



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 2,500 dues-paying members. Our weekly emails reach an audience of 10,500, and our emails boast an impressive open rate.

The EX LIBRIS series features prominent authors, historians, artists, and cultural leaders. Our programs attract local and national media attention, and are archived in an online media library.

Recent speakers have included best-selling authors Ann Patchett, Azar Nafisi, and Colson Whitehead; Pulitzer Prize-winning

historians David Blight, Gordon Wood, and Jeffrey Stewart; Senators Sheldon Whitehouse and Sherrod Brown; and thought-leaders from a wide array of humanistic disciplines, including Eddie Glaude Jr., Dan-el Padilla Peralta, Dorothy Wickenden, and Roosevelt Montás.

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 Robin Wetherill, Director of Membership & External Relations at 401-421-6970 x27 or rwetherill@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 two weeks prior to and week of sponsored event(s) (10,500/ mailing)	31,500		
Priority logo placement in all weekly e-newsletters throughout season (10,500/ mailing)		157,500	315,000
Recognition on social media platforms (19,000+ followers)	19,000	19,000 Emphasized	38,000 Emphasized
Logo, company description, and link on dedicated sponsor page of Athenæum website	100	100 Emphasized	200 Emphasized
Emphasized logo placement on Athenæum website calendar homepage		2,500	5,000
Logo placement in event listing on Athenæum website	200	2,000	4,000
Logo placement in event listing on Eventbrite registration pages	300	3,000	6,000
Logo placement on printed season brochure	3,000	3,000 Emphasized	6,000 Emphasized
Reserved seating for four at in-person program(s)	•	•	•
Unlimited complimentary tickets for virtual program(s)	•	•	•
Logo placement on signs in Reading Room and Bound at program reception	100	1,000 Emphasized	2,000 Emphasized
Verbal thank you from podium at sponsored event(s)	200	2,000	4,000
Acknowledgment in recording and media archive posting (archived permanently online)	100	1,000	2,000
Invitation for two to annual Major Donor reception	•	•	•
Invitation for four to a private tour of the Rare Book Room & collection highlights		•	•
Invitation for four to a private tour of the Art Collections			•
TOTAL IMPRESSIONS/PEOPLE REACHED	54,500	191,100	382,200