

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 New England. The Athenæum attracts over 50,000 visitors annually and has the support of over 1,000 dues-paying members. Our weekly emails reach an audience of 5,000, and our emails boast an impressive open rate.

Our Friday night Salon Series regularly features prominent authors, historians, artists, and cultural leaders. Salons attract local and national media attention, and are archived in online recordings.

Recent speakers have included Senator Sheldon Whitehouse, the creators of *Crimetown*, Pulitzer Prize-winning author Geraldine Brooks, memorists and authors Andre Dubus III, Ann Hood, and Dani Shapiro, psychotherapist Dr. Peter Kramer, and noted historian Andrea Wulf.

For additional information, contact Robin Wetherill, Director of Marketing & Communications at 401-421-6970 x27 or rwetherill@provath.org.

	SALON SPONSOR \$1,000	SEASON SPONSOR \$5,000 10-12 events	ANNUAL SPONSOR \$10,000 20-25 events
One-year complimentary Household membership(s) to the Athenæum	One membership	Five memberships	Ten memberships
Recognition in weekly e-newsletter (5,000/ mailing)	10,000	85,000	180,000
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 Incl. logo
Recognition on social media platforms (Facebook, Instagram, Twitter- 8,000 followers)	8,000	16,000	24,000
Logo and company description on dedicated sponsor page of the Athenæum website	100	100	200
Logo placement in event listing on the Athenæum website and Eventbrite registration page	400	4,000	8,000
Verbal thanks from podium at sponsored event(s)	150	1,650	3,450
Recognition on promotional materials related to Athenæum programming	2,200	2,200	4,400
Reserved seating for four with sponsorship acknowledgment signage	150	1,650	3,450
Logo placement on signage at program reception	150	1,650	3,450
Recognition in introduction to audio recording(s) (permanently available online)	30	300	600
Invitation for two to Major Donor receptions	300	300 Acknowledgment from podium	300 Acknowledgment from podium
Recognition at the Circulation Desk during week of sponsored event(s) (50,000 annual visitors)	1,000	25,000	50,000
Recognition in fall/spring <i>Universal Penman</i> print newsletter (2,000 members, donors, & high-level prospects)		2,000	4,000
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/PEOPLE REACHED	23,730	158,250	319,050