



All museums strive to achieve heavy hitter sponsors to donate dollars or valuable raffle merchandise. Cooperative advertising programs that include large local brands such as county transportation, professional sports teams, arenas, corporations, automobile dealerships, hotels, etc. are the best support and leverage for effective museum campaigns. If your museum's brand is strong, your museum will attract many of these types of sponsors and cooperative partnership inquiries. If you are not receiving offers, you should consider auditing your museum's reputation and consider investing more on your museum's brand equity and networking. Your first step is making a list of the large local brands that you would want your museum associated with and contacting them directly.

## Local Cooperative Checklist:

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|---|--|
| <input type="checkbox"/> Public Transportation (Bus, Trolley, Train, Toll Roads, Subway, Airport, Marina) | <input type="checkbox"/> Automobile Dealerships            |
| <input type="checkbox"/> Hotels   | <input type="checkbox"/> Wineries/Restaurants              |
| <input type="checkbox"/> Visitor Bureaus/Associations   | <input type="checkbox"/> Masterplan Communities/Developers |
| <input type="checkbox"/> Conference Centers   | <input type="checkbox"/> Sports Teams/Arenas & Complexes   |
| <input type="checkbox"/> Retail Shopping Centers  | <input type="checkbox"/> Other Museums                     |
| <input type="checkbox"/> Chamber of Commerce  | <input type="checkbox"/> Utility Companies                 |
| <input type="checkbox"/> City Centers   | <input type="checkbox"/> Corporations                      |

