



The Evelyn Burrow Museum Special Exhibition Sponsorships





***distinguished recognition, distinctive taste,
inspired community support for art and culture***

The Burrow Museum Special Exhibition Sponsorships

The Evelyn Burrow Museum at Wallace State Community College provides sponsors with broad and distinguished recognition. By presenting a wide range of fine and decorative art exhibitions, The Burrow Museum attracts a growing audience from the community and beyond, including increasing visits from guests across the country and around the world, with more than 10,000 visitors annually.

Admission to the Museum is always free, and sponsorships help to ensure that the Museum can continue to deliver outstanding exhibitions to educate and enrich students and community members. In return, sponsors find that partnering with The Evelyn Burrow Museum can:

- Offer numerous outlets for entertaining as well as marketing, public relations, and business development endeavors
- Strengthen corporate branding
- Provide a platform to reach constituencies
- Enhance shareholder and customer relations
- Provide philanthropic and tax-deductible community service opportunities by expanding public access to art, encouraging dialogue and scholarship, and nurturing new generations of museum-goers.

Sponsors will enjoy positive exposure through education programs at the Museum and in the Burrow Center for the general public, families, schools, teachers, and students of all ages. In the Museum and beyond its walls in the Burrow Center, many scheduled cultural arts and educa-

tional events take place every year. Programs include talks, tours, workshops, courses, films, festivals, and art-making activities, among other events. These are organized for students and community members.

Sponsors also receive:

- Invitations to attend the exhibition opening
- Opportunity to arrange private tours of the exhibition on a Monday, when the Museum is closed to the public
- Museum membership with information about Museum-sponsored upcoming events
- Discounts on all exhibition-related materials and other Museum merchandise when available
- Acknowledgment in the College's Annual Report and in all printed listings of the Museum's contributors

To learn more about sponsorships, please visit the Museum's website at burrowmuseum.org or contact:

Donny Wilson, Museum Director
256.352.8457
donny.wilson@wallacestate.edu

Kristen Holmes, Museum Administrator/
Wallace State Marketing Director
256.352.8118
kristen.holmes@wallacestate.edu

The Evelyn Burrow Museum is regularly open Tuesday through Friday from 9 a.m. to 5 p.m. and Saturday from 10 a.m. to 2 p.m. Tour groups and school groups are welcome. Guided tours are available upon request.

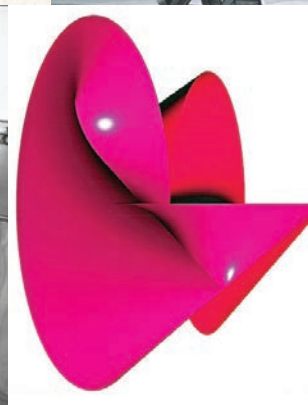
Sponsor Recognition

To ensure prominent recognition of exhibition sponsors, the Museum develops a credit line to accompany the exhibition title in all materials produced in conjunction with the exhibition. Greater levels of sponsorship result in greater prominence and visibility.

All major sponsorships typically include:

- Title wall at the entrance of the exhibition
- The exhibition catalogue, when published by the Museum
- Invitation to the opening event and other exhibition-associated events
- The Museum's website where exhibition information is prominently displayed with a link to the sponsor's website
- All published materials that complement the exhibition
- The Wallace State calendar, where exhibition information is listed
- Wallace State and Museum e-blasts and e-newsletters announcing exhibition
- Posters promoting the exhibition, and exhibition sales posters, when applicable
- Announcements to more than 20,000 friends, fans and followers on Wallace State and Burrow Museum social media
- Posting on Wallace State online message boards reaching more than 5,000 students
- To ensure maximum visibility, sponsors also receive credit in all press materials, including press releases sent to local, regional and national news outlets as well as any paid advertising as may be done in newspapers, magazines, radio, and online

The Burrow Museum's professional and experienced Communications Office is sensitive to the sponsor's needs and specific public relations goals and will work closely with the sponsor to coordinate marketing and press efforts. The Burrow Museum encourages corporations to enhance the Museum's planned marketing efforts by contributing to the Museum's promotional budget, or by developing their own complementary advertising for the exhibition as a supplement to the Museum's promotional efforts. Advertising provides sponsors with major visibility and a strong brand connection to the Burrow Museum. Advertising enhancements may include print, radio, television, and the Internet, along with various outdoor media and billboards. The Museum's exhibition attendance has been shown to increase after an advertisement for an exhibition appears in area media outlets.





The Evelyn Burrow Museum - Wallace State Community College
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