



Quilt Detail: *Port of Cassis*
by Lenore Crawford



Bringing the world to
Quilting

Note from the CEO

Quilt Detail:
 "Passage"
 by Ricky Tims



Frank Bennett, CEO

Help Us Expand and Grow the Quilting Community!

As you know, The National Quilt Museum works to sustain and grow the quilting community by bringing the work of today's quilters to new audiences worldwide. In 2017, we saw more involvement in all of our programs than ever and we expect this trend to continue.

The quilting community is global—the in-facility and traveling exhibits, adult and youth education, collection management and preservation, and other programs that are involved in fulfilling our mission are expensive. As I often say in speeches, "Bringing quilting to the world requires the involvement of everyone passionate about quilting."

This brochure represents the corporate sponsorship opportunities the museum offers. We hope you will show your support for the future of quilting by becoming a sponsor. Sponsorship is beneficial to all companies that serve the quilting community. It shows that you care about quilting beyond simple profitability and it often gives you an advantage over competitors. According to a 2016 study by Echo Research, *78% of buyers said they would switch brands because a seller supports causes that are important to them given similar price and quality.* Moda Fabrics President Mark Dunn said the following about NQM sponsorship, "NQM's work benefits every company that serves the quilting community. Their work promotes quilting and ultimately increases the number of people buying our products and services. We should all support their efforts."

If you have not been involved with our work in the past, we invite you to look through the packet and see if your organization would like to get involved with our efforts to sustain and grow the quilting community.

If you would like to speak further, please contact me directly at 270-442-8856.

Let's work together to continue growing and expanding the quilting community!

Sincerely,



Frank Bennett, CEO

Quilt Museum on a Page

Quilt Detail:
"The Charm of Small Pink Roses"
by Keiko Minami

The National Quilt Museum promotes the sustainability and growth of the quilting community by bringing the work of today's quilter to audiences around the globe through exhibitions, education programs, and advocacy efforts.



By the Numbers

IN - FACILITY VISITORS

approx. **41,000** annually

GEOGRAPHIC REACH

Visitors from all **50 US States** and
42 foreign countries

TRAVELING EXHIBIT VIEWS

Est. **70,000** in 2016

REACH



7,200 average unique visitors per month



32,000 unique active addresses



83,000 followers
Average post 350 likes



12,200 followers
Average post 320 Likes



2,800 followers



Average Video
4520 views



3,800 Downloads



Average views per episode: 69,000

Core Values

The National Quilt Museum believes that the work of today's quilter is extraordinary artwork that creates a unique and wonderful sensory experience for everyone that comes in contact with it.

The museum also believes that the people making quilts and fiber art are extraordinarily talented artists that deserve recognition and respect at the level of artists that work in all other artistic mediums.

Major Recognition

TripAdvisor Certificate of Excellence - 2012, 2013, 2014, 2015, 2016, 2017

Southern Living: Top 25 Museums in the South - 2016

USA Today: #4 Attraction in Kentucky - 2017

2018 Sponsor Options

*Quilt Detail:
"Big Bang"
by Gail Garber*

○ Partner: \$18,000 per year

- Company logo in gallery on sponsor banner
- Company logo in lobby on glass sponsor wall
- Company logo on classroom sponsor wall
- Company name on museum sponsor page and footer of museum website
- Rights to use the phrase "Official National Quilt Museum Partner," including patch for digital and print use with phrase and museum logo, for 12 months
- Gift Shop bag postcard sized 'stuffer' promoting company or product (up to 20,000)
- Two social media product posts on NQM Facebook and Instagram (current combined following 90,000)
- Press release (submitted to PR Newswire) announcing partnership

○ Sponsor: \$12,000 per year

- Company logo in gallery on sponsor banner
- Company logo in lobby on glass sponsor wall
- Company name on museum website sponsor page
- Company logo in museum classroom sponsor wall
- Rights to use the phrase "Official National Quilt Museum Partner," including patch for digital use with phrase and museum logo, for 12 months
- One social media product post on NQM Facebook and Instagram

○ Supporter: \$6,500 per year

- Company logo in gallery on sponsor banner
- Company logo in lobby on glass sponsor wall
- Company name on museum website sponsor page
- Two months of museum eblast sponsorship listing
- One social media product post on NQM Facebook and Instagram

À La Carte Sponsorship Items

Quilt Detail:
"Puffins" by
Shirley P. Kelly

○ Quilt Museum TV

Our monthly online television show is viewed by between 40,000 and 100,000 people per month.

Annual sponsorship \$3000

Maximum 4 sponsors.

○ Weekly Eblasts

The museum sends 3 to 5 eblasts per month. Our current list has 38,000 subscribers. Sponsor's logo will appear at the bottom of each eblast with the words "Email Sponsorship by."

\$800 per Month

○ Gallery Sponsorship

Gallery sponsor logos are exhibited on a pull-out banner (see picture) that sits in the main gallery. Sponsorship is for one year. Average number of visitors 40,000 to 50,000.

Annual sponsorship \$3000

○ Quilt Block of the Month Program

A partnership with several quilters, our Quilt Block of the Month community is a very engaged, active, and quickly growing group. Currently 7,000 members (as of 3/18)

Annual sponsorship \$3000



*Quilt Detail:
"Teneramente" by
Katie Pasquini Masopust*



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QuiltMuseum.org
270-442-8856

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