



Sponsorship Proposal



Why we do what we do

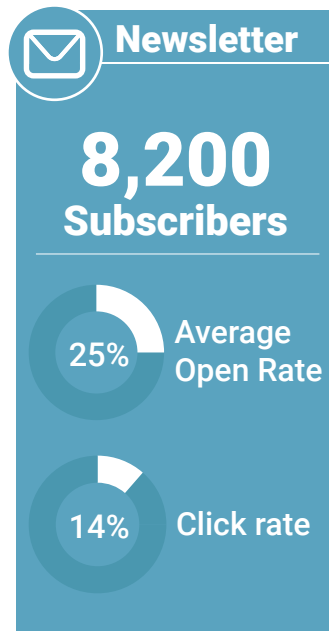
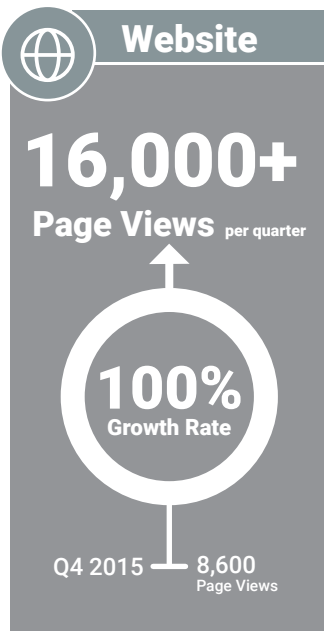
The mission of the Cape Cod Museum Trail is to support and promote the image, wellbeing and financial health of Cape Cod Museums, Cultural Centers and Art Exhibitions by creating opportunities for networking, collaboration and educational programs. In support of these, the Cape Cod Museum Trail seeks to enrich the community by providing opportunities for discovery and learning to residents and visitors. Every year, over a million people in your community, tourists and residents alike, come out to support museums on Cape Cod. With more than 70 museums, Cape Cod MuseumTrail.com allows people to visit a variety of museums along the trail from its tip at the Pilgrim Monument to Heritage Museums & Gardens in Sandwich. Explore photo galleries, view videos, read stories or just take a virtual tour any time of the year. It's a convenient way to plan a visit to one or more museums.

The Cape Cod Museum Trail is a very convenient, easy-to-navigate, one-stop location to plan a vacation or just stay current every month with our calendar of scheduled activities, events and exhibits.

In the last six years, we have grown our website, newsletter and social media reach. When we launched our website in Q4 of 2015, our quarterly page views began at 8,600. Today, we experience 16,000 plus page views in a quarter; a 100% growth.

Our email newsletter has an average open rate of 25% surpassing the industry average of 11% and a click rate of 14% surpassing the industry average of 8%. Our newsletter includes just over 8200 subscribers.

When we launched our Facebook page we began with just over 300 followers. By the end of 2018, we grew tremendously to 1125 followers. We continue to see steady growth with 1,444 current followers. The interesting story with our social media is that we have been targeting families with our social advertising. This tactic has helped shift our demographic, the majority of which was 55 and over to our highest percentage currently now at 35-44 (23%) years of age. By focusing our design and content to this younger audience we have created awareness that museums can capture the attention of families with young children. It begins to change the perception that museums are not focused on just older historians and art enthusiasts but for the younger generations too. In October of 2020 we launched our Instagram social page and in the first quarter reached almost over 600 followers and still growing.





What you can do to help

The Cape Cod Museum Trail is a unique and collaborative venture by First Citizens' Federal Credit Union, allowing the Cape Cod Museum Trail to sustain a major website, a newsletter reaching thousands and social media. You can help us continue this mission to strengthen the visibility of museums to tourists and visitors from inside and outside Cape Cod, to raise awareness of the cultural, social, and economic benefits of visiting and supporting local organizations and businesses including museums. As mentioned previously, we are in our sixth year and has grown from a dozen Cape Cod museums to more than 70 museums. We invite you to take advantage of this outstanding marketing opportunity as a sponsor of the Cape Cod Museum Trail to continue our mission and further show your support of the Arts, History and Culture that Cape Cod has to offer.

The Benefits to You

As your marketing partner, Cape Cod Museum Trail takes your sponsorship very seriously. You make a promise to help bring awareness, education and collaboration to our Cape Cod community and museums. In return we promise to deliver the best sponsorship benefits out there.



Connect with your Residents and Tourists

You'll have unparalleled access to thousands of people when you become an integral part of the Cape Cod Museum Trail through your sponsorship. What better way to communicate your values?



Tell your Story

Tell a new audience in a unique way how much your organization cares about art, history and culture. Every time they engage with us your brand will be front and center.



Give your Staff Something to Smile About

Responsible companies like yours know how important it is to get staff involved in giving back to the community. Talk to us about how your people can get directly involved by volunteering at museums.

Corporate Sponsorship Levels



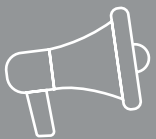
Impact Level: \$5,000

- Prominent placement of your company logo/web ad and link on the carousel of www.capecodmuseumtrail.com
- Logo and link on “Partners” webpage
- 5 social media posts highlighting your support as a sponsor
- Premium placement email banner ad on all email newsletters
- Opportunity to speak at one “ALL Museum” meeting



Advocacy Level: \$2,500

- Placement of your company logo on the ad tile of www.capecodmuseumtrail.com
- Logo and link on “Partners” webpage on www.capecodmuseumtrail.com
- 3 social media posts highlighting your support as a sponsor
- Company logo in all email newsletters



Monday at the Museum Podcast Sponsorship: \$1,000 (6 Months)

- Up to 12 podcast
- Placement of company logo on podcast webpage on CCMT
- Social media mentions (Facebook & Instagram)
- Live podcast mentions “Monday at the Museum is brought to you by...”



Mini-Trail Sponsor: \$1,000

- Can choose from following categories: Art Trail, Maritime Trail, Kids Trail, Nature & Science Trail, History Trail
- Placement of your company logo and link on Mini-Trail of choice webpage
- Logo and link on “Partners” webpage on www.capecodmuseumtrail.com

Cape Cod Museums

1717 Meeting House
1736 Josiah Dennis Manse Museum
1801 Jericho Historical Center
A. Elmer Crowell Barn
Aptuxcet Museum Complex
Atlantic White Shark Conservancy Shark Center
Atwood Museum
Barnstable Historical Society
Benjamin Godfrey Chatham Windmill
Bourne Historical Society
Brewster Historical Society Museum
Briggs McDermott House
Brooks Academy Museum-Harwich Historical Society
Cahoon Museum of American Art
Caelb Nickerson Homestead in Chatham
Cape Cod Art Center
Cape Cod Canal Visitor Center
Cape Cod Children's Museum
Cape Cod Maritime Museum
Cape Cod Military Museum
Cape Cod Museum of Art
Cape Cod Museum of Natural History
Captain Bangs Hallet House Museum
Captain Edward Penniman Hosue
Centerville Historical Museum
Chatham Marconi- RCA Wireless Museum
Chatham Railroad Museum
Coast Guard Heritage Museum
Cotuit Center for the Arts
Crosby Mansion
Cultural Center of Cape Cod
Dennis Historical Society Museums
Eastham Historical Society
Edward Gorey House
Falmouth Art Center
Falmouth Museums on the Green
French Cable Station Musuem
Green Briar Nature Center and Jam Kitchen
Heritage Museums and Gardens
Highfield Hall and Gardens
Highland House Museum-Truro Historical Society
Highland Lighthouse
Historical Society of Old Yarmouth
Historical Society of Santuit & Cotuit
Hoxie House
John F. Kennedy Hyannis Museum
Jonathan Bourne Historic Center
Long Pasture Wildlife Sanctuary & Living Museum
Mashpee Wampanoag Museum
Massachusetts Air & Space Museum
Monomoy National Wildlife Refuge
Nantucket Whaling Museum
National Marine Life Center
Nobska Light
NYE Museum
Old Harbor Life Saving Station Museum
Osterville Historical Society Museum
Pilgrim Monument & Provincetown Museum
Province Lands Visitors Center
Provincetown Art Association & Museum
Race Point Lighthouse
Salt Pond Visitor Center Museum
Sandwich Glass Museum
Stony Brook Grist Mill & Musuem
Sturgis Library
Tales of Cape Cod
Taylor Bray Farm Museum
The Centers for Culture & History in Orleans
Toad Hall Sports Car Collection
Waquoit Bay National Estuarine Reserve
Wellfleet Bay Wildlife Sanctuary
Wellfleet Historical Society & Museum
Wellfleet Preservation Hall
West Dennis Graded School & Maritime Museum
Whydah Pirate Museum
Wing Fort House
Wing Memorial History Center
Winslow Crocker House
Woods Hulse Historical Museum
Woods Hulse Ocean Science Exhibit Center
Zion Union Heritage Museum