

German-AMERICAN

2019 SPONSORSHIP OPPORTUNITIES



ABOUT GERMAN-AMERICAN DAY

October 2, 2019

Du lieber Gott!

German-American Religious Customs

The 16th annual German-American "Story Slam" is a discussion led by Dr. Geoff Howes (BGSU, retired) and Michael McMaster (Wood Co. Historical Museum Education Coordinator) followed by a "story slam" - participants have 5 minutes to tell their own family's stories about German-American religious customs and German-American religion.

Following the story-slam, participants enjoy German food and fellowship and take a self-guided tour of the exhibit, *For Comfort and Convenience: Public Charity in Ohio by Way of the Poor Farm*.

Audience:

Average attendance: 30-60 BGSU students, adults, and senior community members

MARKETING OPPORTUNITIES

PROGRAM SPONSOR - \$500

- **Print Marketing**
Name/Logo on flyers at the 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 program listings + ad in 4 quarterly issues (~700 recipients)
- **Social Media:** Name/Logo on program posts
- **Website & Web Listings:** Name/Logo
- **Event Acknowledgement:**
Signage, your literature, verbal acknowledgement
- **Museum Passes: 10 passes**
- **Complimentary one-year Membership**
- **Behind-the-Scenes Invitation**

PROGRAM SUPPORTER

\$100 or under/in-kind

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

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