



ANNUAL CORPORATE SPONSORSHIPS

Support the Needham History Center with an annual Corporate Sponsorship. Your Sponsorship donation engages you and your business in a partnership with the History Center. We preserve the treasures and teach the stories of Needham's past, to help inform its present and future!

Sponsor Level	Gold	Silver	Bronze
NHC&M Speaker at your event (at request)	✓		
Speaking time at an NHC&M event (request)	✓		
Use of NHC & M facility for one meeting/event per year	✓	✓	✓
Rotating banner ad on the NHC & M website	✓	✓	
Sponsor spotlight in our quarterly newsletter	✓	✓	✓
Sponsor Listing in PR and collateral	✓		
Photos/Research/Special Requests – Ask us!	✓	✓	
	\$2000	\$1000	\$500

REACHING A LARGE AUDIENCE

Through our publications, outreach, and social media, we reach a wide audience – several thousand people – every week, both within and outside of Needham.

- **Members & Friends** – direct contact, including a weekly email newsletter, to about 1200 contacts
- **Schools** – Our third-grade curriculum program reaches every Needham third-grader and their families (approx. 600 children), in addition to our other school projects at the elementary, middle, and high school levels

- **Social Media** –
 - a. Weekly postings to our own Facebook page (c. 1100 followers) and to the Needham community Facebook page (3000+ followers) for a combined total “reach” of 5-8,000 people weekly
 - b. Instagram – Our new and growing Instagram feed has 300 followers so far.
- **Local Media** –
 - a. We have a weekly column, “Needham’s Weekly History Lesson,” in the *Needham Times*; weekly circulation circa 12,000 (delivered to every household and business in town)
 - b. We have an ongoing presence on The Needham Channel (local cable), with co-produced films and short subjects scheduled on several days in each week (available to all Needham cable-TV customers), and on demand to anyone via internet streaming
- **Website** – Our website traffic averages 1000-1500 visitors per month, about one-third of whom click over from our social media posts
- **Visitors** – More than 2500 people visit our museum each year to view exhibits, shop, or attend lectures, meetings, and events
- **Community Outreach** – We participate and contribute to 25-30 events each year with other organizations in the community (social and municipal) – such as speaking at the event, providing materials and information for the event, collaborating on a community initiative, etc.

OTHER SPONSORSHIP OPPORTUNITIES

We want to work with you to find the right fit for you at the Needham History Center & Museum. In addition to the above opportunities, we also offer our corporate partners the option to sponsor the NHC & M in a variety of different ways including adult and children’s programming, conservation efforts, or ways to support publications that go out to our membership:

- **Exhibits** – We have a program of exhibits for adults and children, including community-focused exhibits in partnership with local organizations, and exhibits that highlight local involvement in pivotal historical commemorations. (\$2000-5000)
- **Reading Across the Ages** – We have a monthly History Book Group for adults, to share and discuss a recent history or historical-fiction book. We also have a Story Hour for young children to learn about our community from local authors, civil servants, and other leaders in their field. (\$1000)
- **The Gazette** – Our quarterly newsletter includes news, updates, collections highlights, calendars, sponsor profiles, and – of course – some Needham history! (\$2000)
- **1850 Schoolhouse Day** – In addition to the 1850 Schoolhouse Day for third graders, we have a wide array of programs with the schools, including history-research workshops for the High School’s Greater Boston Project, supplementary in-school programs, community service opportunities, and extra-curricular and enrichment programs with the Public Schools. (\$1000 per school, or \$5000 program)
- **Collections Conservation** – As we continue to make our collections available in the community, there is an increasing need to conserve and stabilize our most precious items. Please contact Gloria about current projects and how you can help.

Please call Gloria Greis at 781-455-8860 or greis@needhamhistory.org to discuss which opportunity may be best for you and your business.