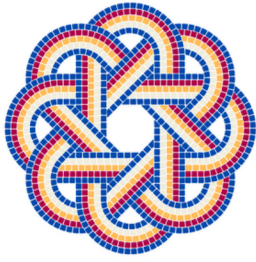


# 2024 Annual Conference Sponsorship Package



**CONNECTICUT LEAGUE  
OF MUSEUMS**

Connecticut League of Museums  
2024 Annual Conference



**Unity &  
Belonging**

The Power of Interconnection

Thank you so much for taking the time to read this! We know it looks a little lengthy, but not everyone has met the “new” us! Until recently, we were the Connecticut League of History Organizations, but we realized how that name left so many amazing museums on the outside, so we have rebranded ourselves the Connecticut League of Museums.

## Who We Are, What We Do

Our members are the small volunteer-led historical societies, as well as the large history museums; there are air museums, arboretums, and art museums, children’s museums and nature centers; we even have a library or two. Our member organizations not only interact with the communities you do business in, but impact the community in ways you probably have never thought about.

So what do we do, you might wonder? We connect our members with the resources they need to run a successful museum. We provide resources like the 47 hands-on and virtual workshops we offered last year to help museums learn best practices and new standards in a tangible way. Or more informal Colleague Circles, which bring members together to network and discuss a timely topic. Our members also have access to Connecticut Collections, an online Collection Management system that allows museums to display their collections online. This system is cost effective and is linked to the Connecticut Digital Archive to ensure that our members' digital content is preserved. We thrive on offering our members ways to help them make connections both in and outside of the museum world.

# WHY SPONSOR?

Our Annual Conference brings together more than 200 people to hear about what others have been doing and to imagine what might be possible in their own museums. Museums that run hands-on activities for young learners and furnish lifelong learning opportunities for seniors. They provide internships to high school and college students and employment to people across the state. Our members mount exhibits about local history or artists, provide places of stunning beauty for weddings or business meetings, and they do so much more than you might imagine!

That's where you come in. With your support of this conference, we can provide so much more. Every sponsorship means more of our funds are available to spend on providing exceptional services to our members. Sponsorship is also an opportunity to foster new relationships. Whether it is with a museum in your own community or one with a statewide reach, we can help connect you and find opportunities for collaboration that you may have never imagined!



# SPONSORSHIP LEVELS

Sponsorship Level	Cost	Benefits
<b>Quinnipiac River</b>	\$250	Business card ad in conference program One year of CLM Membership as a Corporate Business Affiliate (\$175 value)**
<b>Shetucket River</b>	\$500	Quarter page ad in conference program Sponsor table in our Exhibitor Hall Plus benefits included in Quinnipiac River level
<b>Housatonic River</b>	\$750	Half-page ad in conference program Contact list of all event registrants Plus all benefits included in Shetucket River level
<b>Connecticut River</b>	\$1000+	Recognition as a major sponsor during the Plenary Session of the conference Full-page premium* placement ad in the conference program A meet and greet with CLM board members with a private museum tour* Plus all benefits included in Housatonic River Level

All sponsorship levels will receive the following benefits.

Social networks & outreach:	Your business featured in social media posts (5,300+ followers) Your business highlighted in the CLM e-newsletter (3,000+ recipients)
Online:	Your logo on the event registration page Your business name and website included in our Business and Service Directory
At the conference:	Your logo featured in the event slideshow Your business featured in the opening remarks Ability to provide collateral/promotional items at the event registration table/conference tote bag

\* Premium placement includes inside covers and back cover of the program.

\*\* Or one year of Organizational Membership for museums or organizations (up to \$175 value)

# Tributary Level

## Advertise in our Conference Program

Don't need the perks of sponsorship, but want to reach our members? You can!

You can advertise in our conference program! This full color program will have a finished size of 8.5" x 11" and will feature the conference schedule, detailed session and location information, advertisements, and lists of sponsors.

Each of the attendees (minimum of 200 expected) and all sponsors will receive a copy of this event will receive a copy. As an advertiser, you're also eligible to provide collateral/promotional items at the event registration table or in our conference tote bag.

Your advertising support will help support first-time attendees and college students take part in this conference, will provide tremendous learning and networking opportunities, and will allow you to introduce your business to our members!

### Ad Specs & Pricing Submission Guidelines

\$750 Full page (non-premium placement) 8.5 x 11" full color

\$500 Half page (horizontal only) 7.5 x 4.825" full color

\$250 Quarter page (vertical only) 3.625" x 4.825" full color

\$100 Business card (vertical only) 2.5625" x 3.625

Please add 1/4" to each side for a full bleed

Please submit all ads electronically to:  
Emily Collins at [emily@clho.org](mailto:emily@clho.org)

### Deadlines:

- All ads MUST be print ready!
- Must be submitted no later than 17 May 2024

### File Specifications:

Please submit all image files at least 300 dpi in CMYK in a standard image format (e.g. TIF, JPG, PNG, PDF, EPS). For PDF files, please ensure all fonts are embedded.

If you have questions, please contact Amrys Williams, Executive Director, at [director@clho.org](mailto:director@clho.org).

### Conference Bag

Each Conference Attendee will receive a tote bag with literature and goodies. It's a great way to advertise your museum, business, or organization!

If you would like to include collateral in the conference packet, please arrange to have 225–250 items shipped to our offices by 24 May 2024.

To become a sponsor or advertise in our  
conference program please visit  
<https://clho.org/event-5706981>



Or email Emily Collins at [emily@clho.org](mailto:emily@clho.org)

## Connecticut League of Museums

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