

amgueddfa.cymru

AMGUEDDFA
CYMRU

museum.wales

GET INSPIRED!

Connecting your business with our experiences, people, objects, and places.

museum.wales/donate/corporate



We are delighted that you are considering joining our family of supporters.

Our corporate sponsors benefit from exclusive corporate entertainment opportunities, innovative ‘behind the scenes’ events and private tours of our exhibitions.

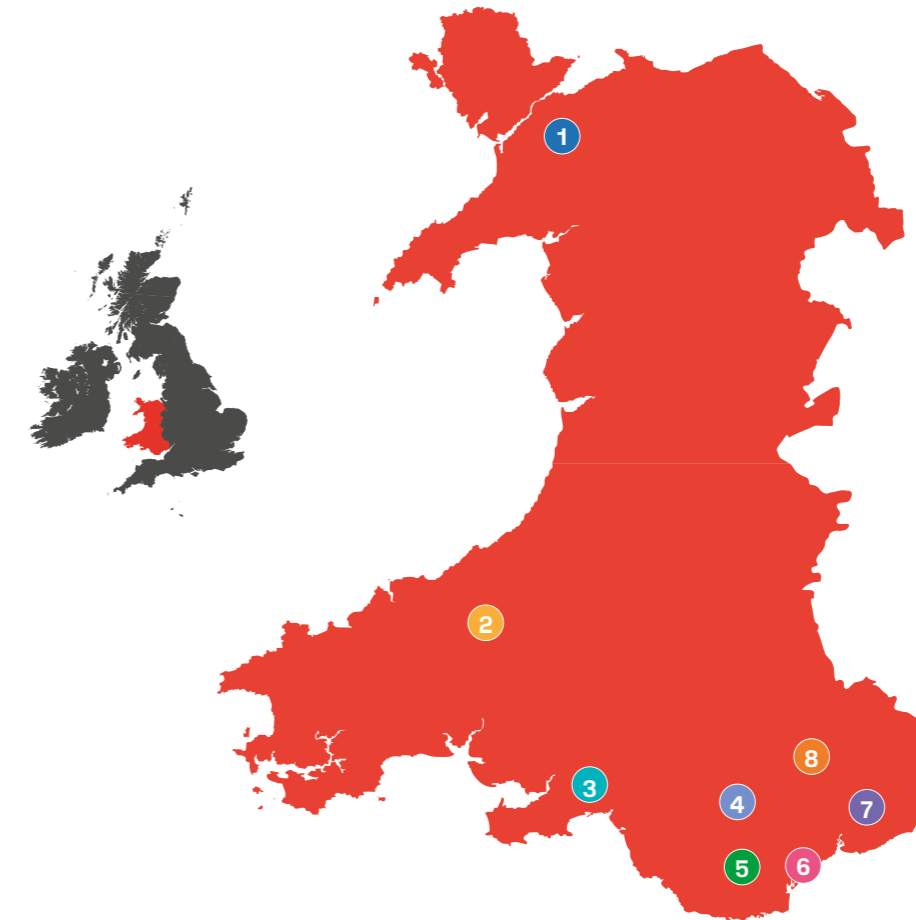
Our Vision is ‘Inspiring People, Changing Lives’. We are committed to working beyond the walls of the Museum, in partnership with communities, third sector organisations and businesses in Wales to enrich the quality of life of citizens and to support the development of the Welsh economy through cultural tourism and ground breaking research on the environment and society in Wales. The principle that our Museums are for everyone is at the very heart of everything we do and we strive to make a difference to the lives of people in Wales by encouraging active involvement in cultural life.

We hope that by becoming a member you will discover new ways to enjoy our museums that inspire you. We look forward to seeing you soon at one of our business member events.

Diolch o galon

David Anderson

*Director General,
Amgueddfa Cymru – National Museum Wales*



- | | |
|--|---|
| <p>1 Amgueddfa Lechi Cymru, Llanberis
National Slate Museum, Llanberis</p> | <p>5 Sain Ffagan Amgueddfa Werin Cymru
St Fagans National Museum of History</p> |
| <p>2 Amgueddfa Wlân Cymru, Dre-fach Felindre
National Wool Museum, Dre-fach Felindre</p> | <p>6 Amgueddfa Genedlaethol Caerdydd
National Museum Cardiff</p> |
| <p>3 Amgueddfa Genedlaethol y Glannau, Abertawe
National Waterfront Museum, Swansea</p> | <p>7 Amgueddfa Lleng Rufeinig Cymru, Caerllion
National Roman Legion Museum, Caerleon</p> |
| <p>4 Y Ganolfan Gasgliadau Cenedlaethol, Nantgarw
National Collections Centre, Nantgarw</p> | <p>8 Big Pit Amgueddfa Lofaol Cymru, Blaenafon
Big Pit National Coal Museum, Blaenavon</p> |

Amgueddfa Cymru - National Museum Wales is at the heart of the heritage and cultural life of Wales. 5 million objects and memories from Wales' national collections of art, history and science are used to inspire the nearly 1.9 million people who visit our national museums every year.

The breadth and the quality of our collection combined with the range of our disciplines make us unique.

Arts, Heritage and Culture in Wales

The arts, heritage and cultural sector is a vital source for economic growth in terms of jobs, employment and cultural tourism. The Museum's annual contribution to the Welsh economy is over £83 million of gross value added (2018-19).

Our ambition is to enable as many people as possible to enjoy and participate in our museums. This is embodied in our vision **'Inspiring people, changing lives'**

We inspire people to find a sense of well-being and identity, to discover, enjoy and learn bilingually, and to understand Wales' place in the wider world.

Our cultural lives are an integral and indivisible part of who we are. We aim to actively engage everyone in deciding what counts as culture, where it happens, who makes it, and who experiences it. Through our seven different Museums and Collection centre, we contribute to making Wales a better place to live, work, invest and visit for future generations.

**'INSPIRING PEOPLE,
CHANGING LIVES'**



Partnerships

We provide a unique platform for companies to associate their brand with a high performing cultural institution and to meet their sales and marketing needs.

Offering exclusive opportunities to engage and inspire clients, employees and stakeholders, corporate partners have privileged access to our ever-changing exhibitions and events programmes, galleries and beautiful event spaces.

“Working with the Museum on several projects over the last few years has been an extremely rewarding experience for both the company and our staff”

Dr Mike Armitage C Eng C Geol
Corporate Consultant (Resource Geology)
SRK Consulting (UK) Ltd

By supporting us, your company will directly help us to achieve our bold ambitions, including:

- ▲ Our work to reach and inspire people in Wales and the world to discover, enjoy and learn through our museums and collections
- ▲ Our delivery of pioneering research, delving deeper and asking questions about subjects ranging from natural sciences and art to history and social sciences
- ▲ Our continuing mission to develop, care and use Wales' national collections to inspire current and future generations.



£83 million of gross value added contribution to the Welsh economy



Partnership with 120 charities and community organisations

REACH



1,887,376 visitors to our national museums



1.8 million people viewed 5.9 million pages on our website



146,000 followers on Facebook, Twitter and YouTube



208,388 school children and students came through our doors making us the bigger provider of education outside of the classroom

WORK



57 exhibitions across Amgueddfa Cymru



70 pioneering research projects



400 new species from over 65 countries discovered by our scientists in 10 years

Amgueddfa Cymru – National Museum Wales

We create sponsorship packages tailored to your business needs and objectives.

Bespoke sponsorship

We have a range of partnership opportunities that include bespoke projects and associations that work across our exhibition programmes and our Museums.

Benefits include:

- ▲ Marketing presence within our Museum during the sponsorship, advertising opportunities, social media interaction
- ▲ Direct connection with our visitors
- ▲ Excellent business to business networking and client development events
- ▲ Exclusive behind the scene access to engage your clients, staff and stakeholders

“Working in partnership with the Amgueddfa Cymru - National Museum Wales has proven to be extremely worthwhile for the Business. We have been impressed by the innovative and creative sponsorship opportunities we have supported at the Museum. Our latest collaboration certainly helped us to win two Arts & Business Awards, our partnership has been very successful.”

Karen Welch
Corporate Communications Officer
Western Power Distribution



Corporate membership

Corporate membership is a fantastic way to get involved with the Museum, joining an exclusive group of associates that help support the museum's pioneering learning programme and outstanding collection of over 5 million objects and memories.

Corporate members are vital partners and our Development team will work with you to ensure that membership at Amgueddfa Cymru is memorable, distinctive and rewarding.

Our Corporate membership scheme offers three exclusive packages to suit your business requirements. For an annual fee your business can enjoy an extensive range of benefits.

“Having worked with Amgueddfa Cymru for the last three years, we have enabled both staff and clients to engage with the Museum and to become actively involved in supporting the museum either by becoming Patrons or through staff volunteering. Brewin Dolphin is keen to demonstrate its CSR credentials and this partnership has been at the forefront in helping achieve this.”

Richard Kelly FCSI
Divisional Director Brewin Dolphin Ltd



Corporate Membership Scheme

Annual fee (plus VAT)	Sponsorship agreement Over £10,000	Package 1 Over £5,000	Package 2 £5,000	Package 3 £2,000
-----------------------	---------------------------------------	--------------------------	---------------------	---------------------

Hospitality

Venue hire fee	3 free full day meeting spaces	2 free full day meeting spaces	1 free full day meeting space	1 free ½ day meeting space
	50% off 2 venue hire event spaces*	50% off 1 venue hire event spaces*	20% off 1 daytime venue hire event space*	5% off 1 daytime venue hire event space*

Employee and client engagement

Volunteering and team building opportunities	✓	✓	✓	✓
Priority booking for ticketed exhibitions and public events	✓	✓	✓	✓
10% online shop discount	✓	✓	✓	✓
Exclusive invitations to private exhibition openings	✓	✓	✓	
Free-entry to paid for exhibitions (tickets each year)	x15	x10	x5	
Free tickets each year to attend public events	x20	x15	x10	
20% online shop discount during Winter season	✓	✓		

Recognition

Company name on Amgueddfa Cymru website	✓	✓		
---	---	---	--	--

*Excluding National Museum Cardiff Main Hall. Supplier costs (such as catering, AV etc.) and staff time are not included.



Corporate events and hospitality

We are a family of museums with unique and useful spaces for hire.

We have an unrivalled portfolio of properties across Wales, from furnished period houses to modern conference and meeting facilities.

In the heart of the city, National Museum Cardiff has grand halls and gallery spaces; conference, breakout and catering facilities, as well as a 300 capacity auditorium for performances and launch events.

Whether you are looking for classic, contemporary, or quirky: book our facilities for your event, conference or special occasion, and support our work.

Inspired? Get in touch!

Victorine Schurdevin

Corporate partnerships

E: victorine.schurdevin@museumwales.ac.uk

T: 029 2057 3245