



THE SMITHSONIAN MUSEUM ON MAIN STREET

SPONSOR THE CROSSROADS CONVERSATIONS AND BE SEEN BY THOUSANDS

Sponsoring the Smithsonian Museum on Main Street shows the world that you or your business or organization care about finding common ground and building community among the residents of Athol, Essex, Hull, Rutland, Sheffield, Turners Falls, and beyond.

Sponsors are included on the Mass Humanities website and social media, at live public events, and in printed materials as described below. Sponsors may opt for statewide recognition, or target their support to and of the six towns. Mass Humanities invites corporations, schools and colleges, hospitals, and other organizations to sponsor, as well as individuals and families.

To sponsor, email Michelle Wilson at mwilson@masshumanities.org.

STATEWIDE SPONSOR

Deadline for full recognition: 7/10/2022

PLATINUM \$100K

- Featured billing on Exhibition Placard
- Double size ad in all print materials
- Sponsor recognition in press releases
- 10 social media posts

GOLD \$75K

- Logo featured on Exhibition Placard
- Full size ad in print materials
- Sponsor recognition in press releases
- 7 social media posts

SILVER \$50K

- Full size ad in print materials
- Sponsor recognition in press releases
- 5 social media posts

BRONZE \$25K

- Half size ad in print materials
- Sponsor recognition in press releases
- 2 social media posts

TOWN SPONSOR

Deadlines for full recognition:

Essex	7/10/2022
Hull	8/30/2022
Rutland	10/18/2022
Turners Falls	12/5/2022
Sheffield	1/26/2023
Athol	3/14/2023

PLATINUM \$25K

- Featured billing at specific town
- Double size ad in site-specific print materials
- Sponsor recognition in site-specific press releases
- 10 social media posts for specific site

GOLD \$10K

- Full size ad in site-specific print materials
- Sponsor recognition in site-specific press releases
- 7 social media posts for specific site

SILVER \$5K

- Full size ad in site-specific print materials
- Sponsor recognition in site-specific press releases
- 5 social media posts for specific site

BRONZE \$2,500

- Half size ad in site-specific print materials
- Sponsor recognition in site-specific press releases
- 2 social media posts for specific site