

# CORPORATE PARTNERSHIP OPPORTUNITIES

2024-2025



THE WESTMORELAND  
MUSEUM of AMERICAN ART





## WHY BECOME INVOLVED?

- **Support the Arts**
- **Reach a Wider Audience**
- **Invest in the Community**
- **Enhance Your Brand**
- **Access Exclusive Perks**

Join us in making a difference through the arts and culture in our region.  
Your partnership helps us continue to inspire, educate, and enrich our community.

## 3 WAYS TO BE INVOLVED

- **Corporate Sponsorship Package**
- **Presenting Sponsorship**
- **Individual Event Sponsorship**



# CORPORATE SPONSORSHIP PACKAGE

Recognition in the promotion of the Museum’s **three signature events:**

**Art in Bloom (March)**

Art in Bloom is a multi-day festival showcasing floral designs inspired by artworks, blending botanical beauty with art to create an immersive experience.

**Winter Lights Festival (November and December)**

Six nights featuring dazzling light displays, live music, art activities, and seasonal treats, creating a festive winter wonderland.

**An Artful Evening Gala (May)**

The Museum’s annual fundraiser features performances, wine and food tasting stations inspired by art, and a special dining experience in the Cantilever Gallery.

## VISIBILITY

**Potential marketing reach:** Over 1 million touchpoints  
(website, email, social media, direct mail, and paid marketing efforts)

**Estimated Event Attendance:** 3,500/4,000

**Estimated Visitor Exposure:** 30,000 (for \$20,000 level sponsorship only)

## PACKAGE BENEFITS

	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500
Recognition in the Museum Lobby for 12 months	Logo				
Recognition in Direct Mail	Logo	Logo	Logo	Logo	
Free Admission Passes Art in Bloom	10	8	6	4	2
Free Admission Passes Gala	8	6	4	2	
Event Onsite Signage	Logo	Logo	Logo	Logo	Listing
Billboards (when applicable)	Logo				
Garden Banner (not for Gala)	Logo	Logo	Logo		
Webpage recognition	Logo	Logo	Logo	Logo	Listing
Social media recognition	Listing	Listing			
Email communication recognition	Logo	Logo	Logo	Logo	Listing
Event printed collateral	Logo	Logo	Logo	Logo	Listing
Ads Recognition (when applicable)	Logo	Logo	Logo		

Size of logo varies depending on sponsorship levels.



## PRESENTING SPONSORSHIP

**Visibility:** 1,500/2,000 attendees + marketing reach of over 1 million touchpoints on all communication channels

	WINTER LIGHTS \$25,000	ART IN BLOOM \$25,000
Free Admission Passes		20
Invitations to sponsor Breakfast		6
Private Rental Space	Yes	
Presenting naming rights	Yes	Yes
Promotional Table at event	Yes	Yes
Sponsor Choice Awards		Yes
Recognition in Direct Mail	Logo	Logo
Event Onsite Signage	Logo	Logo
Billboards (when applicable)	Logo	Logo
Garden Banner	Logo	Logo
Webpage recognition	Logo	Logo
Social media recognition	Listing	Listing
Email communication recognition	Logo	Logo
Event printed collateral	Logo	Logo
Ads Recognition (when applicable)	Logo	Logo

## EVENT/PEDESTAL SPONSORSHIP

### Museum Event

(e.g. Jazz, Art on Tap, Community Day, Vintage Ball, etc.)

**Sponsorship:** \$1,000

**Visibility:** 100/300 attendees depending on event + marketing reach on select communication channels

**Recognition:** on website, social media, email, ads, & comp tickets for paid events

### Pedestal for Art in Bloom

**Sponsorship:** \$500

**Visibility:** 2,000 attendees

**Recognition:** on pedestal



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[thewestmoreland.org](http://thewestmoreland.org)

Admission is free.

Hours: Wednesday–Sunday: 10am–5pm

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