

## 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 55,000 visitors annually and has the support of over 1,000 dues-paying members. Our weekly emails reach an audience of 6,500, 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 The Public Theater Artistic Director Oskar Eustis, Senator Sheldon Whitehouse, the creators of *Crimetown*, Pulitzer Prize-winning historian Gordon Wood, best-selling author Geraldine Brooks, the Chairman of the National Endowment for the Humanities, and the editor of *The New York Times Book Review*.

**For additional information, contact Jenny Young, Events Coordinator at 401-421-6970 x28 or [jyoung@provath.org](mailto:jyoung@provath.org).**

	<b>SALON SPONSOR</b> \$1,000	<b>SEASON SPONSOR</b> \$5,000 10-12 events	<b>ANNUAL SPONSOR</b> \$10,000 20-25 events
One-year complimentary Household membership(s) to the Athenæum	One membership	Five memberships	Ten memberships
Recognition and link in weekly e-newsletter week before and of sponsored event(s) (6,500/ mailing)	13,000	110,500	234,000
Logo placement in all weekly e-newsletters throughout season (6,500/ mailing)	234,000	234,000   Emphasized	468,000   Emphasized
Recognition in press releases related to events (250+ press contacts)	250	750	1,250
Recognition on Athenæum homepage during week(s) of sponsored event(s) (4,000+ monthly pageviews)	1,000	16,000	32,000
Recognition on social media platforms (Facebook, Instagram, Twitter- 11,000+ followers)	11,000	22,000	44,000
Logo and company description on dedicated sponsor page of Athenæum website	100	100	200
Logo placement in event listing on Athenæum website and Eventbrite registration page	800	8,000	16,000
Logo placement on season brochure	2,200	2,200	4,400
Reserved seating for four with sponsorship acknowledgment sign	150	1,650	3,450
Logo placement on signs in Reading Room and Bound at program reception	150	1,650	3,450
Verbal thank you from podium at sponsored event(s)	150	1,650	3,450
Acknowledgment in introduction to audio recording(s) (permanently available online)	50	500	1,000
Invitation for two to Major Donor receptions	200	200   Acknowledgment from podium	200   Acknowledgment from podium
Recognition in fall/spring <i>Universal Penman</i> print newsletter (2,200 members, donors, & high-level prospects)		2,200	4,400
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			•
<b>TOTAL IMPRESSIONS/PEOPLE REACHED</b>	<b>263,050</b>	<b>403,050</b>	<b>819,250</b>