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Transforming Arts Organizations Worldwide

Corporate Membership Programs March-May 2022

Before we start, where does corporate membership fit?

Corporate giving to cultural organizations can take many different forms based on the values and main objectives of the corporate partners.

Sponsorships



Gift Purpose: Supporting a specific event or project

Gift Type: Restricted gift

Main Goal: Marketing and brand Visibility

Gift source: Marketing Budget

Philanthropy



Gift Purpose: Supporting a specific project or program

Gift type: Restricted gift, often a grant

Main Goal: Supporting a cause in connection with corporate social responsibility

Gift Source: Foundation or grant giving branch

Special Events/ Rentals



Gift Purpose: Donation or membership in order to host their own event

Gift Type: Usually unrestricted gift/ part of membership annual fund

Main Goal: Hospitality and networking by hosting their own events on site

Gift Source: Special events/ corporate relations

Corporate Membership



Gift Purpose: Year-round support with member benefits & access

Gift Type: unrestricted gift/ part of membership annual fund

Main Goal: Employee benefits and engagement, with additional access benefits

Gift Source: HR or other employee-facing branch

Project scope and methodology

Main Question: How have cultural institutions adjusted their membership approach as we emerge from covid?

Interview Questions:

Overview of your corporate member value proposition

- Describe your corporate membership programs: how many giving levels does your corporate membership comprise? What are the differences across giving levels?
- What is a typical annual renewal rate for your corporate members?
- How do you build deeper relationships with corporate members, so they increase levels or become corporate sponsors?
- What would you say is working well in your corporate membership program, what do you hope to change?

Specific benefits

- What are the benefits you feel your partners value most?
- What kind of spaces and entertaining options do you provide as part of your corporate membership? What membership benefits and discounts do you offer the staff of your corporate partners? Does that include access to special exhibitions and events?
- Have you incorporated digital benefits and access to virtual programming for corporate members?

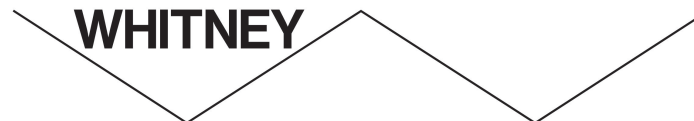
Overview and impact of Covid-19:

- What solutions did you implement to stay connected and encourage ongoing giving during the pandemic? Do you plan to transition from or maintain any of the aforementioned temporary offers?

Study Participants



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* Indicates museums we sourced for our benchmark with publicly available information. We did not interview these museums.

Institutions at a glance

	Operating Budget	Revenue	Contributed revenue	% revenue covered by contribution	Approximate annual visitors
AMNH	\$210,518,219	\$198,055,556	\$124,838,615	63%	5 Million
Art Institute Chicago	\$316,818,865	\$351,772,088	\$93,682,754	27%	1.5 Million
Field Museum	\$79,999,924	\$89,977,530	\$39,351,332	44%	1.65 Million
Guggenheim Foundation	\$71,125,883	\$84,620,075	\$31,680,309	37%	1 Million
Metropolitan Museum of Art	\$421,209,919	\$414,668,610	\$245,041,493	59%	6-7 Million
MFAH	\$110,441,805	\$169,281,056	\$46,908,310	28%	1.2 Million
MoMA	\$266,556,359	\$443,982,645	\$244,100,473	55%	2.5 Million
Museum of Science Boston	\$66,622,105	\$84,543,128	\$43,490,437	51%	1.4 Million
New Museum	\$15,975,223	\$11,726,489	\$7,597,796	65%	(not found)
Smithsonian Institution	\$1,418,028,412	\$1,601,028,226	\$1,292,933,360	80%	9-10 Million
The Shed	\$60,025,560	\$101,081,298	\$90,569,567	90%	(not found)
Whitney Museum	\$82,192,000	\$113,143,000	\$82,725,000	73%	1.2 Million
WCS	\$298,619,522	\$255,583,692	\$193,870,983	76%	4 Million

Information gathered here is from IRS990 2019 forms, annual report and other publicly available sources for 2019 attendance figures.
When we consider visitor sizes, please consider them as an approximation and note that some organizations like the Smithsonian and WCS operate multiple sites.

Membership details

	Number of Membership Levels	Minimum Contribution	Approx. # of corp members	Year-round free general admission	Need to be a member to rent space for an event?	Topmost benefit
AMNH	5	\$2,500	65	Starts at \$25,000	YES	Event privileges General admission
Art Institute Chicago	6	\$2,500	80-90	Starts at \$25,000	NO	Event privileges Program sponsorship
Field Museum	5	\$5,000	50-60	Starts at \$10,000	NO	Family membership Family day
Guggenheim Foundation	5	\$5,000	40	Start at \$20,000	YES	Event Privileges Custom benefits
Metropolitan Museum	8	\$2,500	85	Start at \$35,000	YES	General Admission Event and Tour access
MFAH	4	\$2,500	33	No general admission for all staff- passes available	NO	VIP tours and access passes Leadership Circle Membership
MOMA	4	\$5,000	240	\$25,000	YES	General Admission Event privileges
Museum of Science Boston	6	\$1,500	120	Starts at \$25,000	NO	General admission Family and corporate days
New Museum	3	\$5,000	20	Starts at \$5,000	YES	Event privileges Rental fee waivers
Smithsonian Institution	5	\$5,000	30-35	Free to all	NO	Private Tours Invitations
The Shed	3	\$5,000	30	Starts at \$25,000	YES	Access to signature McCourt rental space
Whitney Museum	5	\$5,000	70	Starts at \$25,000	YES	Event privileges General admission
WCS	5	\$15,000	35	Starts at \$15,000 (limited dates)	NO	Conservation site visits Animal encounters

Information gathered here was provided by interviewees or gathered from publicly available sources.

Corporate Memberships Have Much In Common

There is a common understanding of the purpose of corporate membership programs as well as consistent benefits that serve to fulfill those objectives.

Common purpose for memberships



- **Revenue generation:** primary aim is to generate contributed income.
- **Starter partnerships:** corporate memberships are seen as a lower-stake entry path to sponsorship or other revenue
- **Boost to visitor numbers:** Organizations see the opportunity to increase visitor numbers thanks to corporate staff.

Consistent benefits for members



- Staff admission, guest passes & access days
- Hospitality & special event invitations
- Rental opportunities & entertaining
- On-site and remote activations
- Visibility & recognition
- Discounts

Corporations have changed; implications for membership

Companies are more global, and even local teams may not want to travel...

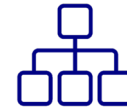


Sample quotes from interviews

“This idea that we’ve got not one, not two but three different benefits that we can deliver to **all national and global offices** and not just in person, is really valuable...”

“Even for local staff, commuting is a nightmare, and it could take them an hour to get to our museum. Offering virtual programs is therefore convenient for them, and **increases the reach for staff outside of the city.**”

Teams are more sophisticated and less connected....



“It used to be that we would talk to one person at the company, presenting the membership packages at the same time as discussing sponsorships and other programming support options. Now the teams are getting really sophisticated...With large companies for example, we don’t talk about the membership to their impact units anymore. **We will talk to HR staff for the membership, marketing teams for sponsorship and then if they have a foundation, we apply to their grants** and ensure we meet those guidelines for other support...”

People are more tied to higher-order values and purpose...



“The Accelerist company published a research study on the concept of “purpose people” and the idea that what matters most to people is working with and for people with impact. **We want our corporate membership program to work within that framework of “purpose people,”** fostering and meeting that impact value.”

“We want companies to see our space as a place for **them to explore their IDEA processes and help meet their goals.** We are more intentionally integrating our programs with their ERGs and inviting them to events, connect with our exhibitions etc.”

Common challenges

How do I structure membership?

The challenge: renewal rates are high, but inconsistent and membership upgrades are rare. Especially for members primarily looking for entertaining opportunities, retention is unlikely unless value proposition shifts.



Structure Membership to Clarify Products, Use Values to Differentiate Benefits

Streamline your benefits to make partnerships more intuitive

What added-value benefits to offer?

Memberships require heavy-lifting. Benefits fulfillment takes time disproportionate to the value provided, especially at lowest levels.




Prioritize Delivery of Benefits With Greatest Value

Prioritize delivery of benefits that drive renewal

How to find time to prospect?

Little time for prospecting. Most organizations feel understaffed for benefits delivery, member stewarding and prospecting.



Optimize your Team Toward Activity at Scale

Leverage organizational resources to support team functioning

Guiding Lessons

How do I structure membership?



1

Clarify Products and Use Values to Differentiate

Streamline your benefits to make partnerships more intuitive

What added-value benefits to offer?

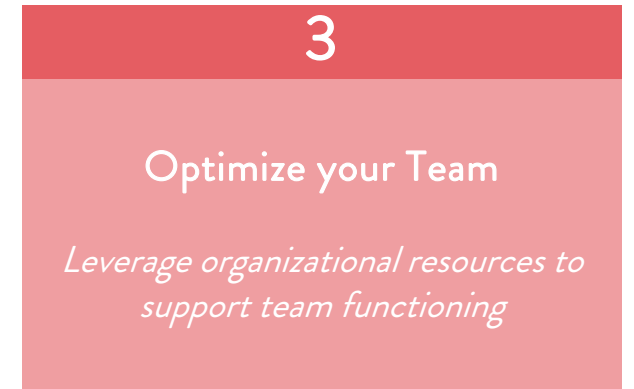


2

Prioritize Delivery of Benefits With Greatest Value

Prioritize delivery of benefits that drive renewal

How to find time to prospect?



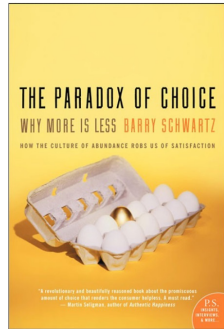
3

Optimize your Team

Leverage organizational resources to support team functioning

Avoid “the paradox of choice” by simplifying levels...

The Theory



Choice Overload: the tendency for people to get overwhelmed when they are presented with a large number of options.

When businesses limit their membership to three distinct packages, this facilitates buyer decision making. These packages are typically based on:

- how much they want access to (product)
- how much they can spend (cost)
- how much time they have to enjoy benefits (access)

The Practice

Rent the Runaway Subscriptions
Main Value: Increase of items you can get

Victoria & Albert Museum Individual Memberships
Main value: Increase in number of people you can invite

Many still differentiate levels based on “amount” of benefits...

The Field Museum, New Museum of Contemporary Art and American Museum of Natural History are typical examples of corporate membership structures that highlight the increase in benefit count with higher giving...

Membership at a Glance

Your membership allows the Museum to pursue conservation efforts in Chicago and the Andes Amazon, conduct groundbreaking research on every continent, and provide the public with unparalleled exhibitions and programming.

KEY BENEFITS	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
FREE Basic admission for employees plus one guest	Year-round	Year-round	Year-round	Year-round	Three months
Basic admission passes to share with employee or guests	300	150	100	75	50
Customized behind-the-scenes tour for 20 guests	•	•	•	•	•
Discounted ticket rates to special exhibitions	•	•	•	•	•
VIP tickets to limited-time special exhibitions	100	50	30	20	
Event rental fee waiver (restrictions out-of-pocket expenses apply)	Two	Two	One	One	
Host a Science Seminar at your office with a Museum expert	Custom	Two	One	One	
Corporate Group Volunteer Opportunities	Custom	Two	One	One	
Corporate Family Day (all employees plus 5 guests)	Custom	Two			
Complimentary one-year Family Membership	•	•			
Opportunity to donate benefits to a non-profit organization (restrictions apply)	•	•			
Field Museum guided Scavenger Hunt	•				

Benefactor: \$25,000

- Free unlimited admission for all employees, plus one guest per visit (company ID or business card and state ID required for entrance)
- Unlimited opportunities to host corporate events at the New Museum with rental fee waived for two events (additional fees may apply)
- 15% discount at the New Museum Store and 10% discount at the New Museum Café
- Holiday and special shopping offers at the New Museum Store
- Executive Membership privileges for 8 people (total)*
- One private guided tour of an exhibition for up to 25 people
- Company name recognition on the Annual Donor Wall, located in the Lobby
- Company name recognition on the Museum's website at newmuseum.org
- 100 guest passes (total)
- 2 complimentary publications for all New Museum exhibitions

Partner: \$10,000






- Free unlimited admission for all employees, plus one guest per visit (company ID or business card and state ID required for entrance)
- Opportunity to host two corporate events at the New Museum (additional fees may apply)
- 15% discount at the New Museum Store and 10% discount at the New Museum Café
- Holiday and special shopping offers at the New Museum Store
- Executive Membership privileges for 4 people (total)*
- One private guided tour of an exhibition for up to 25 people
- Company name recognition on the Annual Donor Wall, located in the Lobby
- Company name recognition on the Museum's website at newmuseum.org
- 50 guest passes (total)
- 1 complimentary publication of all New Museum exhibition catalogue

Supporter: \$5,000

- Free unlimited admission for all employees, plus one guest (company ID or business card and state ID required for entrance)
- Opportunity to host one corporate event at the New Museum (additional fees may apply)
- 15% discount at the New Museum Store and 10% discount at the New Museum Café
- Holiday and special shopping offers at the New Museum Store
- Executive Membership privileges for 2 people (total)*
- Company name recognition on the Museum's website at newmuseum.org
- 30 guest passes (total)
- Complimentary New Museum publications

...While different ‘products’ help members find the right level GUGGENHEIM

While the Guggenheim clearly differentiates levels and different ‘products’ by name, based on the value proposition and target buyer at the corporation.

	“Access” Levels: <i>Entry Level; Distinguished by Passes</i>	“First” Levels: <i>Mid-Level; Distinguished by Employee Access</i>	“Custom” Level: <i>Top-Level; Responsive to Corporate Needs</i>
<i>Employee/ Exec Value Prop</i>	 <p>Select Access \$5,000 50 passes</p>  <p>Executive Access \$15,000 150 passes</p>	 <p>Employees First \$20,000 Free admissions to all employees</p>	 <p>Custom \$40,000 All other benefits + tailored additional benefits</p>
<i>Event Value Prop</i>	<p>Entertaining Access* Passes + access to some entertaining spaces</p>	 <p>Hospitality First \$30,000 Admission + access to <i>The Wright</i> restaurant for events</p>	

*Not publicized, part of events group

Many organizations plan to remove or reframe lower giving levels...

Considering the costs vs. benefits of lower-level memberships, many organizations are looking at removing their lowest level. There are three ways they plan to keep those members while removing the lowest level.

Sample quotes from interviews

Transition up members to the next level

“For next year we are hoping to migrate away from our \$5K donor level, and **make \$10K our lowest giving level**. We will keep a \$5K giving level as part of the deposit required to book an event, but that will be managed by special events instead of following under membership.”

Encourage a shift to individual donation

“When considering our team capacity, and the effort required to administer benefits for smaller donors, it just doesn’t seem to make sense with the small financial return... We think that there are more interesting and personalized opportunities for stewardship if we encourage the executives at these smaller companies to **invest as individual members, where they can give based on their personal affinities** with more tailored invitations and networking”

Encourage smaller sponsorships instead

“We felt that the administrative load for partners at the 5K level was too onerous in comparison to the gift received. Therefore, we only grandfather long-term partners at that level. Thanks to our colleagues in events and sponsorships, we have been able to **convert these smaller donors towards other activations like booth sponsorships** at some of our events, thereby freeing our time for larger partnerships”

Removing prices is an easy step to reframe conversations...

Museum of Science corporate member benefits

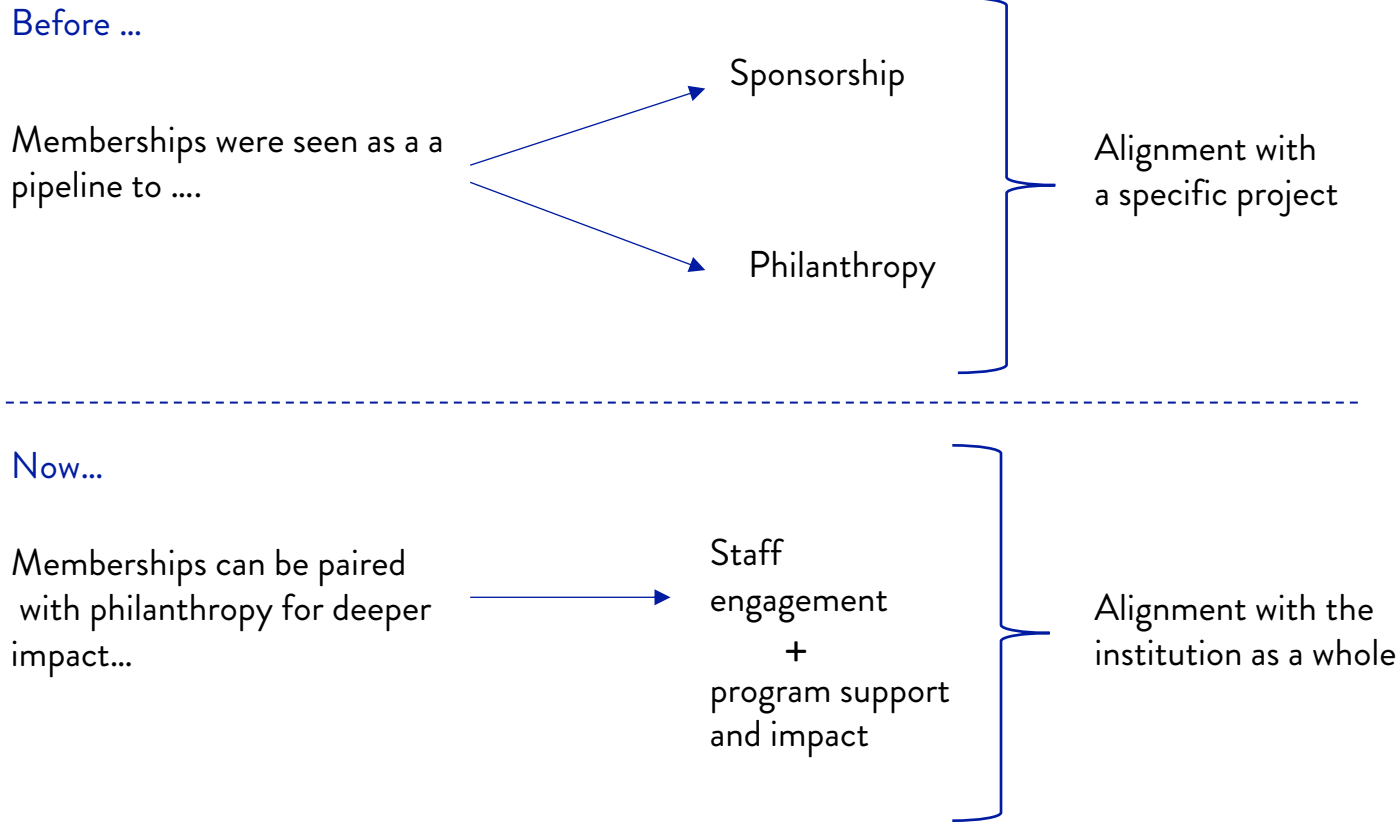
	COMET	MOON	PLANET	SUN	GALAXY	UNIVERSE
No. of Exhibit Halls Passes	70	200	500	1,000	Employee + 1	Employee + 3
No. of Omni Passes	10	30	70	150	300	350
No. of Planetarium Passes	10	15	30	100	200	250
No. of Butterfly Garden Passes	0	0	0	25	50	100
No. of 4-D Theater Passes	0	0	0	25	50	100
No. of Executive Passes	0	2	5	10	15	20
Company Night	No	No	Yes	Yes	Or Family Day	Yes
Family Day	No	No	No	No	Or Company Day	Yes
Behind-The-Scenes Tours	No	No	No	1	2	3
Events and Previews	Yes	Yes	Yes	Yes	Yes	Yes
Event Space Discounts	No Discount	No Discount	10% Discount	10% Discount	15% Discount	15% Discount
CAP Donation	5	25	75	125	175	225

Removing the price tag for different corporate membership levels on their website allowed the membership team to:

1. Avoid conversations defaulting to a given price point
2. Get people to talk about what they want from their partnership
3. Ask about company values and company working cultures
4. Find alignment with what the museum does and offers
5. Make conversations and partnerships feel more personalized

...and align memberships with value-driven philanthropy

Corporations are increasingly interested in supporting their values through their work with nonprofits – whether charitable or marketing. Increasingly, they ask for membership PLUS the ability to contribute to specific causes (e.g., environmental sustainability, antiracism, etc.)...



Membership and “something else”

“I would say I have seen a new trend from corporate giving in terms of increased **interest in philanthropy giving in connection to growing corporate social responsibility commitments.**

Corporate memberships are therefore not only a pipeline towards marketing sponsorships, but also more and more an introduction to program giving...

My most recent approach...has been to take a two-pronged approach when presenting corporate memberships: on one side highlighting staff benefits...and on the other side the impact of their gift for the whole institution. **I’m finding we’re talking about membership and programmatic investment simultaneously”**

-Kacee Kellum Corporate Major Gifts Officer, Field Museum

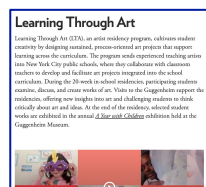
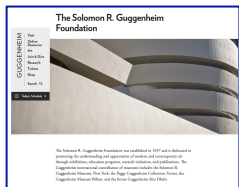
Values expand partnerships and prospect opportunities

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Consumer purchase behavior is tightly connected to their perception of a brand's values – consumers are much more likely to purchase from companies they trust and share values with. As a result, companies want to align with institutions that share their values, and broadcast those values to customers and employees.

Annual fund messaging focuses on institutional values and day-to-day impact

Art Innovation + Education + Sustainability



Donate

Gifts from friends like you **make an impact on every aspect of the museum.** From presenting a **dynamic array of internationally acclaimed exhibitions** to offering a **comprehensive range of educational programs**, to maintaining the facilities within our **landmark building**—your gift to the Annual Fund helps us do it all.

Reframing corporate partnerships with similar annual fund messaging...

- ✓ Aligns partnerships with broader company and institutional values
- ✓ Supports partners' branding goals for own customer-base
- ✓ Expands pool of prospect partners
- ✓ Demonstrates impact of general operating support

“Our sustainability values are updated on the website – as is our DEAI plan. I make it clear [with corporate members that] that we’re differentiating ourselves in these areas...”

This has helped and **opened up a lot of prospects who might not have been interested in art but want to engage with sustainability.**”

-Katy Newton, Associate Manager-Corporate Membership, Solomon R. Guggenheim Museum and Foundation

“How social values influence consumer purchases behavior and brand performance...” Survey Monkey, March 2021. <https://www.surveymonkey.com/curiosity/how-social-values-influence-consumer-purchase-behavior-and-brand-performance/>

Guiding Lessons

How do I structure membership?

1

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Streamline your benefits to make partnerships more intuitive

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How to find time to prospect?

3

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Leverage organizational resources to support team functioning

Focus on attendance building with two key tactics

While most museums offer free tickets or passes, rarely does a company use all its passes. However, the more passes they use, the more value they perceive; ticket use is the single most cited metric for corporate membership departments to evaluate membership health.

Use big events to build attendance habits



Family day on top of annual general admission

The Field offers free family days starting the \$15K level. On this day, corporate member staff and additional guests can enjoy the museum free of charge. These dedicated days are easier to promote and easy for staff to enjoy without pre-registering or using passes.



Corporate weekends in lieu of unlimited general admission

Similarly, the WCS hosts annual free weekends across their sites at different times of the year, offering high-level partners multiple free weekends a year for staff and three guests. These weekends generate interest and goodwill from partners.

Remove friction for ticket use

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Limited pass distribution

The Guggenheim provides partners a code for their guest passes, which they can share at will. Once the company has used allotted passes, they get notified directly. The museum includes a disclaimer that they are not responsible for misuse of codes. Visitors are not required to show employee ID.



Unlimited admission systems

For top-level donors with free general admission, the Whitney Museum sends a dedicated promotional code that allows staff to directly reserve their free tickets with a guest on a designated corporate purchasing page. Once they have their emailed ticket, they present that along with their employee ID for admission.

Embed privileged touchpoints for networking

At the Museum of Fine Arts, Houston and the Art Institute of Chicago, both institutions provide additional executive benefits to their top corporate donors for additional networking and touchpoints with key partnership advocates.



Connect executive members with other high-net worth individual patrons :

LEADERSHIP CIRCLE MFAH The Museum of Fine Arts, Houston

BENEFITS AND RECOGNITION	Chairman's Circle \$75,000+	Director's Circle \$10,000- \$24,999	Gallery \$5,000- \$9,999	Fellows \$2,500- \$4,999
Exclusive travel opportunities with the MFAH Director	•			
An annual dinner with a major figure in the art world	•			
Invitations to selected exhibition opening dinners	•	•		
Opportunity to schedule a private, docent-led tour for you and up to ten guests	•	•		
Invitations to cocktail receptions at private homes of collectors and Museum trustees	•	•	•	
One gift Museum membership at the Patron level	•	•	•	
Guest passes to treat family and friends to free admission to the MFAH	•	•	•	
Opportunity to rent MFAH facilities at a discounted rate	•	•	•	•
Unlimited admissions to special ticketed exhibitions	•	•	•	•
Complimentary, unlimited use of MFAH parking garage facilities	•	•	•	•
Unlimited admissions to the Museum, Bayou Bend, and Renzi for you and all accompanied guests	•	•	•	•
Invitations to events as determined by the program and exhibition schedule, including exclusive curator-led viewings of major exhibitions	•	•	•	•
Admission to MFAH lectures; reservations recommended to guarantee entry (call VIP phone line)	•	•	•	•
Up to four MFAH-selected exhibition catalogues	•	•	•	•
Discounted enrollment for classes at the Glassell School and Glassell Junior School	•	•	•	•
Complimentary passes to MFAH films	•	•	•	•
20% discount at MFA Shops	•	•	•	•
Recognition onsite at the Museum and online at mfa.org	•	•	•	•
Use of the Museum VIP phone line	•	•	•	•
All benefits of Museum membership	•	•	•	•
Reciprocal membership privileges at more than 60 North American museums	•	•	•	•

At the highest levels of corporate support, the Museum of Fine Arts, Houston, offers a complimentary membership with the MFAH's premier individual giving society, the Leadership Circle. This exclusive access allows corporate partner executives to connect with other HNWI patrons at multiple private events throughout the year. This also allows the museum to create additional goodwill and strategic touch points with high-level partners who can engage with a broader breadth of the museum's projects and patrons.



Connect executive members with other business leaders in the corporate programs:

Leader \$25,000-\$49,999 Business Council

- All Benefactor benefits, plus:
- Free admission for all employees
 - 1 room-rental discount of 50%
 - Membership in the Business Council
 - Invitations to exclusive Business Council events
 - Annual feature in a full-page advertisement
 - Exhibition catalogues
 - Your company's own Employee Day for employees and guests
 - 6 total VIP tours for up to 10 guests
 - 12 total corporate access cards
 - 10 total Member Plus memberships
 - 5 total invitations to exclusive events

Executive \$50,000 and Up Business Council

- All Leader benefits, plus:
- Free admission for all employees and 1 guest
 - Sponsorship of a selected exhibition or program
 - 1 room-rental waiver
 - 10 total invitations to exclusive events
 - Additional recognition opportunities

BUSINESS COUNCIL

The Business Council at the Art Institute of Chicago comprises business executives who are committed to strengthening the partnership between Chicago's civic and cultural champions. Business Council members affirm the importance of the Art Institute as integral to the cultural fabric of our world-class city, in which their employees live, work, and play.

Business Council Members enjoy the following benefits:

- Recognition as a socially responsible company
- Invitations to a exclusive events each year that provide opportunities to connect with other business leaders and learn more about happenings at the museum
- Acknowledgement on the Art Institute's website and the Woman's Board Grand Staircase donor wall
- Concierge service for museum dining, art travel programs, and private tours
- Exhibition catalogues
- Invitations to selected exhibition openings

At the Art Institute of Chicago, the top two levels of corporate memberships include access to the museum's exclusive Business Council group. This group welcomes other business leaders in the area committed to supporting the museums' work within the city of Chicago. Access to the Business Council expands networking opportunities for members; and provides further touchpoints for the museum to align corporate giving to wider civic objectives.

Connecting with ERGs is a growing opportunity area

Employee Resource Groups (ERGs) are growing in most organizations. 7 out of 10 interviewees are increasing their focus on ERG reach. These programs allow companies to demonstrate commitment to employee groups while the museum can emphasize higher-order values they share with the company.

Examples of Museum ERG Programs

ERGs on the rise

According to the [Sequoia Consulting Group's 2021 Employee Experience Benchmarking report](#), 40% of companies have Employee Resource Groups, a 9% increase from last year. This is in line with an uptick in Diversity, Equity and Inclusion (DEI) initiatives

About 70% of companies have rolled out new DEI programming over the last year to create a more inclusive culture, and 96% of companies plan to expand their talent outreach strategies to build a more equitable workplace.



Smithsonian
Institution

Cultural Heritage

The Smithsonian dovetailed programming and events with heritage month celebrations for corporate members. The ability to connect their exhibitions and collection to various heritage groups has been a great source of tour and webinar content for corporate partners.



Sustainability

As part of their strategic goal to be a champion of climate awareness and sustainability, the Field Museum has developed a series of tours and resources around sustainable actions that align perfectly with corporate Green Teams. They have offered tours and workshops for their partner ERGs.



Parent Groups

At the Wildlife Conservation Society, one of their corporate members came to the organization with a request specifically for their parenting/ caregiver ERG. The membership team connected with their colleagues in WCS education, and were able to share existing resource such as kids coloring activities and animal worksheets, which the corporate member' ERG then used for their virtual kids' day.

What ERG content should I support?

Developing and offering tour or workshop content for ERG groups is a great way to align company values with the institution; and doesn't have to imply too much extra work as long as you leverage existing programs and content.

Since there are a lot of possible topic avenues your can take to appeal to different ERGs, here are a few starter questions and avenues to consider:

Goal: connecting what corporate ERGs are already doing with what cultural sites have on offer

- What ERGs do your different partners have?
- Are their consistent interest groups across your partners you could scale and serve?
- Do you have exhibitions that resonate with these different groups?
- Do you have content past and present that can be developed for a program or workshop?
- Are there events going on in the museum you can invite ERGs to?
- Can you expand ERGs site visits with workshops and other interactive opportunities?
- Which other departments could you work with to deliver ERG programs?

<https://www.reworked.co/employee-experience/why-employee-resource-groups-are-a-rising-entity/>

Virtual events expand reach

Varied digital programs allow for multiple touch points with corporate partners.

Example virtual programs

Meet your partner where it's easiest



Virtual lunch and learns

Format: Open to all corporate partners

The Art Institute of Chicago developed virtual *lunch and learn* events for their corporate partners in collaboration with curatorial and/or education staff leading the talks. With an easy link access during typical working lunch break, the virtual lunch and learns saw strong corporate engagement, more so than previous in-person Saturday events.

Scale with other departments

GUGGENHEIM Shared events

Format: Open to all corporate partners and general individual members

Since reopening and returning to more in-person events, the Guggenheim museum has scaled back their virtual events, however they have continued offering monthly events in tandem with their membership colleagues. These exhibition-based programs have remained popular and more accessible.

Support partner activations

WHITNEY Virtual welcome

Format: Private bookable opportunities

In response to continued discomfort and geographic difficulties for large in-person meet and greets, the Whitney Museum has offered virtual thematic and/or exhibition-based tours with Q&A sessions at the end, for corporate partners looking to engage with their remote staff and new employees.

Offer virtual engagement



Virtual Volunteering

Format: Private bookable opportunities

Throughout the pandemic months there were growing requests to connect cultural partners with ERGs and volunteer groups. The Smithsonian managed to leverage their existing virtual public volunteer programs for their corporate partners, such as transcribing their vast collections.

Showcase your full offer with scalable a la carte benefits

WHITNEY

The Whitney offers replicable *a la carte* benefits to provide customizable features without the usual strain of full customization

The Whitney Tour Option

- Members below the \$25,000 giving level have the privilege to schedule one before- or after-hours tour at cost with a private teaching fellow or curator.
- Members at the \$25,000 giving level have access to one complimentary tour while partners at \$40,000 and above have access to two complimentary tours. Additional tours are provided for purchase on a case-by-case basis.
- The additional cost for a tour of 25 people usually comes around \$500 for both the building access and educator fee.
- Most costs for tours (outside of the allotted complimentary tours) are based on membership level and are adsorbed by the corporate member. Additional tours outside of the allotment are not always guaranteed.
- Virtual tour options also available at lower cost



Why it works

- Ready-made tours are easy to scale
- Tours under 25 guests require only one educator
- Cost is broken down by cost of educator and cost to keep space open
- Extra cost is accessible, around \$500 per extra tour (with lower premium for virtual tours)
- Adding tour is easy to bill and administer

Don't forget: Adding at-cost tour benefits can have implications for tax deductions if it is also included in individual memberships, because it attaches a dollar value to the services provided. Consult your general counsel.

Demonstrate increased community value at top giving levels



Reposition your partnership benefits to have values of their own

What is it:

Providing your highest-level members the ability to donate their benefits to other non-profits.

What it gets you:

- Connects benefits with greater community values and CSR goals
- Helps make a case for renewals and upgrades

What it gets your partners:

- Benefits don't go to waste
- Member gets to use benefits for other causes they are committed to

What is gets community:

- Ability to use benefits paid for by others
- Access to benefits and local sites

The Field Museum invites top donors to share their benefits with the community

This has been a really great synergy especially during the pandemic. For example, if we have a partner that has a workplace program with another non-profit, they can extend their guest passes or donate their rental fee waiver to those partners, thereby showing that the membership benefits can also serve their other community endeavors. *-Kacee Kellum Corporate Major Gifts Officer, Field Museum*

Make donations and community support more of a premier benefit ...

COMMUNITY INVOLVEMENT:

- **Corporate volunteer opportunities:** complimentary lunch space provided with informational tour of the Museum
- **Opportunity to donate benefits to a non-profit organization:** benefits for transfer include: behind-the-scenes tours, Science Seminars, event rental fee waivers
- **One Field Trip for 25 students**

KEY BENEFITS	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
FREE Basic admission for employees plus one guest	Year-round	Year-round	Year-round	Year-round	Three months
Basic admission passes to share with employee or guests	300	150	100	75	50
Customized behind-the-scenes tour for 20 guests	•	•	•	•	•
Discounted ticket rates to special exhibitions	•	•	•	•	•
VIP tickets to limited-time special exhibitions	100	50	30	20	
Event rental fee waiver (restrictions out-of-pocket expenses apply)	Two	Two	One	One	
Host a Science Seminar at your office with a Museum expert	Custom	Two	One	One	
Corporate Group Volunteer Opportunities	Custom	Two	One	One	
Corporate Family Day (all employees plus 5 guests)	Custom	Two			
Complimentary one-year Family Membership	•	•			
Opportunity to donate benefits to a non-profit organization (restrictions apply)	•	•			
Field Museum guided Scavenger Hunt	•				

Guiding Lessons

How do I structure membership?

1

Clarify Products and Use Values to Differentiate

Streamline your benefits to make partnerships more intuitive

What added-value benefits to offer?

2

Prioritize Delivery of Benefits With Greatest Value

Prioritize delivery of benefits that drive renewal

How to find time to prospect?

3

Optimize your Team

Leverage organizational resources to support team functioning

Cross-departmental collaboration expands team impact

While increasing the team size would be ideal, there are opportunities to expand the team without hiring for new positions, through collaborating with other departments, leveraging existing processes, and automation

Decision tree for team-optimization process

Challenges for corporate membership team

- Limited staff and time
- Heavy administrative load
- Need to templatzize processes
- Ongoing renewals



Opportunities to share with other departments

Special events coordination
Administering benefits
On-site ticketing processes
Delivering activations



Important to preserve within corporate membership team

Relationship management
Prospecting new partners
Renewal conversations
Partnership negotiations

Leveraging skills of other departments

- At the Field Museum, their special events and business development teams help **manage larger scale corporate events** while the corporate team focuses on smaller events.
- At the Museum of Fine Arts, Houston, other teams within the development department **help with fulfillment of high-level benefits**, such as invitations to Leadership Circle events, that provide a corporate partner's top executive with business development and networking opportunities at exclusive events with Trustees and upper-level individual patrons.
- At the Art Institute Chicago, their education colleagues help with **specialized tours and facilitation** for their virtual webinars and any on-site events like “bring your kid” to the office days with partners.
- At the Guggenheim Museum, the **visitor service staff supports day-to-day operations** with admission of tickets, as well as fielding all questions both on-site and in the general corporate email inbox.

Leverage processes from individual memberships

The Field Museum has an identification system that allows them to track the usage of benefits by individual members. Wanting to test out a similar process with their corporate partners, the team used stickers to help identify and monitor the activity and spending of corporate partners as they arrived for their free family day. From the pilot test, the corporate membership team is hoping to implement the same tracking and identification process in the next year

Applying Individual Membership Processes for Corporate Partners

Existing tracking mechanism/ QR codes or scanning codes for individual members- **high level of technical integration with CRM tools**

Able to track use of discounts in stores and restaurants

Able to track attendance and use of ticket passes

Able to track use of discounts for special exhibitions or other events

How it works for corporate partners:

- Send dedicated company codes to corporate partners
- QR codes expire automatically at end of partnership or use of all passes
- Remove challenge of checking and monitoring staff IDs
- Automatic email notifications when approaching end of benefits

Results:

- Can monitor benefit usage and use reminders as a **touch point for partners**
- Can use tracking as a leverage to **encourage upgrades**
- Can track total spending of corporate partners to **measure overall impact**



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American Museum of Natural History Membership details

AMERICAN MUSEUM OF NATURAL HISTORY

Corporate Patron Program Benefits – Partner Level
\$50,000

- Complimentary Museum General Admission**
For all employees with up to five guests, employees must be present with their company ID
- 150 Corporate Patron Passes**
One-time-use passes, each pass allows complimentary general admission for up to six people
- 6 Executive Cards**
Each allows complimentary general admission plus one special exhibition or IMAX film for up to six people
- 50 Invitations to Exclusive Receptions and Exhibition Viewings**
- VIP Behind the Scenes Tour**
For up to 15 people, during Museum operating hours
- 5 Engagement Visits**
*Visits can include Scavenger hunts, tours, and volunteer opportunities**
- 3 Event Privileges**
*Host three special events in the Museum's storied halls**
- Acknowledgment as a Corporate Patron**
On the Corporate Support webpage, and in the Museum's Annual Report
- 10 subscriptions to Rotunda Magazine**
- Discounts for Corporate Members available:**

	Adult	Child
Special Exhibitions	\$13.50	\$8.00
IMAX Films	\$13.50	\$8.00
Space Shows	\$25.00	\$13.50
Admission to all (includes special exhibitions, giant-screen film, and Space Show)	\$27.00	\$17.00

Museum Shops (10% off) and Museum Restaurants (15% off)

AMERICAN MUSEUM OF NATURAL HISTORY

Corporate Patron Program Benefits – Associate Level
\$25,000-\$49,999

- Complimentary Museum General Admission**
For all employees with up to five guests, employees must be present with their company ID
- 100 Corporate Patron Passes**
One-time-use passes, each pass allows complimentary general admission for up to six people
- 5 Executive Cards**
Each allows complimentary general admission plus one special exhibition or LeFrak Theater film for up to six people
- 25 Invitations to Exclusive Receptions and Exhibition Viewings**
- 4 Engagement Visits**
*Visits can include scavenger hunts, tours, and volunteer opportunities**
- 2 Event Privileges**
*Host two special events in the Museum's storied halls**
- Acknowledgment as a Corporate Patron**
On the Corporate Support webpage, and in the Museum's Annual Report
- 7 subscriptions to Rotunda Magazine**
- Discounts for Corporate Members available:**

	Adult	Child
Special Exhibitions	\$13.50	\$8.00
LeFrak Theater Films	\$13.50	\$8.00
Space Shows	\$25.00	\$13.50
Admission to all (includes special exhibitions, giant-screen film, and Space Show)	\$27.00	\$17.00

Museum Shops (10% off) and Museum Restaurants (15% off)

AMERICAN MUSEUM OF NATURAL HISTORY

Corporate Patron Program Benefits – Supporter Level
\$15,000 - \$24,999

- 75 Corporate Patron Passes**
One-time-use passes, each pass allows complimentary general admission for up to six people
- 3 Executive Cards**
Each allows complimentary general admission plus one special exhibition or IMAX film for up to six people
- 15 Invitations to Exclusive Receptions and Exhibition Viewings**
- 3 Engagement Visits**
*Visits can include Scavenger hunts, tours, and volunteer opportunities**
- 1 Event Privilege**
*Host a special event in the Museum's storied halls**
- Acknowledgment as a Corporate Patron**
On the Corporate Support webpage, and in the Museum's Annual Report
- 5 subscriptions to Rotunda Magazine**
- Discounts for Corporate Members available:**

	Adult	Child
Special Exhibitions	\$13.50	\$8.00
IMAX Films	\$13.50	\$8.00
Space Shows	\$25.00	\$13.50
Admission to all (includes special exhibitions, giant-screen film, and Space Show)	\$27.00	\$17.00

AMERICAN MUSEUM OF NATURAL HISTORY

Corporate Patron Program Benefits – Friend Level
\$5,000 - \$14,999

- 35 Corporate Patron Passes**
One-time-use passes, each pass allows complimentary general admission for up to six people
- 3 Executive Cards**
Each allows complimentary general admission plus one special exhibition or IMAX film for up to six people
- 5 Invitations to Exclusive Receptions and Exhibition Viewings**
- 2 Engagement Visits**
*Visits can include Scavenger hunts, tours, and volunteer opportunities**
- 1 Event Privilege**
*Host a special event in the Museum's storied halls**
- Acknowledgment as a Corporate Patron**
On the Corporate Support webpage, and in the Museum's Annual Report
- 2 subscriptions to Rotunda Magazine**
- Discounts for Corporate Members available:**

	Adult	Child
Special Exhibitions	\$13.50	\$8.00
IMAX Films	\$13.50	\$8.00
Space Shows	\$25.00	\$13.50
Admission to all (includes special exhibitions, giant-screen film, and Space Show)	\$27.00	\$17.00

AMERICAN MUSEUM OF NATURAL HISTORY

Corporate Patron Program Benefits – Contributor Level
\$2,500 - \$4,999

- 15 Corporate Patron Passes**
One-time-use passes, each pass allows complimentary general admission for up to six people
- 2 Executive Cards**
Each allows complimentary general admission plus one special exhibition or IMAX film for up to six people
- 2 Invitations to Exclusive Receptions and Exhibition Viewings**
- 1 Engagement Visit**
*Visits can include Scavenger hunts, tours, and volunteer opportunities**
- 1 Event Privilege**
*Host a special event in the Museum's storied halls**
- Acknowledgment as a Corporate Patron**
On the Corporate Support webpage, and in the Museum's Annual Report
- 1 subscription to Rotunda Magazine**
- Discounts for Corporate Members available:**

	Adult	Child
Special Exhibitions	\$13.50	\$8.00
IMAX Films	\$13.50	\$8.00
Space Shows	\$25.00	\$13.50
Admission to all (includes special exhibitions, giant-screen film, and Space Show)	\$27.00	\$17.00

Art Institute of Chicago Membership details

ALL CORPORATE PARTNERS ENJOY THE FOLLOWING BENEFITS:



- An invitation to our annual Corporate Partner Day, featuring free admission and special offers for employees and their families
- 10% discount on new memberships for employees
- Opportunities to host private meetings and events in the museum's iconic spaces

**Contributor
\$2,500-\$4,999**

- 50 guest passes
- 4 corporate access cards
- 2 Member Plus memberships

**Associate
\$5,000-\$9,999**

- 100 total guest passes
- 6 total corporate access cards
- 4 total Member Plus memberships
- Concierge service for museum dining, art travel programs, and private tours
- Listing on our donor wall

**Patron
\$10,000-\$14,999**

- All Associate benefits, plus:
- 2 total VIP tours for up to 10 guests
 - 150 total guest passes
 - 8 total corporate access cards
 - 6 total Member Plus memberships

**Benefactor
\$15,000-\$24,999**

- All Patron benefits, plus:
- Your company's own day for employees and guests
 - 4 total VIP tours for up to 10 guests
 - 200 total guest passes
 - 10 total corporate access cards
 - 8 total Member Plus memberships

**Leader
\$25,000-\$49,999**

Business Council

All Benefactor benefits, plus:

- Free admission for all employees
- 1 room-rental discount of 50%
- Membership in the Business Council
- Invitations to exclusive Business Council events
- Annual feature in a full-page advertisement
- Exhibition catalogues
- Your company's own Employee Day for employees and guests
- 6 total VIP tours for up to 10 guests
- 12 total corporate access cards
- 10 total Member Plus memberships
- 5 total invitations to exclusive events

**Executive
\$50,000 and Up**

Business Council

All Leader benefits, plus:

- Free admission for all employees and 1 guest
- Sponsorship of a selected exhibition or program
- 1 room-rental waiver
- 10 total invitations to exclusive events
- Additional recognition opportunities

BUSINESS COUNCIL

The Business Council at the Art Institute of Chicago comprises business executives who are committed to strengthening the partnership between Chicago's civic and cultural champions. Business Council members affirm the importance of the Art Institute as integral to the cultural fabric of our world-class city, in which their employees live, work, and play.

Business Council Members enjoy the following benefits:

- Recognition as a socially responsible company
- Invitations to 2 exclusive events each year that provide opportunities to connect with other business leaders and learn more about happenings at the museum
- Acknowledgement on the Art Institute's website and the Woman's Board Grand Staircase donor wall
- Concierge service for museum dining, art travel programs, and private tours
- Exhibition catalogues
- Invitations to selected exhibition openings

Field Museum Membership details



Membership at a Glance


Your membership allows the Museum to pursue conservation efforts in Chicago and the Andes Amazon, conduct groundbreaking research on every continent, and provide the public with unparalleled exhibitions and programming.

KEY BENEFITS	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
FREE Basic admission for employees plus one guest	Year-round	Year-round	Year-round	Year-round	Three months
Basic admission passes to share with employee or guests	300	150	100	75	50
Customized behind-the-scenes tour for 20 guests	•	•	•	•	•
Discounted ticket rates to special exhibitions	•	•	•	•	•
VIP tickets to limited-time special exhibitions	100	50	30	20	
Event rental fee waiver (restrictions out-of-pocket expenses apply)	Two	Two	One	One	
Host a Science Seminar at your office with a Museum expert	Custom	Two	One	One	
Corporate Group Volunteer Opportunities	Custom	Two	One	One	
Corporate Family Day (all employees plus 5 guests)	Custom	Two			
Complimentary one-year Family Membership	•	•			
Opportunity to donate benefits to a non-profit organization (restrictions apply)	•	•			
Field Museum guided Scavenger Hunt	•				

\$50,000 Corporate Leader

- EMPLOYEE BENEFITS:**
- **FREE basic admission for employees plus one guest** [Year-round]: your employees may visit the Museum by simply showing a corporate ID with company name/logo, business card, or most recent paystub at any membership or ticket sales desk for entry.
 - **Corporate Family Day** [2]: a day of free access, discounted ticket rates, and programming for all employees plus 5 guests
 - **Opportunity to host a private corporate family day event that includes** [3]: Free basic admission for employees or clients plus 5 guests, discounted ticket rates to special exhibitions, special programming in a private space
 - **Discount ticket rates to special exhibitions**
 - **\$10 discount on Individual & Family Memberships**
 - **\$10 discount to Dozin'** with the Dinosaurs: employees can purchase discounted tickets and explore the Museum sleeping amid our most popular prehistoric friends
- COMPANY & CLIENT BENEFITS:**
- **Event rental fee waiver** [2]: choose from a special selection of venues to host your next corporate meeting, special event, or client party (room rental is subject to availability, out of pocket expenses apply)
 - **VIP tickets to limited-time special exhibitions** [20]
 - **Basic admission passes** [300]: each pass admits 2 guests, perfect for clients or executives
 - **Field Museum guided Scavenger Hunt**
 - **Behind-the-scenes tour of the Field Museum for 20 people**
 - **Custom Science Seminar opportunities, host at your office with a Museum content expert** [2]
 - **Invitations to annual special exhibition opening events** [2 events]
 - **Complimentary one-year Family Membership** great for executives or special clients
 - **Recognition in the Annual Report, Donor Wall & Museum website**
- COMMUNITY INVOLVEMENT:**
- **Corporate volunteer opportunities** complimentary lunch space provided with informational tour of the Museum
 - **Opportunity to donate benefits to non-profit organizations:** benefits for transfer include behind-the-scenes tours, Science Seminars, event rental fee waivers
 - **One Field Trip for 25 students**
- 


\$25,000 Corporate Benefactor

- EMPLOYEE BENEFITS:**
- **FREE basic admission for employees plus one guest** [Year-round]: your employees may visit the Museum by simply showing a corporate ID with company name/logo, business card, or most recent paystub at any membership or ticket sales desk for entry.
 - **Corporate Family Day** [2]: a day of free access, discounted ticket rates, and programming for all employees plus 5 guests
 - **Discount ticket rates to special exhibitions**
 - **\$10 discount on Individual & Family Memberships**
 - **\$10 discount to Dozin'** with the Dinosaurs: employees can purchase discounted tickets and explore the Museum sleeping amid our most popular prehistoric friends
- COMPANY & CLIENT BENEFITS:**
- **Event rental fee waiver** [2]: choose from a special selection of venues to host your next corporate meeting, special event, or client party (room rental is subject to availability, out of pocket expenses apply)
 - **VIP tickets to limited-time special exhibitions** [50]
 - **Basic admission passes** [150]: each pass admits 2 guests, perfect for clients or executives
 - **Behind the-scenes tour of the Field Museum for 20 people**
 - **Host a Science Seminar at your office with a Museum content expert** [2]
 - **Invitations to annual special exhibition opening events** [2 events]
 - **Complimentary one-year Family Membership** great for executives or special clients
 - **Recognition in the Annual Report, Donor Wall & Museum website**
- COMMUNITY INVOLVEMENT:**
- **Corporate volunteer opportunities** [25]: complimentary lunch space provided with informational tour of the Museum
 - **Opportunity to donate benefits to a non-profit organization:** benefits for transfer include: behind-the-scenes tours, Science Seminars, event rental fee waivers
 - **One Field Trip for 25 students**
- 

\$5,000 Corporate Friend

- EMPLOYEE BENEFITS:**
- **FREE basic admission for employees plus one guest** [Three months]: your employees may visit the Museum by simply showing a corporate ID with company name/logo, business card, or most recent paystub at any membership or ticket sales desk for entry.
 - **Discount ticket rates to special exhibitions**
 - **\$10 discount on Individual & Family Memberships**
 - **\$10 discount to Dozin'** with the Dinosaurs: employees can purchase discounted tickets and explore the Museum sleeping amid our most popular prehistoric friends
- COMPANY & CLIENT BENEFITS:**
- **Basic admission passes** [50]: each pass admits 2 guests, perfect for clients or executives
 - **Customized behind-the-scenes tour for 20 guests**
 - **Invitations to annual special exhibition opening events** [2 events]
 - **Recognition in the Annual Report, Donor Wall & Museum website**

\$15,000 Corporate Patron

- EMPLOYEE BENEFITS:**
- **FREE basic admission for employees plus one guest** [Year-round]: your employees may visit the Museum by simply showing a corporate ID with company name/logo, business card, or most recent paystub at any membership or ticket sales desk for entry.
 - **Discount ticket rates to special exhibitions**
 - **\$10 discount on Individual & Family Memberships**
 - **\$10 discount to Dozin'** with the Dinosaurs: employees can purchase discounted tickets and explore the Museum sleeping amid our most popular prehistoric friends
- COMPANY & CLIENT BENEFITS:**
- **Event rental fee waiver** [1]: choose from a special selection of venues to host your next corporate meeting, special event, or client party (room rental is subject to availability, out of pocket expenses apply)
 - **VIP tickets to limited-time special exhibitions** [30]
 - **Basic admission passes** [100]: each pass admits 2 guests, perfect for clients or executives
 - **Behind-the-scenes tour of the Field Museum for 20 people**
 - **Host a Science Seminar at your office with a Museum content expert** [2]
 - **Invitations to annual special exhibition opening events** [2 events]
 - **Recognition in the Annual Report, Donor Wall & Museum website**
- COMMUNITY INVOLVEMENT:**
- **Corporate volunteer opportunities** complimentary lunch space provided with informational tour of the Museum
- 

\$10,000 Corporate Associate

- EMPLOYEE BENEFITS:**
- **FREE basic admission for employees plus one guest** [Year-round]: your employees may visit the Museum by simply showing a corporate ID with company name/logo, business card, or most recent paystub at any membership or ticket sales desk for entry.
 - **Discount ticket rates to special exhibitions**
 - **\$10 discount on Individual & Family Memberships**
 - **\$10 discount to Dozin'** with the Dinosaurs: employees can purchase discounted tickets and explore the Museum sleeping amid our most popular prehistoric friends
- COMPANY & CLIENT BENEFITS:**
- **Event rental fee waiver** [1]: choose from a special selection of venues to host your next corporate meeting, special event, or client party (room rental is subject to availability, out of pocket expenses apply)
 - **VIP tickets to limited-time special exhibitions** [20]
 - **Basic admission passes** [75]: each pass admits 2 guests, perfect for clients or executives
 - **Behind-the-scenes tour of the Field Museum for 20 people**
 - **Host a Science Seminar at your office with a Museum content expert** [2]
 - **Invitations to annual special exhibition opening events** [2 events]
 - **Recognition in the Annual Report, Donor Wall & Museum website**
- COMMUNITY INVOLVEMENT:**
- **Corporate volunteer opportunities** [15]: complimentary lunch space provided with informational tour of the Museum

Guggenheim Foundation Membership details

GUGGENHEIM

Corporate Membership Benefits Breakdown

	Select Access \$5,000	Executive Access \$15,000	Employees First \$20,000	Hospitality First \$30,000	Custom \$40,000+
Free admission for employees and three guests			•	•	•
Guest Passes to the Solomon R. Guggenheim Museum in New York	50	150		100	•
Invitations to VIP Opening Receptions*	2	6	10	15	•
Digital Program Invitations	5	15	20	30	•
Access to Member Mondays	•	•	•	•	•
Guggenheim Store discount**	•	•	•	•	•
Select exhibition catalogue(s)	1	1	1	2	•
Opportunity to purchase additional benefits	•	•	•	•	•
Donor recognition	•	•	•	•	•
Private tours***				6	•
Entertaining opportunities****				•	•
Guest Passes to international Guggenheim museums				10: Venice 10: Bilbao	•
Tailored benefits in relation to a specific museum program					•

*Each invitation admits two.
 **10% discount year-round, 25% discount twice annually.
 ***On-site or virtual options available.
 ****All rental expenses and applicable fees to be paid by the host.

Metropolitan Museum Membership details



Membership Benefits

	Small Business \$2,000	Member \$4,000	Contributor \$7,500	Sponsor \$15,000	Partner \$25,000	Leader \$35,000	Director's Circle \$60,000	Chairman's Circle \$100,000
Free admission for all employees and one accompanied guest						•	•	•
Employee free admission day				1	2	N/A	N/A	N/A
Executives receiving invitations to select events	1	3	3	3	4	4	4	5
Courtesy cards*	5	10	15	20	30	40	50	60
Guest passes	5	10	15	20	30	40	50	60
10% discount at The Met Store						•	•	•
Corporate Shopping Days 20% discount in The Met Store, onsite and online	•	•	•	•	•	•	•	•
Priority ticketing for MetLiveArts				•	•	•	•	•
Complimentary <i>Highlights</i> Tour during Museum hours							1	2
Host after-hours special events*						1	1	2
Host <i>Breakfast at The Met</i> *			•	•	•	•	•	•
Host after-hours exhibition viewings*		•	•	•	•	•	•	•
Customized tours*	•	•	•	•	•	•	•	•
Rental of Private Dining Rooms, Uris Center meeting rooms, and Board Room*	•	•	•	•	•	•	•	•
Acknowledgment in the Annual Report and on The Met's website	•	•	•	•	•	•	•	•

* Courtesy Cards are transferable for one year. They provide free admission for the cardholder and one guest to The Met Fifth Avenue and The Met Cloisters; a 10% discount at The Met Store; a 10% discount The Met's public restaurants and venues; and access to the Patrons Lounge and Balcony Lounge

* All event costs assumed by Corporate Patrons and details subject to availability

Corporate Membership Levels

- Chairman's Circle: \$100,000
- Director's Circle: \$60,000
- Leader: \$35,000
- Partner: \$25,000
- Sponsor: \$15,000
- Contributor: \$7,500
- Member: \$4,000
- Small Business: \$2,000

Museum of Fine Arts, Houston, Membership details



Benefits and Recognition	Fellows \$2,500-\$4,999	Gallery \$5,000-\$9,999	Director's Circle \$10,000-\$24,999	Chairman's Circle \$25,000+
FOR EMPLOYEES				
Discounted MFAH memberships	•	•	•	•
Invitations to Corporate Partners events	•	•	•	•
FOR THE COMPANY				
Recognition in the MFAH <i>Annual Report</i>	•	•	•	•
Recognition on the MFAH website	•	•	•	•
Opportunity to host private events at the Museum with reduced rental fees	•	•	•	• <i>(rental fees further reduced)</i>
Complimentary general admission passes	15	25	50	100
Complimentary film passes	5	10	20	30
Complimentary VIP private tour(s)		1	2	4
FOR EXECUTIVES				
Complimentary Patron-level memberships*	2	2	4	4
Complimentary Leadership Circle membership at the highest level				1

*Patron level memberships includes, but is not limited to: two membership cards, free general admission for two adults and all children 18 and under, invitations to exclusive Patron-Plus preview parties, exclusive subscription to *b* magazine, and reciprocal membership privileges at more than 30 U.S. Museums.

**The Leadership Circle is the premier individual giving society at the MFAH. Chairman's Circle members are offered a diverse and exclusive schedule of private events and programs including unlimited admission, invitations to selected exhibition opening dinners, cocktail receptions in donor homes throughout Houston, and curator-led exhibition previews.

MoMA Membership details



MoMA Corporate Membership

\$50,000+

- Opportunity to host two events in The Heyman Lobby, The Gund Lobby, The Rockefeller Sculpture Garden, The Marron Atrium, and other Museum entertaining spaces
- Opportunity to book MoMA theaters for screenings or meetings
- Choice of one complimentary tour or virtual tour
- 25 Invitations to select exhibition celebrations
- 2 Invitations for executives to VIP events
- Free admission and film tickets for all employees + 1 guest to MoMA and MoMA PS1
- 25 Corporate Membership Cards
- 250 Guest passes
- Opportunity to purchase up to five \$5 guest tickets per employee, per visit
- Daily 10% discount in MoMA Stores
- Monthly 20% discount in MoMA Stores and on store.moma.org
- Access to Member Preview days for exhibitions before they open to the public
- Invitations to additional exclusive in-person events throughout the year
- Invitations to virtual events and monthly series
- Opportunity to book Tour & Talks, virtual gallery tours followed by a private Q&A with a curator

MoMA Corporate Membership

\$25,000

- Opportunity to host one event in The Petrie Terrace Café, The Cullman Education and Research Building, The Bauhaus Landings, The Och Lounge, or The Hess Lounge
- Opportunity to book MoMA theaters for screenings or meetings
- 20 Invitations to select exhibition celebrations
- 2 Invitations for executives to VIP events
- Free admission and film tickets for all employees to MoMA and MoMA PS1
- 20 Corporate Membership Cards
- 200 Guest passes
- Opportunity to purchase up to five \$5 guest tickets per employee, per visit
- Daily 10% discount in MoMA Stores
- Monthly 20% discount in MoMA Stores and on store.moma.org
- Access to Member Preview days for exhibitions before they open to the public
- Invitations to additional exclusive in-person events throughout the year
- Invitations to virtual events and monthly series
- Opportunity to book Tour & Talks, virtual gallery tours followed by a private Q&A with a curator

MoMA Corporate Membership

\$10,000

- Opportunity to host one event in The Cullman Education and Research Building, The Bauhaus Landings, The Och Lounge, or The Hess Lounge
- Opportunity to book MoMA theaters for screenings or meetings
- 10 Invitations to select exhibition celebrations
- 2 Invitations for executives to VIP events
- 10 Corporate Membership Cards
- 100 Guest passes
- Opportunity to purchase up to five \$5 guest tickets per employee, per visit
- Daily 10% discount in MoMA Stores
- Monthly 20% discount in MoMA Stores and on store.moma.org
- Access to Member Preview days for exhibitions before they open to the public
- Invitations to additional exclusive in-person events throughout the year
- Invitations to virtual events and monthly series
- Opportunity to book Tour & Talks, virtual gallery tours followed by a private Q&A with a curator

MoMA Corporate Membership

\$5,000

- Opportunity to book MoMA theaters for screenings or meetings
- 5 Invitations to select exhibition celebrations
- 2 Invitations for executives to VIP events
- 5 Corporate Membership Cards
- 50 Guest passes
- Opportunity to purchase up to five \$5 guest tickets per employee, per visit
- Daily 10% discount in MoMA Stores
- Monthly 20% discount in MoMA Stores and on store.moma.org
- Access to Member Preview days for exhibitions before they open to the public
- Invitations to additional exclusive in-person events throughout the year
- Invitations to virtual events and monthly series
- Opportunity to book Tour & Talks, virtual gallery tours followed by a private Q&A with a curator

In addition, all Corporate Members receive the following benefits

- Daily 10% discount in stores and monthly 20% discount in stores and online
- Opportunity to purchase five \$5 guest tickets per employee, per visit
- Invitations to exclusive virtual events
- Opportunity to book a Tour & Talk, a virtual gallery tour followed by a private Q&A with a curator

All benefits are subject to availability and pertinent New York State and city regulations for gathering and entertaining.

For more information about Membership benefits and MoMA programs, please contact Corporate Membership at corporate_membership@moma.org.

MoMA Library Membership

\$1,500

- 2 Membership Cards
- Opportunity to purchase up to five \$5 guest tickets per person, per visit
- 2 Invitations to select exhibition celebrations
- Daily 10% discount in MoMA Stores
- Monthly 20% discount in MoMA Stores and on store.moma.org
- Access to Member Preview days for exhibitions before they open to the public
- Invitations to additional exclusive in-person events throughout the year
- Invitations to virtual events and monthly series
- Opportunity to book Tour & Talks, virtual gallery tours followed by a private Q&A with a curator

Museum of Science Boston Membership details



	COMET	MOON	PLANET	SUN	GALAXY	UNIVERSE
No. of Exhibit Halls Passes	70	200	500	1,000	Employee + 1	Employee + 3
No. of Omni Passes	10	30	70	150	300	350
No. of Planetarium Passes	10	15	30	100	200	250
No. of Butterfly Garden Passes	0	0	0	25	50	100
No. of 4-D Theater Passes	0	0	0	25	50	100
No. of Executive Passes	0	2	5	10	15	20
Company Night	No	No	Yes	Yes	Or Family Day	Yes
Family Day	No	No	No	No	Or Company Day	Yes
Behind-The-Scenes Tours	No	No	No	1	2	3
Events and Previews	Yes	Yes	Yes	Yes	Yes	Yes
Event Space Discounts	No Discount	No Discount	10% Discount	10% Discount	15% Discount	15% Discount
CAP Donation	5	25	75	125	175	225
	\$1,500	\$2,500	\$5,000	\$10,000	\$25,000	\$40,000

New Museum of Contemporary Art Membership details

Corporate Membership

Benefits of Corporate Membership include:

- Enhancement of corporate image
- Access to inspiring exhibitions and creative experiences that employees can share with peers and colleagues
- Visibility that links your brand to the vital cultural life of New York City
- Vital stimulation of imagination and intellect, shown to improve job performance

*A Celebration of Corporate Art Programmes Worldwide (2014), by Peter Harris and Shirley Reiff Howarth

*Executive Members will receive additional benefits including:

- Invitations for 2 guests to all VIP exhibition opening receptions
- Invitations to select events, such as private viewings of exhibitions and Members parties
- Opportunity to purchase annual Spring Gala tickets early

Benefactor: \$25,000

- Free unlimited admission for all employees, plus one guest per visit (company ID or business card and state ID required for entrance)
- Unlimited opportunities to host corporate events at the New Museum with rental fee waived for two events (additional fees may apply)
- 15% discount at the New Museum Store and 10% discount at the New Museum Café
- Holiday and special shopping offers at the New Museum Store
- Executive Membership privileges for 8 people (total)*
- One private guided tour of an exhibition for up to 25 people
- Company name recognition on the Annual Donor Wall, located in the Lobby
- Company name recognition on the Museum's website at newmuseum.org
- 100 guest passes (total)
- 2 complimentary publications for all New Museum exhibitions

Partner: \$10,000

- Free unlimited admission for all employees, plus one guest per visit (company ID or business card and state ID required for entrance)
- Opportunity to host two corporate events at the New Museum (additional fees may apply)
- 15% discount at the New Museum Store and 10% discount at the New Museum Café
- Holiday and special shopping offers at the New Museum Store
- Executive Membership privileges for 4 people (total)*
- One private guided tour of an exhibition for up to 25 people
- Company name recognition on the Annual Donor Wall, located in the Lobby
- Company name recognition on the Museum's website at newmuseum.org
- 50 guest passes (total)
- 1 complimentary publication of all New Museum exhibition catalogue

Supporter: \$5,000

- Free unlimited admission for all employees, plus one guest (company ID or business card and state ID required for entrance)
- Opportunity to host one corporate event at the New Museum (additional fees may apply)
- 15% discount at the New Museum Store and 10% discount at the New Museum Café
- Holiday and special shopping offers at the New Museum Store
- Executive Membership privileges for 2 people (total)*
- Company name recognition on the Museum's website at newmuseum.org
- 30 guest passes (total)
- Complimentary New Museum publications

Smithsonian Institution Membership details



SMITHSONIAN CORPORATE MEMBERSHIP BENEFITS	FRIEND	BENEFACTOR	PATRON	LEADER	PARTNER
	\$5,000	\$10,000	\$25,000	\$50,000	\$100,000
EXCLUSIVE ACCESS					
Visit or virtual lecture by a Smithsonian expert or curator on a topic of interest at company location				●	●
Private tours or virtual engagements featuring Smithsonian museums/exhibits	1/year	2/year	4/year	6/year	Unlimited
Complimentary tickets for Smithsonian Associates programs or performances	10/year	15/year	40/year	50/year	100/year
Complimentary passes to educational IMAX films	25/year	40/year	80/year	125/year	250/year
Invitations to Members-only events/webinars	●	●	●	●	●
Monthly eNews with exclusive content and invitations for Members	●	●	●	●	●
EVENT PRIVILEGES					
Host private corporate events in an SI venue at a 10% discount		1/year	2/year	3/year	4/year
EMPLOYEE ENGAGEMENT					
Donate SI exhibit posters in your company's name to a school/library of your choice				2/year	3/year
Customized employee volunteer opportunities or digital volunteering event at SI research centers/museums	1/year	1/year	2/year	3/year	3/year
Invitation to the <i>Annual Corporate Membership Family Breakfast</i>	●	●	●	●	●

SMITHSONIAN CORPORATE MEMBERSHIP BENEFITS	FRIEND	BENEFACTOR	PATRON	LEADER	PARTNER
	\$5,000	\$10,000	\$25,000	\$50,000	\$100,000
RECOGNITION & VISIBILITY					
"Member Spotlight" feature in an issue of Corporate Membership eNews			●	●	●
Recognition on si.edu/giving	●	●	●	●	●
Listing in annual <i>Roll Call</i> advertisement	●	●	●	●	●
Recognition in the Smithsonian Visitor Center in the Castle (on the National Mall)	●	●	●	with logo	with logo
Listing in the Smithsonian's Annual Report	●	●	●	●	●
DISCOUNTS & SPECIAL OFFERS					
Complimentary passes to the Cooper Hewitt, Smithsonian Design Museum		5/year	10/year	50/year	100/year
Assistance with reservation of timed-entry passes for reopened Smithsonian facilities	●	●	●	●	●
Complimentary <i>Smithsonian</i> magazine subscriptions for corporate executives	●	●	●	●	●
Discounted <i>Smithsonian</i> magazine subscriptions for employees	●	●	●	●	●
Additional discounted Smithsonian Associates webinars, performances and programs	●	●	●	●	●
Discounts at the Smithsonian retail stores, museum cafes, and smithsonianstore.com	●	●	●	●	●

SHED Membership details



Corporate Membership is the first step to entertaining at The Shed. Corporate Members receive a suite of year-round benefits, including access for employees, executives, and clients; corporate membership cards, guest passes, invitations to VIP openings and parties; and access to discounts on shopping and dining. Membership levels range from \$5,000–\$25,000 and allow companies the added opportunity to entertain in The Shed’s peerless spaces.*

\$5,000 LEVEL CORPORATE MOVER

- **Entertaining** benefit in the Tisch Skylights**
- **Two** transferrable corporate member cards
- **Special** recognition of support on theshed.org

\$10,000 LEVEL CORPORATE BUILDER

- **Entertaining** benefits in The Tisch Skylights, the Lobby, The Griffin Theater, and the Galleries**
- **Five** transferrable corporate member cards
- **One** privilege to schedule an after-hours or before-hours tour of an exhibition or the building for 30 guests
- **Thirty** corporate guest passes to all exhibitions throughout the year
- **Special** recognition of support on theshed.org

\$25,000 LEVEL CORPORATE MAKER

- **Entertaining** benefits in The Tisch Skylights, the Lobby, The Griffin Theater, the Galleries, and The McCourt**
- **Free** priority admission for all employees to gallery exhibitions
- **Ten** transferrable corporate member cards
- **Sixty** corporate guest passes to all exhibitions throughout the year
- **Twenty-five** invitations to exclusive events and viewing hours throughout the year
- **Special** recognition of support on theshed.org

Whitney Museum of American Art Membership details

WHITNEY

CORPORATE MEMBERSHIP

Corporate Members play a critical role in supporting the Museum, especially during this unprecedented moment. Not only does Corporate Membership offer a wide range of exclusive benefits, but your contribution supports the Whitney's groundbreaking exhibitions, award-winning education programs, and its missions to advance the careers of some of the most innovative living artists of our time.

Consider becoming a Corporate Member to support the Whitney and enjoy exclusive Museum access, employee and client engagement opportunities as well as other great benefits.

Benefits may include:

- Unlimited complimentary admission for employees
- Early morning or after-hours tours led by Whitney Teaching Fellows
- Invitations to special celebrations and events throughout the year both virtual and in-person

*Please note in conjunction with city and state regulations Corporate Membership benefits are subject to change.

— Supporter \$5,000–\$14,999

- One privilege to host an event in Tom and Diane Tuft Trustee Room (subject to rental fees and all direct costs)
- Privilege to schedule one before- or after-hours tour led by a Whitney Teaching Fellow for 25 guests and/or a virtual program guests (subject to direct costs)
- Two Corporate Executive Courtesy Cards
- Fifty Guest Passes
- Invitations to special celebrations and events throughout the year, both virtual and in-person

— Friend \$15,000–\$24,999

- One privilege to host an event in select rental spaces: Tom and Diane Tuft Trustee Room, Susan and John Hess Family Theater and Gallery, or eighth-floor Studio Bar and Thomas H. Lee Family Terrace (subject to rental fees and all direct costs)
- Privilege to schedule one before- or after-hours tour led by a Whitney Teaching Fellow for 25 guests and/or a virtual program guests (subject to direct costs)
- Ten Corporate Executive Courtesy Cards
- Seventy-five guest passes
- Invitations to special celebrations and events throughout the year, both virtual and in-person

— Partner \$25,000–\$39,999

- Unlimited free admission for all employees +1 complimentary guest
- One privilege to host an event in any of the Museum's rental spaces: Kenneth C. Griffin Hall, Tom and Diane Tuft Trustee Room, Susan and John Hess Family Theater and Gallery, or eighth-floor Studio Bar and Thomas H. Lee Family Terrace (subject to rental fees and all direct costs)
- One complimentary before- or after-hours tour led by a Whitney Teaching Fellow for 25 guests and/or a virtual program
- Twenty Corporate Executive Courtesy Cards
- One hundred guest passes
- Invitations to special celebrations and events throughout the year, both virtual and in-person

— Benefactor \$40,000–\$59,999

- Unlimited free admission for all employees +2 complimentary guests
- Two privileges to host an event in any of the Museum's rental spaces: Kenneth C. Griffin Hall, Tom and Diane Tuft Trustee Room, Susan and John Hess Family Theater and Gallery, or eighth-floor Studio Bar and Thomas H. Lee Family Terrace (subject to rental fees and all direct costs)
- Two complimentary before- or after-hours tours led by Whitney Teaching Fellows for 25 guests and/or a virtual program
- Twenty Corporate Executive Courtesy Cards
- 150 guest passes
- Invitations to special celebrations and events throughout the year, both virtual and in-person

— Patron \$60,000+

- Unlimited free admission for all employees +3 complimentary guests
- Unlimited event privileges in any of the Museum's rental spaces with 10% discount on rental fee for second event: Kenneth C. Griffin Hall, Hurst Family Galleries, Tom and Diane Tuft Trustee Room, Susan and John Hess Family Theater and Gallery, or 8th Floor Studio Bar and Thomas H. Lee Family Terrace (subject to rental fees and all direct costs)
- Two complimentary before- or after-hours tours led by Whitney Teaching Fellows for 25 guests and/or a virtual program
- Twenty Corporate Executive Courtesy Cards
- 200 guest passes
- Invitations to special celebrations and events throughout the year, both virtual and in-person

Wildlife Conservation Society Membership details



<p>CORPORATE COUNCIL \$100,000</p> <p>Complimentary Admission</p> <ul style="list-style-type: none"> For all employees with up to 3 guests on 20 weekends (40 days; all 5 parks) For all employees with up to 3 guests for each day during winter holiday week (6 days; all 5 parks) For special access to Bronx Zoo during Members' Evening for all employees with up to 3 guests <p>Admission Tickets</p> <ul style="list-style-type: none"> 600 General Admission tickets (all 5 parks) 20% off online admission ticket purchase <p>All-Access Cards</p> <ul style="list-style-type: none"> 6 reusable Total Experience cards; card valid for one employee and up to 4 guests (all 5 parks) Provides unlimited access to premium exhibits at the Bronx Zoo and Central Park Zoo <p>Exclusive Discounts</p> <ul style="list-style-type: none"> On hosting special events On admission to Treetop Adventure, an obstacle course and zip line over the Bronx River On retail merchandise <p>Special Event Invitations</p> <ul style="list-style-type: none"> Explorers' Party: Family celebration event at Central Park Zoo; incorporates hands-on educational activities designed for children 2-12 (for 10 people) WCS Gala: Black-tie event at Central Park Zoo; includes animal encounters during a reception, followed by a seated dinner and dancing (for 4 people) Patrons Family Celebrations: Family-friendly events with special access before the park is open (for 50 people) Saving the Last of the Wild Series: Conservation lecture and reception (for 12 people) <p>Unique Experiences</p> <ul style="list-style-type: none"> Invitations for exclusive travel opportunities to WCS field conservation sites Private, half-day animal encounter at the Bronx Zoo <ul style="list-style-type: none"> Close-up experience at the giraffe platform for up to 10 people <p>Senior Leadership Engagement</p> <p>Acknowledgement</p> <ul style="list-style-type: none"> Recognition in WCS annual report Recognition on WCS corporate supporters web page 	<p>DIRECTOR'S CIRCLE \$60,000</p> <p>Complimentary Admission</p> <ul style="list-style-type: none"> For all employees with up to 3 guests on 15 weekends (30 days; all 5 parks) For all employees with up to 3 guests for each day during winter holiday week (6 days; all 5 parks) For special access to Bronx Zoo during Members' Evening for all employees with up to 3 guests <p>Admission Tickets</p> <ul style="list-style-type: none"> 500 General Admission tickets (all 5 parks) 20% off online admission ticket purchase <p>All-Access Cards</p> <ul style="list-style-type: none"> 5 reusable Total Experience cards; card valid for one employee and up to 4 guests (all 5 parks) Provides unlimited access to premium exhibits at the Bronx Zoo and Central Park Zoo <p>Exclusive Discounts</p> <ul style="list-style-type: none"> On hosting special events On admission to Treetop Adventure, an obstacle course and zip line over the Bronx River On retail merchandise <p>Special Event Invitations</p> <ul style="list-style-type: none"> Explorers' Party: Family celebration event at Central Park Zoo; incorporates hands-on educational activities designed for children 2-12 (for 10 people) WCS Gala: Black-tie event at Central Park Zoo; includes animal encounters during a reception, followed by a seated dinner and dancing (for 2 people) Patrons Family Celebrations: Family-friendly events with special access before the park is open (for 42 people) Saving the Last of the Wild Series: Conservation lecture and reception (for 10 people) <p>Acknowledgement</p> <ul style="list-style-type: none"> Recognition in WCS annual report Recognition on WCS corporate supporters web page 	<p>LEADER \$35,000</p> <p>Complimentary Admission</p> <ul style="list-style-type: none"> For all employees with up to 3 guests on 11 weekends (22 days; all 5 parks) For all employees with up to 3 guests for each day during winter holiday week (6 days; all 5 parks) For special access to Bronx Zoo during Members' Evening for all employees with up to 3 guests <p>Admission Tickets</p> <ul style="list-style-type: none"> 300 General Admission tickets (all 5 parks) 20% off online admission ticket purchase <p>All-Access Cards</p> <ul style="list-style-type: none"> 3 reusable Total Experience cards; card valid for one employee and up to 4 guests (all 5 parks) Provides unlimited access to premium exhibits at the Bronx Zoo and Central Park Zoo <p>Exclusive Discounts</p> <ul style="list-style-type: none"> On hosting special events On admission to Treetop Adventure, an obstacle course and zip line over the Bronx River On retail merchandise <p>Special Event Invitations</p> <ul style="list-style-type: none"> Patrons Family Celebrations: Family-friendly events with special access before the park is open (for 28 people) Saving the Last of the Wild Series: Conservation lecture and reception (for 6 people) <p>Acknowledgement</p> <ul style="list-style-type: none"> Recognition in WCS annual report Recognition on WCS corporate supporters web page
<p>SUSTAINER \$25,000</p> <p>Complimentary Admission</p> <ul style="list-style-type: none"> For all employees with up to 3 guests on 8 weekends (16 days; all 5 parks) For all employees with up to 3 guests for each day during winter holiday week (6 days; Bronx Zoo only) For special access to Bronx Zoo during Members' Evening for all employees with up to 3 guests <p>Admission Tickets</p> <ul style="list-style-type: none"> 150 General Admission tickets (all 5 parks) 20% off online admission ticket purchase <p>All-Access Cards</p> <ul style="list-style-type: none"> 1 reusable Total Experience card; valid for one employee and up to 4 guests (all 5 parks) <p>Exclusive Discounts</p> <ul style="list-style-type: none"> On hosting special events On retail merchandise <p>Special Event Invitations</p> <ul style="list-style-type: none"> Patrons Family Celebrations: Family-friendly events with special access before the park is open (for 14 people) Saving the Last of the Wild Series: Conservation lecture and reception (for 2 people) <p>Acknowledgement</p> <ul style="list-style-type: none"> Recognition in WCS annual report Recognition on WCS corporate supporters web page 	<p>FRIEND \$15,000</p> <p>Complimentary Admission</p> <ul style="list-style-type: none"> For all employees with up to 3 guests on 5 weekends (10 days; Bronx Zoo, New York Aquarium, and Queens Zoo only) For all employees with up to 3 guests for each day during winter holiday week (6 days; Bronx Zoo only) <p>Admission Tickets</p> <ul style="list-style-type: none"> 50 General Admission tickets (all 5 parks) 20% off online admission ticket purchase <p>Exclusive Discounts</p> <ul style="list-style-type: none"> On hosting special events at all 5 parks On retail merchandise <p>Special Event Invitations</p> <ul style="list-style-type: none"> Patrons Family Celebrations: Family-friendly events with special access before the park is open (for 7 people) Saving the Last of the Wild Series: Conservation lecture and reception (for 2 people) <p>Acknowledgement</p> <ul style="list-style-type: none"> Recognition in WCS annual report Recognition on WCS corporate supporters web page 	

Additional ABA Member Resources




Photo by Kai Yabuki on Unsplash

ADVISORY BOARD for the ARTS
Transforming Arts Organizations Worldwide

Survey of Individual Donors to the Arts
Quantitative Report and Analysis
June 2021

[Individual Donors to the Arts](#)
Signature Research June 2021




Reese Neuman/Unsplash | 19th Year Web, 2013

ADVISORY BOARD for the ARTS
Transforming Arts Organizations Worldwide

Redefining the Donor Value Proposition
May 2021

[Redefining the Donor Value Proposition](#)
Signature Research May 2021



ADVISORY BOARD for the ARTS
Transforming Arts Organizations Worldwide

Overall ABA Audience Survey Distribution Data
Fielded February-April 2020, N=4600
December 2020

[Coming Back Stronger Survey Analysis](#)
Signature Research December 2020