The Chrysler Museum of Art is one of America’s most distinguished mid-sized art museums, with a nationally recognized collection of more than 30,000 objects, including one of the great glass collections in America.

The core of the Chrysler’s collection comes from Walter P. Chrysler, Jr., an avid art collector who donated thousands of objects from his private collection to the Museum. The Chrysler has growing collections in many areas and mounts an ambitious schedule of visiting exhibitions and educational programs each season.

We invite you to join the Chrysler Museum of Art in a partnership that will meet the exclusive needs of your corporation.
Our Role in the Community

- More than 30,000 objects in our collection
- 200,000 visitors annually
- Free admission
- Live glassblowing demonstrations and classes
- Innovative Gallery Host program
- School tours for 10,000 students annually
- Nationally prominent exhibition program

Our Visitors

While the majority of the Museum’s visitors are from eastern Virginia, the Chrysler’s reputation attracts guests from across the country and around the world, providing corporate donors with broad and distinguished recognition.

VISITOR STATISTICS

- 77% Hampton Roads residents
- 45% Above age 45
- 45% First-time visitors
- 16% Active-duty military
- 15% Families with children under 12
- 61% Have a bachelor’s degree and 90% have completed some college

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Corporate Giving Program

Corporate donors enrich the Hampton Roads cultural arts community and support the Chrysler’s standing as a world-class museum. The Corporate Giving Program encompasses the Corporate Leadership Alliance (CLA) and corporate sponsors. Donors are recognized for their corporate citizenship because of their investment in the Chrysler Museum’s operations, educational programs, community outreach, events, and exhibitions.

In appreciation for their philanthropy, we offer recognition designed to meet their business interests, including networking events, employee engagement, public recognition, and special promotions.

CORPORATE LEADERSHIP ALLIANCE DONORS
Corporate Leadership Alliance (CLA) donors make an annual contribution of $1,000–$5,000 in corporate or foundation funds.

CORPORATE SPONSORSHIP
Corporate sponsors contribute $10,000 or more to support various programs and events.

In return, corporate donors find that partnering with the Chrysler Museum of Art can:
- Offer benefits to meet the needs of your company and employees
- Strengthen your company’s engagement within the community
- Enhance your company’s brand recognition and visibility

DIGITAL STATISTICS

- Total reach: 2,781,328
- Total subscribers: 16,929
- Chrysler.org: 865,404 unique page views

SOCIAL MEDIA
Total reach: 2,781,328
Followers: 64,358

EMAIL
Total subscribers: 16,929
Average Open Rate: 35.1% (Non-profit avg. 20–25%)
Top Locations:
Virginia Beach
Norfolk
Chesapeake

WEBSITE
Chrysler.org: 865,404 unique page views
Corporate Leadership Alliance

THE ART OF GOOD BUSINESS

The Chrysler is proud to offer a prestigious opportunity to influence our community by increasing your involvement with the Museum. We invite your company to join our Corporate Leadership Alliance (CLA).

For an annual CLA contribution of $1,000–$5,000, the Chrysler offers your business and team members a host of outstanding benefits designed to provide an insider’s view of the Museum, its collection, and its exhibitions. Most importantly, CLA donors can be proud that their contributions help the Chrysler enrich our community and enlighten museumgoers of all ages.

GIVING BACK TO OUR COMMUNITY

Corporate Leadership Alliance support is vital to the Chrysler in countless ways.

It keeps our doors open with free admission and engaging public programs for approximately 200,000 visitors from our own backyard and around the globe.

It enhances education, bringing more than 10,000 public school children, many of them from underprivileged areas, to the Museum. By working with local schools, the Chrysler helps teach art, science, history, social studies, language arts, and critical thinking in tours that meet Virginia’s Standards of Learning.

GENEROSITY HAS ITS BENEFITS

• Access
• Recognition
• Savings

Help us continue to provide art and cultural experiences that stir the souls of people in Hampton Roads and beyond.

See page 8 for details.

Corporate Sponsorship

The Chrysler offers several ways for companies to meet marketing, philanthropic, employee engagement, and client hospitality needs. We are proud to partner with companies in a wide variety of industries including finance, law, manufacturing, insurance, accounting, and more. Corporate partners provide critical operating support while receiving a range of employee, executive, and entertaining opportunities.

OPPORTUNITIES INCLUDE:

• Educational programs and Publications
• Community Engagement and Public Events
• Signature Donor Events
• Exhibitions

To request a listing of sponsorship opportunities, email development@chrysler.org.
Corporate Recognition

Corporations receive prominent recognition as applicable to their level of support. The following are some examples.

- Signage in the Museum
- Major Donor Board on display near the Museum entrance
- Educational materials complementing the project
- Chrysler Magazine feature story
- Invitation to related events
- Printed and digital promotional materials

The Chrysler welcomes the opportunity to discuss customized experiences that align with our corporate partners’ business priorities.

Client and Employee Entertaining Opportunities

In addition to recognition, corporations have the opportunity to host private receptions, dinners, and tours in the Chrysler’s outstanding four unique entertaining spaces.

- Huber Court
- Kaufman Theater
- Perry Glass Studio
- Mary’s Garden

All costs of entertaining are assumed by the corporate sponsor. Restrictions apply.

Fiscal Management

The Chrysler prides itself on providing free admission to a world-renowned collection. In order to sustain the quality of its programming and collection, the Chrysler relies on several sources of revenue.

- Programs and Exhibitions: 12.6%
- Administration: 6.8%
- Fundraising: 6%
- Corporate Support: 17%
- Contributions: 27%
- City of Norfolk: 34%
- Endowment: 34%
- Earned Revenue: 16%

EXPENSE BUDGET

- Programs and Exhibitions: 80.6%
- Administration: 12.6%
- Fundraising: 6.8%
# Corporate Giving Program Recognition

<table>
<thead>
<tr>
<th>CORPORATE LEADERSHIP ALLIANCE</th>
<th>EVENT SPONSORSHIP</th>
<th>SPECIAL EXHIBITIONS PROJECTS</th>
<th>MAJOR EXHIBITION</th>
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<tbody>
<tr>
<td>Recognition includes the following, as applicable to support.</td>
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<td>Bronze</td>
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## GENERAL RECOGNITION
- Recognition in Corporate Partnerships page of Chrysler.org
- Listing on Leadership Donor Board in Huber Court
- Recognition on full-page annual advertisement of corporate support in The Virginian-Pilot

## C-SUITE NETWORKING EVENTS*
- Invitation to Leadership Donor Recognition Event
- Invitation to Corporate Leadership Luncheon
- Rental of Huber Court, Perry Glass Studio, or Kaufman Theater for one private corporate event per year (دنية value).

## CLIENT AND EMPLOYEE OPPORTUNITIES*
- Invitation to Business Appreciation Day
- Invitation to CLA Social
- Invitations to members-only exhibition opening party
- Reserved table or tickets and opportunity to make remarks (when applicable)
- Private, curator-led tour of exhibition
- Opportunity to host private event with tour (additional costs apply)

## DIGITAL
- Exhibition/Event announcement on social media
- Related announcements in e-newsletters
- Recognition on event page of Chrysler.org

## MUSEUM COLLATERAL
- Recognition on exhibition donor board
- Promotional exhibition signage
- Recognition in the Chrysler Museum magazine (within exhibition article)
- Materials promoting exhibition/event programs
- Posters for public distribution
- Recognition in invitation to members-only opening events

## ADVERTISING (ad plan dependent on exhibition needs)
- Recognition in press materials
- National, regional, and local ad buys
- Broadcast media recognition

## CATALOG (ONLY CHRYSLER-CURATED EXHIBITIONS)
- Recognition of support in catalog
- Complimentary copies of exhibition catalog

* Restrictions apply.