

Event Sponsorship Opportunities

2017-2018



About the Museum Trustee Association

The Museum Trustee Association (MTA) is the only organization dedicated to providing ongoing board education programs, services and resources for the special needs of museum trustees. For over 40 years, MTA has been uniquely positioned in its vital role as the sole convener of peer to peer networking and museum specific educational experiences for trustees.

Museum trustees are elected to govern institutions voluntarily. There are nearly 75,000 museum trustees in the United States; they set policy, ensure funding and oversee the management of their institutions, and in many cases are almost entirely untrained. The moral and legal obligations of museum trustees are complex, and in many respects, unique to the museum world.

MTA Supports and Advises its Members as They:

- | | |
|--|---|
| Set policy | Make strategic plans and decisions |
| Allocate resources | Set goals |
| Raise funds | Evaluate performance |
| Reward and motivate management | Carry out top personnel decisions |
| Make themselves available to assist in their areas of individual expertise | Represent the museum as community spokespersons |

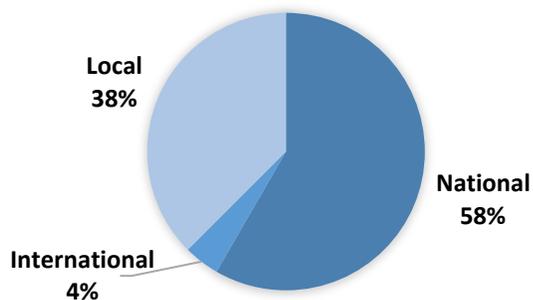
Twice a year, MTA holds a day long Forum in different cities in North America. MTA convenes trustees of all different experience levels for an exchange of ideas and sharing best practices on matters of common concern. Panel speakers address timely topics that support and advance the skills and insight essential for museum trustees in their governing and stewardship roles. Recent forums have been held in San Francisco, San Juan, Cincinnati, and New Orleans. Upcoming Forums are scheduled in Philadelphia (November, 2017) and San Diego (April, 2018).

MTA is proud to announce that it held its first annual Director/Board Chairman Workshop on March 30, 2017 in New Orleans. Designed specifically to look at the relationship between Board Chairmen and Directors, this event facilitated dialogue about the most important issues facing museum leadership today.

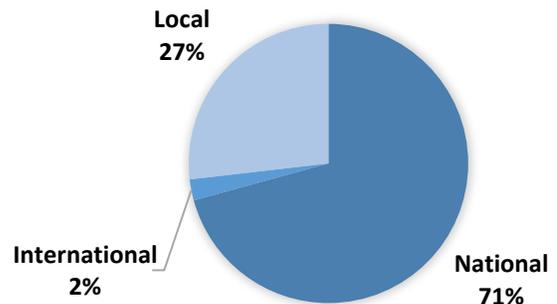
MTA Spring 2017 Event Attendees

Attendees Local Vs. National

NEW ORLEANS WORKSHOP 2017

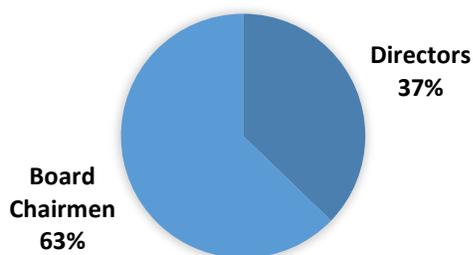


NEW ORLEANS FORUM 2017

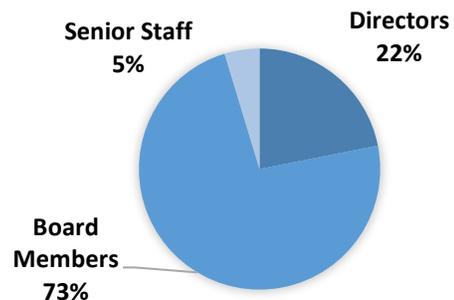


Attendees By Museum Role

NEW ORLEANS WORKSHOP 2017



NEW ORLEANS FORUM 2017



MTA Event Types:

Forum

A semi-annual event with an audience of approximately 80 Trustees, Directors, and Senior Staff from across the Americas and locally from the host region. Forums traditionally are held at a museum that is a member of the Museum Trustee Association, and are usually scheduled for Fridays. There is one Forum each Spring and one Forum each Fall. Each Forum includes four panels and a lunch speaker, followed by a tour of the host museum. The entire event is about eight hours long.



Director/Chairman Workshop:

An annual event with an audience of 40 museum board chairmen and directors. Following a networking lunch, attendees work in roundtables to approach timely topics in museum leadership with the help of a specialist facilitator. Previous topics have included Leadership Assessments and Strategic Planning. Workshops traditionally take place on the Thursday afternoon before a Forum. The entire event is about five hours long.



Reception:

There are several reception opportunities surrounding each Forum. The Thursday evening before a Forum, MTA holds a welcome reception at a local museum. Attendees have a tour of a special exhibition before sitting down to dinner (either at the museum or at a restaurant or club nearby). A sponsor may also choose to underwrite a cocktail reception on the Friday evening following the forum.



Sponsor Benefits

Promotion

Regardless of Sponsorship type, the Sponsor's logo will be prominently featured on all Workshop/Reception/Forum promotional materials including a mention inside the Forum packet, on MTA's event webpage and on social media.

Patron Weekend

Following each MTA Forum, all Patron-Level members are invited to attend two days of private collection tours, networking opportunities, and other exclusive events. Sponsors may be invited to attend these weekends depending on the category of sponsorship. While the Patron Membership fee is waived for sponsors, representatives are still required to pay their way through the weekend and abide by MTA's Reimbursement Policy:

"MTA staff will supply you with an estimate of the costs of your weekend in advance of your RSVP to events. There will be a credit card authorization form for you to complete and give to us in during the Patron Weekend. When final expenses are in, we will charge your credit card and e-mail you a final receipt. All reservations are considered confirmed unless MTA's staff receives one weeks' notice of cancellation."

MTA Sponsorship Types:

Reception Sponsorship:

One reception sponsorship is available for \$1500.00. Sponsor will be entitled to two registrations to the Reception and Forum. Representatives of the sponsor will be introduced and invited to give brief remarks at the reception and may distribute promotional material at the Reception.

Panel Sponsorships:

Up to two panel sponsorships are available per forum. Each panel sponsorship costs \$2500.00. The sponsor may select panelists and a panel topic in coordination with MTA and may hand out promotional material. Sponsor may not use the hour to make sales pitches of their company's products or services. Panelists will be entitled to registration to the Forum and two invitations to the Patron Weekend.

Workshop Sponsorship:

Approximately once a year, a workshop sponsorship becomes available. For \$7,500.00, the sponsor underwrites the Director/Chairman workshop. A representative of the sponsor may give opening or introductory remarks at the event. The Sponsor will be entitled to two Workshop registrations, two Forum registrations, and two invitations to the Patron Weekend.

Forum Sponsorship:

One Forum sponsorship is available for \$10,000.00. Sponsor will be entitled to two registrations to the Forum. Representatives of the sponsor will be introduced and invited to give brief remarks at the opening of the event. Sponsor may distribute promotional material at the Forum.



Interested in Becoming a Sponsor? Contact Us!

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