

# Made in Jackson Sponsorship Guide



ELLA SHARP  
MUSEUM



“Made in Jackson” is a local history exhibit featuring the enduring legacy of invention, manufacturing, and commerce in Jackson, Michigan. This is a truly local place-based history exhibit made by and for Jackson residents.

The rich local manufacturing community in Jackson is a continuation of our dynamic history of industry. Many of the companies continue this dynamism today stand on the shoulders of past manufacturers, inventors, and entrepreneurs from Jackson. We are excited to highlight our growth, advancement, and evolution of Jackson as a city of industry in South-Central Michigan. One of the ways we can do this, is by engaging our friends, colleagues, and neighbors to share stories about their experiences of Jackson in the past. We hope to share many local stories from the drafting table to the assembly line and everywhere in between!

Your support will help this exhibit reach many more people both locally and regionally, showcasing Jackson as a modern manufacturing city with significant manufacturing roots. We invite you to join us as a sponsor at any of the following levels for the opportunity to highlight your company alongside the companies that have shaped Jackson’s industrial heritage.

Together, we can create an interactive and engaging experience that showcases Jackson’s industrial past, highlights the industry of today, and sets the stage for a active and innovative industrial future. We will connect people with our shared experiences of Jackson as an industrial city, and look forward to how industry will continue to shape Jackson’s future.

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## Sponsorship Opportunities

<b>*Benefits</b>	<b>Platinum \$20,000</b>	<b>Gold \$10,000</b>	<b>Silver \$5,000</b>	<b>Bronze \$1,000</b>	<b>Copper \$500</b>
Logo on website sponsor page	X	X	X	X	X
Sponsorship Social Media Announcement	X	X	X	X	X
Sponsor Decals	X	X	X	X	X
Sponsorship Press Release	X	X	X	X	
“Sponsored By” on all Exhibit Promotional Materials	X	X	X	X	
Logo on Exhibit Banner	X	X	X		
Company Day at the Exhibit	X	X	X		
Slot on Sponsor Highlight banner within the Exhibit	X	X			
Special Invitation and Recognition at Exhibit Opening Reception	X	X			
Exclusive Company Reception	X				
Special Project Collaboration	X				

**\*See next page for benefit details**

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## Benefit Details

<b>Logo on website sponsor page</b>	We display the logos of organizations and businesses that support our work on our website at <a href="http://www.ellasharpmuseum.org/support/">www.ellasharpmuseum.org/support/</a> . Your logo will be included on the page in alphabetical order.
<b>Sponsorship Social Media Announcement</b>	We will announce your sponsorship on our social media and tag your company/organization accounts. We encourage you to like and share the announcement on your account, too.
<b>Sponsor Decals</b>	You will receive a “Proud {level} Sponsor of Ella Sharp Museum” decal to display at your office/place of business and a digital version to share on your website.
<b>Sponsorship Press Release</b>	We will issue a press release to local media acknowledging and thanking you for your sponsorship.
<b>“Sponsored By” on all Exhibit Promotional Materials</b>	Whenever we promote the exhibit, your business or organization will be listed in the corresponding sponsorship level category.
<b>Logo on Exhibit Banner</b>	Your logo will be displayed on the banner(s) promoting the exhibit on Ella Sharp Museum property.
<b>Company Day at the Exhibit</b>	One set-aside day for your employees/members to visit the exhibit free of charge.
<b>Slot on Sponsor Highlight banner within the Exhibit</b>	Within the exhibit, we will have a display section that will include your company/organization logo and a quote regarding your interest and support for the exhibit.
<b>Special Invitation and Recognition at Exhibit Opening Reception</b>	Your business/organization will receive an invitation to the opening reception of the exhibit and you will be invited to share a few words about your support for the exhibit.
<b>Exclusive Company Reception</b>	The Museum will host a special reception specifically for your business/organization with light refreshments for up to 100 people, and exclusive access to the exhibit.
<b>Special Project Collaboration</b>	The curation and exhibit team will work with your business/organization to develop an exhibit specific “moment” that connects your work with the subject of the exhibit. ( <b>Example</b> Julia Childs Exhibit, 2024: a local restaurant provides a French Recipe and includes a quote from a Chef stating Julia Childs’ influence OR a television station shares how local programming connects people in our region.