

VSA

Visitor Studies Association

34TH ANNUAL
VISITOR STUDIES ASSOCIATION CONFERENCE

CREATING SPACE & Coming Together

OMAHA, NE • JULY 12-14, 2022



2022 Conference Sponsorship Prospectus

About VSA

The Visitor Studies Association believes informal learning occurs throughout life. We encourage civic engagement to support an informal citizenry, and ultimately, societal progress. VSA members aspire to create experiences that change lives. VSA is a global network of professionals dedicated to understanding and enhancing learning experiences in informal settings, wherever they may occur—in museums, zoos, parks, visitor centers, historic sites, and the natural world—through research, evaluation, and dialogue. VSA’s membership and governance encompass those who design, develop, facilitate, and study those learning experiences.

VSA 2022: Creating Space and Coming Together

As visitor-serving organizations, museums and other informal learning environments are no strangers to adapting, shifting, and pivoting in response to change. Over the last several years, our organizations have had to quickly adjust and react to new realities and expectations from the communities we serve. In these moments of disruption, it is vital to create spaces for critical reflection and dialogue, developing welcoming and inclusive spaces where, together, we can reflect on the transformations that come from rapid change, and reimagine our work with a new lens. Throughout 2022, the Visitor Studies Association will create spaces to re-engage with and contemplate our work, taking insights from a time of expansive experimentation, and offering spaces to critically examine this work, our field, and ourselves so that together, we can be more powerful and effective advocates for our audiences.

Additional Conference Information
visitorstudies.org/conferencemain

VSA 2022 CONFERENCE SPONSORSHIP PROSPECTUS

The Visitor Studies Association's Annual Conference is the single most important conference for those involved and/or interested in visitor studies in informal settings. Event attendees come from across the country and are dedicated to understanding and enhancing learning experiences through research, evaluation, and dialogue.

Platinum Conference Sponsor - \$5,000

- Opportunity to provide a two-minute introduction during the keynote presentation
- Three complimentary conference registrations (\$1,650 value)
- Two featured emails to VSA membership (content must be provided by sponsor)
- Recognition as a Platinum Sponsor with large logo placement on conference signage
- Recognition as a Platinum Sponsor with large logo placement in the conference app
- Recognition as a Platinum Sponsor on conference website with a large logo
- Recognition as a Platinum Sponsor in all conference emails with a large logo
- Recognition in at least three social media posts as a Platinum Sponsor
- Recognition as a Platinum Sponsor in opening and closing remarks

Gold Conference Sponsor - \$2,000

- Sponsor recognition during one of the conference coffee breaks
- One complimentary conference registration (\$550 value)
- One featured email to VSA membership (content to be provided by sponsor)
- Recognition as a Gold Sponsor with medium logo placement on conference signage
- Recognition as a Gold Sponsor with medium logo placement in the conference app
- Recognition as a Gold Sponsor on conference website with a medium logo
- Recognition as a Gold Sponsor in all conference emails with a medium logo
- Recognition in at least two social media posts as a Gold Sponsor
- Recognition as a Gold Sponsor in opening and closing remarks

Silver Conference Sponsor - \$1,000

- Recognition as a Silver Sponsor with small logo placement on conference signage
- Recognition as a Silver Sponsor with small logo placement in the conference app
- Recognition as a Silver Sponsor on conference website with a small logo
- Recognition as a Silver Sponsor in all conference emails with a small logo
- Recognition in at least one social media post as a Silver Sponsor
- Recognition as a Silver Sponsor in opening and closing remarks

Bronze Conference Supporter - \$500

- Recognition as a Bronze Sponsor with name on conference signage
- Recognition as a Bronze Sponsor with name in the conference app
- Recognition as a Bronze Sponsor on conference website with name
- Recognition as a Bronze Sponsor in all conference emails with name
- Recognition as a Bronze Sponsor in opening and closing remarks

Water Bottle Sponsor - \$2,500

- Logo recognition on reusable water bottles distributed to all conference attendees
- Water filling stations will be placed around the conference space
- All benefits of a Gold Sponsorship

Have a sponsorship idea that is not represented here? Contact VSA and we will work with you to create your own unique sponsorship opportunity.

Please email visitorstudies@visitorstudies.org with any questions and to get signed up!