registration website
- Logo placement on Fall Gathering webpage
- Standalone logo placement on Fall Gathering sponsor slides
- Recognition on AMA social media channels
- Text recognition on all Fall Gathering promotional materials
- Verbal recognition through the Fall Gathering event

Exclusive sponsorship opportunity.

Lunch Sponsor

\$1000

The opportunity includes:

- Signage logo placement at event and lunch
- Logo placement on the Fall Gathering webpage
- Logo placement on the Fall Gathering sponsor slides
- Verbal recognition at lunch

Exclusive sponsorship opportunity.

Awards Celebration Table Sponsorship

\$400/\$550/\$800

The opportunity includes:

- Signage logo placement at event
- Logo placement on table
- Logo placement on Fall Gathering webpage
- Logo placement on Fall Gathering sponsor slides

\$400 - sponsorship only

\$550 - sponsorship + 2 tickets

\$800 - sponsorship + 8 tickets (entire table)



Multiple sponsorship opportunities (Can be bundled).

To secure the sponsorships listed here please contact Meghan Cardy, Program Lead, at mcardy@museums.ab.ca.

Spring Symposium

Opportunity	Amount	Avail-ability	Tickets	Speaking	Logo	Recognition		
						Social	Text	Verbal
Presenting Sponsor	\$3000	1	2	3-minute	<ul style="list-style-type: none"> • event signage • on sponsor slides (standalone) • event websites 	Yes	Yes	Yes
Keynote Sponsor	\$1000	1	1	2-minute	<ul style="list-style-type: none"> • event signage • on sponsor slides (standalone) • event websites 	Yes	Yes	Yes
Lunch Sponsor	SOLD	1	No	1-minute	<ul style="list-style-type: none"> • event signage • on sponsor slides • at lunch 	No	No	Yes
Session Sponsor	\$500	Multiple	1	1-minute	<ul style="list-style-type: none"> • event signage • on sponsor slides • event websites 	Yes	Yes	Yes
Break Sponsor	\$250	≥ 1	No	No	<ul style="list-style-type: none"> • event signage • on sponsor slides • at break 	No	No	No

Presenting Sponsor

\$3000

Become the exclusive 2024 Presenting Sponsor for the in-person Spring Symposium!

April 27, 2024

Downtown Edmonton: Stanley A. Milner Library, Art Gallery of Alberta, Royal Alberta Museum

The opportunity includes:

- One 3-minute speaking opportunity at the opening of the event, which can be live or pre-recorded
- Complimentary registration for two attendees
- Signage logo placement at event
- Logo placement on the event registration website
- Logo placement on Symposium webpage
- Standalone logo placement on Symposium sponsor slides
- Text recognition on all Symposium promotional materials
- Verbal recognition through the Spring Symposium event

Exclusive sponsorship opportunity.

Keynote Sponsor

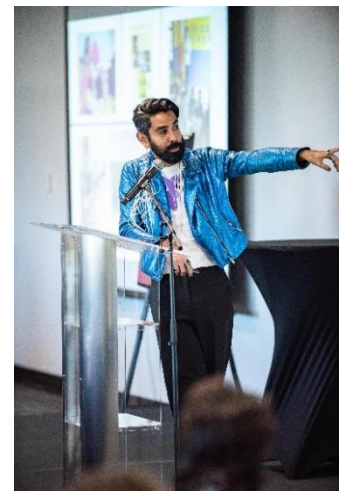
\$1000

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

The opportunity includes:

- One 2-minute speaking opportunity before the keynote, which can be live or pre-recorded
- Complimentary registration for one attendee
- RSVP seating with Keynote presenter
- Signage logo placement at event
- Logo placement on the event registration website
- Logo placement on Symposium webpage
- Standalone logo placement on Symposium sponsor slides
- Text recognition on all Symposium promotional materials
- Verbal recognition through the Spring Symposium event

Exclusive sponsorship opportunity.



Lunch Sponsor

SOLD

The opportunity includes:

- One 1-minute speaking opportunity in advance of lunch, which can be live or pre-recorded
- Signage logo placement at event
- Logo placement on the Symposium webpage
- Logo placement on the Symposium sponsor slides
- Verbal recognition at lunch

Exclusive sponsorship opportunity.

Session Sponsor

\$500



This April 2024 opportunity allows sponsors to present at the beginning of a Learning Lab session during the Spring Symposium. Delegates will gather in groups in the afternoon for talks, workshops, tours, and activities.

The opportunity includes:

- One 1-minute speaking opportunity
- Choice of sessions (as available)
- Logo placement on the Symposium webpage
- Logo / text recognition in session-specific promotional materials
- Logo placement on Symposium sponsor slides

Multiple sponsorship opportunities.

Break Sponsorship

\$250



The opportunity includes:

- Signage logo placement at event and break
- Choice of breaks (as available)
- Logo placement on Symposium webpage
- Logo placement on Symposium sponsor slides

1 sponsorship opportunity remaining.

To secure the sponsorships listed here please contact Meghan Cardy, Program Lead, at mcardy@museums.ab.ca.

Trade Show Opportunities

Spring Symposium Trade Show



Vendor Booth Rates

Paid by December 15	Paid by January 15	Paid After January 15
\$425	\$500	\$550

*Additional charges may apply based on booth requirements.

Vendor Booth Rental includes:

- Complimentary registration for two attendees
- Wireless internet access (computers not provided)
- Eight-foot booth space with one draped table and two chairs
- Company name and logo placement on select media
- Link to your website from the Trade Show page of the event website
- Complimentary breakfast, lunch, and refreshments
- PDF of the Symposium delegate list
- Trade Show Reception with delegates, including host bar and refreshments

To book a trade show booth please contact Meghan Cardy, Program Lead, at mcardy@museums.ab.ca.

Advertising Opportunities

INForm

INForm is the e-magazine of the AMA. Its goal is to connect the Alberta museum community with the information, resources, and people that contribute to its success. INForm contains articles submitted by AMA members, staff, and other heritage professionals as well as information about topics relevant to the Alberta museum community.

Readership

The AMA’s e-magazine INForm reaches a wide audience of professionals in the museum, heritage, and cultural sector throughout the province and beyond. Advertising with the AMA will promote your products and services to the leaders and decision-makers in the museum field, which will allow your organization to connect with people with influence in the sector.

Digital Ads

Pixel Size	Member Rate	Non-Member Rate
Large Banner 600 x 400	\$250	\$350
Medium Banner 600 x 250	\$200	\$300
Small Banner 600 x 100	\$150	\$250

Distribution

The AMA’s INForm e-magazine is distributed three times annually to all members of the AMA as well as other stakeholders and professionals in the museum community. It is distributed via email, allowing it to be forwarded and shared among colleagues and reach a larger audience. It is also available through the Members Only area of the AMA website indefinitely. The audience to the site includes AMA members, museum professionals, industry partners, and stakeholders of the museum community.

Editorial Calendar

Publication	Content Submission Deadline
INForm Winter Issue	Last Friday in January
INForm Spring Issue	Last Friday in May
INForm Fall Issue	Last Friday in September

Advertising Policies

- All ads must conform to the dimensions specified in the charts above.
- All ads submitted must be sent in PDF, JPG, or PNG formats.
- Any work required to alter materials supplied will result in additional fees. The fees will vary, depending on the nature of the work involved (e.g., text layout and design).
- Rates are subject to change on thirty days' notice.
- The publisher is not bound by any verbal agreements or any conditions conflicting with the policies outlined above.
- The publisher accepts no liability for failing, for any cause, to insert an advertisement.
- All advertisements need the acceptance of the publisher, who reserves the right to reject any material considered unsuitable.

To advertise in INFOrm please contact **Caroline Loewen, Communications Lead**, at communications@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 on time 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.

[TO MAKE A DONATION TO THE AMA, CLICK HERE.](#)