

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 & Electronic Marketing**
Name/Logo on print marketing throughout the community, museum signage and slide shows, outdoor marquees.
- **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:** 100 NWOH media outlets
- **Radio Mention:** WBGU Morning Show
- **Chanticleer newsletter:** Name/Logo in 4 quarterly issues (~700 recipients each)
- **Social Media:** Name/Logo on event posts
- **Website & Web Listings:** Name/Logo
- **Event Acknowledgement:** Signage, your literature
- **Museum Passes:** 4 passes
- **Behind-the-Scenes Invitation**

GOLD SPONSOR - \$500

- **Print & Verbal Marketing:** Listing/Supporting Sponsor
- **Press Release:** Listing/Supporting Sponsor
- **Radio Mention:** Supporting Sponsor
- **Chanticleer newsletter:** Listing/Supporting Sponsor
- **Social Media:** Listing/Supporting Sponsor
- **Website & Web:** Listing/Supporting Sponsor
- **Event Acknowledgement**
- **Museum Passes:** 4 passes
- **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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