

# MIM<sup>®</sup>

MUSICAL INSTRUMENT MUSEUM

## CORPORATE PARTNERSHIP OPPORTUNITIES





# Imagine your community connected by music.

## Our Mission

The Musical Instrument Museum® (MIM) enriches our world by collecting, preserving, and making accessible an astonishing variety of musical instruments and performance videos from every country in the world. MIM offers guests a welcoming and fun experience, incomparable interactive technology, dynamic programming, and exceptional musical performances. MIM fosters appreciation of the world’s diverse cultures by showing how we innovate, adapt, and learn from each other to create music—the language of the soul.



200,000 sq. ft. world-class facility

## Design a partnership with MIM that reflects your mission.

### Support your values and priorities through:

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## Let’s discuss a custom partnership.

Please submit the enclosed reply form or contact us directly. We look forward to building a partnership that will serve your charitable giving priorities!

**Institutional Advancement**  
**480.478.6062**  
**advancement@MIM.org**

# Expand your reach in the community.

Connect with new audiences through digital, print, and on-site recognition opportunities, such as MIM's Partners Wall, **MIM.org**, MIM's quarterly publication, social media, and more.

## Recognized as a Phoenix Point of Pride

—Phoenix Pride Commission, 2020



MIM's Partners Wall

## Recognition Opportunities

### On-Site Signage

350K+ guests annually  
49% Arizona  
50% other U.S. states  
1% international

### Digital Reach

590.5K+ website users per year  
124K+ social media followers  
47.8K+ email subscribers

### Print & Advertising

4.9K+ households on mailing list for quarterly publication  
Print, digital, broadcast, and outdoor **advertising** opportunities

Rated Phoenix's #1 attraction





# Give your team exclusive access to one of the Valley's top cultural institutions.

## *Benefit options include:*

Museum admission passes

Special exhibition passes

Concert tickets

20% discount on space rental

Employee day at MIM

Volunteer opportunities

***And more!***

*Benefits are tailored to partnership level.*



## 20% Off Space Rental

Host your next corporate event in a welcoming and fun setting. Receive a discount when renting our Founders Room, event rooms, or Jill Dahlin Courtyard.

## Employee Day at MIM

Explore the galleries with your team! Your employees receive a bulk admission rate. Customize activities or visit during a Signature Event weekend for even more musical fun.



# Enhance your organizational culture through music.



## Team Building: Percussion Session

Learn the basics of African, Latin, and pop music hand drumming and make music and rhythm together.



## Scavenger Hunt

Go on a cultural and musical journey through MIM's galleries to find specific objects and maybe even some musical inspiration!



## VIP Tour

Discover how exhibits are created, go backstage at MIM's Music Theater, and more on this behind-the-scenes tour.



## Volunteer Opportunities

Join us at one of our monthly Signature Events celebrating the world's music and cultures, popular music genres, and iconic musicians for a weekend of service and fun.

# Education

Align your brand with innovative programs that help people of all ages grow and learn through the transformative power of music.

Innovative **STEM** programs | **Arts-integrated** learning opportunities

Up to **70,000** field trip participants annually



**Field trips** introduce students to a world of music.



**Senior programs** share the benefits of connection and emotional well-being through music.



In **MIMkids classes**, kids ages 0–18 have fun making music, creating instruments, or learning about world cultures.

## Donor Spotlight: PNC Bank

*"Offering the continuity of ongoing music education provides a powerful foundation for families. . . . We all find common ground through music, and with that common ground, we're stronger."*

—Cathleen Walker, PNC regional president and head of corporate banking for Arizona



## Invest in education for all ages.

**\$5,000** supports educational workshops

**\$10,000** supports a MIMkids or senior program

**\$25,000** brings up to 2,500 students to MIM on a free field trip



# Galleries and Special Exhibitions

If championing arts and culture is one of your priorities, take part in our mission to share instruments and musical traditions from every country in the world in our galleries.

**370** global exhibits

**13,400+** instruments and artifacts in the collection

## Exhibit Sponsorships

Support the creation of new content, as well as curation and preservation of instruments from around the globe.

## Special Exhibition Support

Special exhibitions expand on specific worldwide traditions and themes through compelling narratives.



MIM's previous **special exhibition** Rediscover Treasures: Legendary Musical Instruments

## Donor Spotlight: U.S. Bank

*"We know that our communities are more connected when they have opportunities to experience culture and the arts."*

—Joshua Shade, U.S. Bank market president for Arizona



## Preserve and share the world's music traditions.

**\$10,000** supports a special exhibition

**\$25,000+** sponsors an exhibit in MIM's galleries

# MIM Music Theater

The MIM Music Theater's wide-ranging concert lineups offer an opportunity for your company to celebrate creativity and diversity through support for live music.

Up to **75,000** concertgoers annually

Nearly **300** concerts per year



Ruthie Foster



Chris Botti



Riders in the Sky

Other **2023 concert highlights** include Big Richard, Spanish Harlem Orchestra, Jimmie Vaughan, Stacey Kent, Allison Russell, Andy Summers, Don McLean, John Oates, and many more.

## Donor Spotlight: Sanderson Lincoln

*"Community is what keeps us going, and MIM really speaks to that with all it gives to the community and the world. It covers so many facets of life and celebrates the ingenuity of cultures and people."*

—Patrick Heigl, brand manager at Sanderson Lincoln



SANDERSON LINCOLN  
BLACK LABEL DEALER

## Connect Phoenix audiences with live music from global artists.

**\$5,000** sponsors one concert

**\$25,000+** sponsors a collection of concerts



# Signature Events

Monthly Signature Events build connections within our community. Your support helps create programs where we come together to celebrate diverse musical cultures, genres, and artists.

**12+** events per year

**1,500** average attendance per event



*Programming is subject to change.*

## Recent Signature Events

Celebrate Hip Hop  
Musical Icon: Bob Marley &  
the Wailers  
Musical Icons: Women in Jazz  
Experience Mexico  
Experience Ireland *(above left)*

Experience India *(above right)*  
Experience the Caribbean  
Celebrate the Blues  
Experience Brazil  
***And more!***

**Bring families and communities together  
through music.**

**\$10,000** sponsors a full Signature Event weekend

**\$100,000** annual presenting sponsorship

# Yes! I want to learn more about partnership opportunities at the Musical Instrument Museum.

Company Name	Contact Name
Address	City, State, Zip
Email	Phone

**Areas of Interest**

<input type="checkbox"/> Field Trips	<input type="checkbox"/> Team-Building Activities
<input type="checkbox"/> Galleries and Special Exhibitions	<input type="checkbox"/> Discount on Space Rental
<input type="checkbox"/> Concerts	<input type="checkbox"/> Employee Day at MIM
<input type="checkbox"/> Signature Events	<input type="checkbox"/> Museum Admission or Concert Tickets
<input type="checkbox"/> Early Childhood & Youth Programs	<input type="checkbox"/> Volunteer Opportunities
<input type="checkbox"/> Senior Programs	Other: _____

Please tell us more about your vision for a partnership.

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