

# FREE FIRST *Fridays*

## 2020 SPONSORSHIP OPPORTUNITIES



## ABOUT FIRST FREE FRIDAYS

The Historical Museum offers free admission on the first Friday of each month. In keeping with the mission of the Historical Society, this promotion makes the museum accessible to a larger audience pool.

Free Friday attendance is **50%** higher than other Fridays, and attracts many students, families, and first-time visitors (and many return or join).

The museum works closely with the Bowling Green Convention & Visitors Bureau, Bowling Green State University, and our local partners to encourage tourism throughout Wood County.

## MARKETING OPPORTUNITIES

### SERIES SPONSOR - \$1,000

- **Print Marketing**  
Name/Logo on flyers at museum entrance, outdoor marquees, exhibit program, and community postings
- **Verbal Marketing:** Mentions at civic talks, adult senior talks, and visitor conversations. This partnership will make our staff and volunteers more aware of your organization, giving you the best kind of PR you can get – WORD OF MOUTH!
- **Press Release:** sent to nearly 100 media outlets in NWOH
- **Radio Mention:** Monthly WBGU Morning Show
- **Chanticleer newsletter:** Name/Logo attached to all First Friday listings + ad in 4 quarterly issues (~700 recipients)
- **Social Media:** Name/Logo on First Friday posts
- **Website & Web Listings:** Name/Logo
- **First Friday Acknowledgement:**  
Signage, your literature
- **Museum Passes: 20 passes**  
*Individual sponsors may opt for a Family Membership instead of museum passes.*
- **Behind-the-Scenes:**  
Invitation to a museum behind-the-scenes opportunity

### GOLD SPONSOR - \$500

- **Print & Verbal Marketing**
- **Press Release**
- **Radio Mention**
- **Chanticleer newsletter**
- **Social Media**
- **Website & Web Listings**
- **Event Acknowledgement**
- **Museum Passes: 10 passes**  
*Individual sponsors may opt for a Family Membership*
- **Behind-the-Scenes Invitation**

### MONTHLY SPONSOR - \$100

#### Select one Free Friday

- **Print & Verbal Marketing**
- **Press Release**
- **Radio Mention**
- **Chanticleer newsletter**
- **Social Media**
- **Website & Web Listings**
- **Event Acknowledgement**

#### Contact:

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