January 28, 2022
7:00-9:00pm
Holland Armory

2022 Sponsorship Proposal

Beer
Wine
Cider
Welcome to the Holland Museum

Holland Museum offers cultural programming, exhibits, events, and community engagement opportunities to greater West Michigan. Established in 1937, the Museum is committed to advancing its mission through educational programs, tours, exhibits, and community connections. Through strong partnerships, we connect cultures, groups, and programming to enhance visitors’ experience.

The mission of the Holland Museum is Preserving the Past, Imagining the Future.

Holland Museum interprets Holland’s history through four distinct properties: the Museum, the Cappon and Settlers Houses, and the Holland Armory. The Museum displays Holland’s rich history, Dutch art, Smithsonian Spark!Lab, and temporary exhibits. The Cappon House, built in 1874, was the home to Holland’s first mayor, Isaac Cappon. In stark comparison, Settlers House, five houses up the street, was built in 1867 by an Irish ship carpenter and represents a working-class family home. The Armory built in 1921, houses the administrative offices, artifact collection storage, and is used as a rental facility.
"Being able to try a variety of brewers and learn more about the museum was great."
- 2020 Attendee

The Event

Museum on Tap is a fundraiser for the Holland Museum. Attendee's will enjoy tastings of Michigan beer, wine, and cider. Food, a silent auction, 50/50 raffle, and a small pop up exhibit is included.

"Much fun. Really enjoyed and glad we were there."
- 2020 Attendee

Proceeds will support programs and exhibitions at the Museum.
Growler Sponsor $2,500

- Logo featured on event tasting glasses
- Eight Event Tickets to Museum on Tap
- Company name/logo on mailed invitations to Museum Members and past event attendees*
- Recognition on event tables as GROWLER Sponsors
- Company name/logo displayed on the screen during the event
- Listed on promotional materials and press releases*
- Company name/logo and website hot link on Holland Museum website
- Company name/logo in print Museum member newsletter*
- Company tagged on social media in event posts: Facebook, Instagram, LinkedIn, and Twitter
- Recognition in the Museum Annual Report
- Thank you ad to sponsors in the Holland Sentinel and Grand Rapids Business Journal

*Subject to print deadlines and ad sizes

Only 2 Available!
• **Four Event Tickets to Museum on Tap**
  - Company name/logo on mailed invitations to Museum Members and past event attendees*
  - Recognition on event tables as Crowler Sponsors
  - Company name/logo displayed on the screen during the event
  - Listed on promotional materials and press releases*
  - Company name/logo and website hot link on Holland Museum website
  - Company name/logo in print Museum member newsletter*
  - Company tagged on social media in event posts: Facebook, Instagram, LinkedIn, and Twitter
  - Recognition in the Museum Annual Report
  - Thank you ad to sponsors in the Holland Sentinel and Grand Rapids Business Journal

*Subject to print deadlines and ad sizes*
Pint Sponsor $500

- Two Event Tickets to Museum on Tap
- Company name/logo on mailed invitations to Museum Members and past event attendees*
- Recognition on event tables as Pint Sponsors
- Company name/logo displayed on the screen during the event
- Listed on promotional materials and press releases*
- Company name/logo and website hot link on Holland Museum website
- Company name/logo in print Museum member newsletter*
- Company tagged on social media in event posts: Facebook, Instagram, LinkedIn, and Twitter
- Recognition in the Museum Annual Report
- Thank you ad to sponsors in the Holland Sentinel and Grand Rapids Business Journal

*Subject to print deadlines and ad sizes
We can't wait for you to join us!

To purchase your sponsorship opportunity, contact:

Katie Baker, Development & Communications Associate Director

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616.796.3322