

# German-AMERICAN

2020 SPONSORSHIP OPPORTUNITIES



## ABOUT GERMAN-AMERICAN DAY

October 7, 2020 | 7 - 9 PM

### HOW DEUTSCH IS YOUR DNA?

If you've had your DNA tested, come and share your results. How did they affect your sense of identity? Participants will be allowed 5 minutes to share their story at the 17th annual German-American Day program.

Discussion led by Dr. Geoff Howes (BGSU, retired) and Michael McMaster (Wood Co. Historical Museum Education Coordinator).

Also enjoy German food and fellowship or take a self-guided tour of the museum. [Current Exhibits]

\$5 suggested donation

#### Audience:

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

## MARKETING OPPORTUNITIES

### PROGRAM SPONSOR - \$500

- **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**

### PROGRAM SUPPORTER

**\$100** or under/in-kind

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

#### Contact:

Melissa Krieger, Development Coordinator  
Wood County Historical Society  
13660 County Home Road  
Bowling Green, OH 434302

**419-352-0967 • [development@woodcountyhistory.org](mailto:development@woodcountyhistory.org)**