



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 60,000 visitors annually and has the support of 2,000 dues-paying members. Our weekly emails reach an audience of 9,000, and our emails boast an impressive open rate.

Athenæum programs regularly feature prominent authors, historians, artists, and cultural leaders. Our events attract local and national media attention, and are archived in an online media library.

Recent speakers have included acclaimed author Ann Patchett, The Public Theater’s Artistic Director Oskar Eustis, Pulitzer Prize-

winning author Colson Whitehead, Senator Sheldon Whitehouse, the creators of the *Crimetown* podcast, Pulitzer Prize-winning historians David Blight and Gordon Wood, best-selling author Geraldine Brooks, and Pamela Paul, the editor of *The New York Times Book Review*.

The library recently began broadcasting programs to a virtual audience, and has reached attendees across the United States and in over 20 countries.

For additional information, contact Jenny Young, Events Coordinator at 401-421-6970 x28 or jyoung@provath.org.

	SALON SPONSOR \$1,000-\$2,500 Single event	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 week before and of sponsored event(s) (9,000/ mailing)	18,000	180,000	360,000
Logo placement in all weekly e-newsletters throughout season (9,000/ mailing)	180,000	180,000 Emphasized	360,000 Emphasized
Recognition in press releases related to events (250+ press contacts)	250	250	500
Recognition on social media platforms (Facebook, Instagram, Twitter- 17,000+ followers)	17,000	34,000 Emphasized	68,000 Emphasized
Logo, company description, and link on dedicated sponsor page of Athenæum website	100	100	200
Logo placement in event listing on Athenæum website	300	3,000	6,000
Logo placement in event listing on Eventbrite registration page	1,200	12,000	24,000
Logo placement on printed season brochure	2,200	2,200	4,400
Reserved seating for four with sponsorship acknowledgment sign	100	1,000	2,000
Logo placement on signs in Reading Room and Bound at program reception	100	1,000	2,000
Verbal thank you from podium at sponsored event(s)	200	2,000	4,000
Acknowledgment in online recording (archived permanently online)	100	1,000	2,000
Invitation for two to Major Donor receptions	200	200 Acknowledgment from podium	200 Acknowledgment from podium
Invitation for four to a private tour of the Rare Book Library		•	•
Invitation for four to a private tour of the Art Collections			•
TOTAL IMPRESSIONS/PEOPLE REACHED	219,750	416,750	833,300