

2020

V I S I O N

SEEING THE WORLD

THROUGH TECHNOLOGY

A PROJECT OF THE VERMONT CURATORS GROUP

Program-wide Promotion //////////////////////////////////////

- Print catalogue distributed to all participating institutions, tourism centers, and more
- Dedicated social media presence
- Dedicated website, including event calendar listing for all participants
- Monthly E-newsletter during the project year
- Press releases submitted to regional, statewide, and local media outlets
- Advertising in regional/statewide print and online media outlets

Participant Levels //////////////////////////////////////

	Participant \$250	Partner \$500	Sponsor \$1,500	Lead Sponsor \$2,500
Exhibition listed on 2020 Vision website (with link to your institution's website), in E-newsletter, and catalogue	x	x	x	x - Featured prominently
Social media mentions for your exhibition	1	2	2, with one boosted post	2, with one boosted post
Your institution's logo featured on website sponsor page and catalogue			x	x - Featured prominently
Your institution's logo included on sponsor signage at all program-wide keynote events			x	x - Featured prominently
Feature post about your institution in E-newsletter and on social media				x
Right of first refusal to host a keynote event, with event execution, marketing, and publicity supported by 2020 Vision programming committee				x

Corporate Sponsors //////////////////////////////////////

	Sponsor \$1,500	Lead Sponsor \$2,500	Keynote Sponsor \$5,000
Your organization's logo featured on website sponsor page and on print catalogue	x	x - Featured prominently	x - Featured prominently
Your organization's logo included on sponsor signage at all program-wide keynote events	x	x - Featured prominently	x - Featured prominently, and exclusive signage at selected event
Listing on catalogue map, along with participating institutions		x	x
Lead sponsor crediting at one keynote event of your choice, with all event collateral prominently featuring your logo, verbal mention during remarks, and exclusive signage			x