

SPONSORSHIP AT THE PROVIDENCE ATHENÆUM



Sponsorship is a great way to reach the Athenæum's sophisticated and desirable audience, which is affluent, highly-educated, and well-connected in Rhode Island. The Athenæum attracts 40,000 visitors annually and has the support of 1,000 dues-paying members. Our weekly emails reach an audience of 4,000, and our emails boast an impressive open rate of 34% (industry average: 20%).

Our Friday night Salon Series regularly features prominent performing artists, writers, historians, and intellectuals. Salons attract local and national media attention, and in 2017, the Athenæum plans to broaden the reach of our programming by producing a curated podcast series. Recent speakers have included Pulitzer Prize-winning author Geraldine Brooks, psychotherapist Peter Kramer, and noted historian Andrea Wulf.

For additional information, contact Executive Director Matt Burriesci at 401-421-6970 or matt@provath.org.

	SALON SPONSOR \$500	SEASON SPONSOR \$5,000 10-12 events	ANNUAL SPONSOR \$10,000 20-25 events
One-year complimentary membership(s) to the Athenæum	One membership	Five memberships	Ten memberships
Recognition in weekly e-news mailings (4,000/ mailing)	8,000	68,000	144,000
Recognition in press releases related to events (250+ press contacts)	250	750	1,750
Recognition on Athenæum homepage during week(s) of sponsored event(s) (4,000+ monthly pageviews)	1,000	16,000	32,000 Inc. logo
Recognition on social media platforms (Facebook, Instagram, Twitter- 6,500+ followers)	6,500	13,000	26,000
Logo and company description on dedicated sponsor page of the Athenæum website	•	•	•
Verbal thanks at sponsored event(s)	150	1,650	3,450
Recognition on promotional materials related to Athenæum programming (1,800 print run/month)	1,800	5,400	12,600
Dedicated table seating for four with sponsorship acknowledgment	150	1,650	3,450
Logo placement on event program and signage at reception	150	1,650	3,450
Recognition in introduction to any podcast offered (permanently available online)	•	•	•
Invitation for two to Major Donors receptions	300	300 Acknowledgment from podium	300 Acknowledgment from podium
Recognition at the Circulation Desk during sponsored event(s) (40,000 annual visitors)	800	20,000	40,000
Recognition in fall/spring <i>Universal Penman</i> print newsletter (1,800 members, donors, & high-level prospects)		1,800	3,600
Dedicated e-blast recognizing support		4,000	8,000
Display and distribution of sponsor promotional materials at all events sponsored		1,650	3,450
Invitation for four for private tour of the Rare Book Library		•	•
Invitation for four for private tour of the Art Collections			•
TOTAL IMPRESSIONS	19,100	135,850	282,050