



CORPORATE PARTNER PROGRAM

CORPORATE PARTNERS HELP MICHIGAN'S MUSEUMS THRIVE

MMA's Corporate Partners are a group of committed companies that stand beside our mission to help Michigan museums thrive – by providing services to museums or just believing in the important role museums play. MMA provides professional development and networking opportunities to support the entire Michigan museum community. Our Corporate Partners see the value of a strong Michigan and make MMA's work possible.



WHAT WE DO

EXPERTISE

MMA promotes resources and opportunities to connect the Michigan museum community with expertise related to their work.

- **Annual Conference** that serves approximately 200 participants.
- **Virtual programs** offered during the winter.
- MMA's **website** includes museum and professional development resources/best practice.

ENGAGEMENT

MMA provides opportunities for the Michigan museum community to connect with each other in a variety of ways.

- **Annual awards** event held each spring.
- **Two e-newsletters:** *MMA Weekly* and *MMA Review* (monthly).
- **MMA Mixers** with our Corporate Partners.

ADVOCACY

MMA empowers the Michigan museum community to advocate for themselves and the field as a whole, and serves its collective voice.

- **Connects with legislators** with the help of state and federal partners.
- Works with the Michigan **tourism industry** to raise awareness of the museum community.



BY THE NUMBERS

1,000+
MMA Members:
Individuals and Museum Staff

125K
Annual
website
pageviews

1,700
E-mail Subscribers

41%
Average E-mail Open Rate
8%
Average E-mail Click Rate

700
Virtual and
In-Person
Program
Attendance

Followers Across
Social Platforms
4,600

CORPORATE PARTNERS ENGAGE WITH THE MICHIGAN MUSEUM COMMUNITY

Support Level	Options
\$10,000	10
\$7,500	9
\$5,000	7
\$3,500	6
\$2,500	5
\$1,000	3
\$750	2
\$500	1

Each Corporate Partner receives

- Benefits for 12 months from the date of commitment.
- Your name on general MMA branding.
- An increasing number of additional options based on support level.

We are excited for the chance to work with you to support the Michigan museum community!



Digital Communications

All Corporate Partners:

- Name on MMA general branding (website, emails)
- Name in business directory on MMA website

Benefit Options:

- Logo upgrade on MMA general branding (website, emails)
- Logo upgrade in business directory on MMA website
- Company profile included in one issue of the MMA Review
- Advertisement in one MMA Weekly issue
- Two social media items on Facebook and/or LinkedIn
- Special email to the MMA email contact list promoting partner's training or a discount opportunity
- Access to the MMA Member Directory

Spring Awards Event

Benefit Options:

- Logo featured on awards event branding (event sign, web page, specific emails)
- Two complimentary registrations to the spring awards event
- Targeted individual introduction by MMA leadership at awards event
- Company representative provides remarks at the awards event

Fall Conference

Benefit Options:

- Logo featured on conference branding (event sign, web page, specific emails, app when available)
- Short video (45 seconds, provided by partner) presented during gathering time for MMA Business lunch
- Partner provides a door prize (with remarks) to be distributed during the Museum Café session.
- One complimentary registration for the fall conference
- Partner representative provides remarks at the conference general session or a reception
- Targeted individual introduction by MMA leadership at conference
- Vendor booth

Other

Benefit Options:

- Volunteer opportunity for up to 10 staff at a member museum (from a limited list of opportunities)
- Host a regional networking event for local museums (food/beverage provided by host)

Please contact MMA at 313-334-7643 or director@michiganmuseums.org with how you would like to get involved. Thank you for your partnership!

