



## Benefits of Corporate Sponsorship

We invite you to align your brand with The Met and benefit from the association with a preeminent art museum that attracts a sophisticated audience from across the globe. Corporate sponsors receive broad visibility through our extensive marketing and public relations efforts. The Met collaborates with its partners on creative co-branding campaigns and content partnerships that draw upon The Met's unparalleled collection for meaningful storytelling. Access to our distinguished venues for client engagement provides a platform for memorable experiences like no other location in the world.

Sponsorship of The Met's exhibitions, performances, programs, benefit events, and new initiatives is available at various levels. We welcome a dialogue on how we might build a sponsorship that is tailored to meet your company's strategic goals.

### Contact Us

For more information, please call the Development Office at 212-650-2390 or email [sponsor.exhibitions@metmuseum.org](mailto:sponsor.exhibitions@metmuseum.org).

### Exhibition sponsorship includes the following sample benefits:

**Prominent brand recognition** on all exhibition-related materials on site, online, and in print, including:

- Title wall at exhibition entrance
- Exhibition webpage on Museum's website, with a link to the sponsor's website
- Signage placed throughout the Museum and along Fifth Avenue
- Recognition on the Museum's social media channels
- Invitations to press preview, opening reception, and all other exhibition-related events
- Digital press materials, including exhibition's press release and corporate press statement
- Member and Visitor *What's On* brochures
- Exhibition catalogue, including a Sponsor's Statement
- All educational materials and digital features complementing the exhibition
- All print and digital advertisements
- Email marketing campaigns
- Exhibition posters sold during the run of the exhibition
- Accompanying Audio Guide or Podcast
- Quarterly Donor Newsletter and weekly *MetMatters* Staff Newsletter
- Acknowledgment in *Annual Report* and any printed listing of the Museum's corporate contributors

**Opportunities for Clients and Employees** to benefit from the corporate sponsorship through:

- Invitations to exhibition events, such as the press preview, opening reception, and Membership events
- Free admission for all employees plus one accompanying guest
- Onsite employee engagement and education programs

- High-level memberships for company executives
- Guest Passes and Corporate Courtesy Cards providing complimentary access to the Museum
- Privilege of hosting private events at the Museum during non-public hours\*
- Use of the Museum's private dining spaces to host breakfast and lunches\*
- Discounts on all exhibition-related merchandise
- Opportunities to host private tours and viewings of the exhibition during non-public hours\*

**Opportunities for Audience Engagement** through:

- Co-branded marketing campaigns
- Product development
- Licensing opportunities

**Program and event sponsorships include the following sample benefits:**

**Prominent brand recognition** on all event-related materials on site, online, and in print, including:

- Invitations to the event
- Registration webpage for the event at metmuseum.org
- Email marketing or community outreach campaigns
- Onsite signage at the event
- Recognition on the Museum's social media channels

**Opportunities for Clients and Employees** to benefit from the corporate sponsorship through:

- A select number of invitations to the event
- Participation in Benefit Committee
- Free admission for all employees plus one accompanying guest
- Onsite employee engagement and education programs
- High-level memberships for company executives
- Guest Passes and Corporate Courtesy Cards providing complimentary access to the Museum
- Privilege of hosting private events at the Museum during non-public hours\*
- Use of the Museum's private dining spaces to host breakfast and lunches\*
- Opportunities to host private tours and viewings during non-public hours\*

**Opportunities for Audience Engagement** through:

- Co-branded marketing and brand activations in conjunction with the event
- Product distribution at the event

*\*All costs assumed by the sponsor. All materials are subject to prior approval by the Museum*