



AMERICAN SWEDISH INSTITUTE

Exhibit Sponsor Overview



“A model of how a small institution can draw visitors through exciting programming.”

Wall Street Journal







# About the American Swedish Institute

Since its founding in 1929, the American Swedish Institute (ASI) has become one of the leading museums and cultural centers in the region. ASI's unique collections highlight more than 100 years of Nordic culture, immigrant history, and remarkable craftwork, offering resources for local and global visitors alike.

ASI presents a rich array of exhibitions based on their permanent collections as well as on works from public and private collections around the world. Educational programs for all ages provide inclusive, transformative experiences for learning, reflection, and collaboration. Additional programs and events throughout the year reflect ASI's commitment to be a gathering place for all people to share experiences around themes of culture, migration, the environment and the arts, informed by enduring links to Sweden.



# Exhibitions, Programs, Events

By presenting some of the region's most engaging exhibitions, programs and public events, the American Swedish Institute attracts audiences from across the region and around the globe. Corporate Sponsors are provided the ability to reach:

- 96,000+ annual visitors to ASI
- 150,000+ people who engage with ASI each year
- 260,000+ unique visitors to ASI's website
- 25,000+ followers across ASI's social media platforms



# The Value of Support

To help present a diverse array of programs, exhibits and events offered each year, ASI invites the support of the corporate and business community. In return, sponsors find that a partnership with the American Swedish Institute:

- Strengthens corporate branding and public awareness
- Offers numerous outlets for entertaining, as well as marketing, public relations and business development opportunities
- Positions your brand side by side with one of Minnesota's longest-standing, fastest growing and nimble cultural institutions
- Offers exciting and unique client hosting opportunities through exhibition openings, gala events, concerts, private museum tours, and more
- Provides a means of community engagement and community development through a partnership with one of the region's leading non-profit, mission-driven organizations





# Sponsor Recognition

The American Swedish Institute provides prominent recognition to exhibit sponsors in materials produced in conjunction with the exhibit. These can include:

- Title wall at the entrance to each exhibit
- Posten newsletter, sent to 4,500+ subscribers
- Klipp e-newsletter, sent to 20,000+ subscribers
- Invitations to openings, program launches, and events
- Signage promoting exhibits, programs, or events
- Online recognition on ASI's website, [asimn.org](http://asimn.org)
- Social media inclusions recognizing support
- Educational materials created in tandem with an exhibit
- Press releases and media alerts sent to global contacts
- Press Preview event invitations



# Exclusive Access

In addition to hosting First Look exhibit opening events in conjunction the American Swedish Institute, sponsors can benefit from top-tier hospitality and hosting for clients, staff, and special guests. Situated in the unique atmosphere of one of ASI's beautiful event spaces, these access opportunities can be effective means of engaging important customers, clients and employees, and more. Access benefits can include:

- Private events when ASI is closed to the public
- After-hours guided tours of ASI exhibitions and the Turnblad Mansion
- Private curator-led tours of the ASI's collections
- Use of ASI spaces for corporate events, board meetings, private lunches, dinners, and more^
- ASI Memberships for senior executives and/or sponsorship personnel, who receive ASI publications, select invitations, free museum admission, and more
- Invitations to private events, concerts, exhibit, and openings
- Free or discounted museum admission for company employees and guests during the lifespan of the sponsorship agreement

<sup>^</sup>All costs of entertaining are assumed by the sponsor







# Media Relations

The American Swedish Institute's communications team is made fully aware of a sponsor's public relations needs. In addition to leveraging their own internal marketing efforts, ASI can work with a sponsor's public relations representatives to develop coordinated press efforts when applicable.

## Press Preview Events

For exhibit openings, members of the press are invited to attend a press preview event in advance of the public opening date. Sponsor representatives can be invited to attend.

## Press Releases

The marketing team distributes a press release to local, national and international press. Sponsors are recognized in all relevant press releases, and may support additional mailings or communications from ASI by providing a list of parties who should receive the information.





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