

**2024 BCMA GATHERING AND INNOVATION LAB  
SEPTEMBER 23-27, 2024**

## **SPONSORSHIP OPPORTUNITIES**

# ***SUSTAINABILITY IN CULTURE***

**LHEIDLI T'ENNEH TERRITORY  
PRINCE GEORGE**

**With local partners:**

Lheidli T'enneh First Nation  
House of Ancestors  
Two Rivers Gallery  
The Exploration Place  
Central BC Railway and Forestry Museum  
Huble Homestead Historic Site



**BC MUSEUMS  
ASSOCIATION**

## About the BC Museums Association

Founded in 1957, the British Columbia Museums Association (BCMA) supports a thriving arts, culture, and heritage sector through collaboration, networking, advocacy, innovation, and professional development.

Since our founding, the BCMA has grown to include more than 450 members in every corner of British Columbia including museums, art galleries, science centres, Indigenous cultural organizations, First Nations, heritage sites, botanical and zoological gardens, cultural centres, conservation institutes, grassroots arts organizations, exhibition galleries permanently maintained by libraries and archives, and nature reserves.

The BCMA supports the professionals and volunteers who work in BC's cultural sector and we aim to improve the cultural literacy of all British Columbians. The BCMA collaborates with arts, culture, and heritage partners to engage with all levels of government to share stories and make them aware of the true impact our sector has in communities large and small across the province.

A Council elected from our membership governs the BCMA. Council members listen to the broader community and help set policy and strategic priorities for the Association, while services are delivered by a dedicated staff and network of professional support. The BCMA is a provincially incorporated society and a registered charity.

### Our Vision

Create space for BCMA members to engage in meaningful, courageous dialogue, and equitable actions.

### Our Mission

Through bold advocacy and collaborative leadership, the BC Museums Association supports the arts, culture, and heritage sector to thrive.



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# About the 2024 Gathering

Museums, heritage spaces, and cultural institutions play a crucial role in shaping public perceptions, fostering dialogue and sparking creativity. To ensure the long-term viability of our sector and institutions, there is a growing need to embrace sustainability as a core principle.

The 2024 BCMA Gathering will center sustainability in all its facets.

- **Environmental** (climate and emergency preparedness)
- **Economic** (financial stability and advocacy)
- **Socio-cultural** (equity and community engagement)
- **Institutional** (decent work and contingency)

The event will be run with two parallel tracks;

## Track 1 Conference

The conference track will host a variety of workshops, peer-learning sessions, knowledge exchanges, networking opportunities, site tours of local arts and culture venues, and a keynote or two. Unless noted, all sponsorships pertain to this event.

Our local partners for this year's conference are: [House of Ancestors](#), [Two Rivers Gallery](#), [Exploration Place](#), [Railway Museum](#), [Huble Homestead](#), [Lheidli T'enneh First Nation](#)

## Track 2 Innovation Lab

The lab aims to serve as a collaborative space where innovative ideas and practices can be developed and the way museums, arts, and cultural institutions approach sustainability can be redefined. **(See Page 13)**



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## Our Audience

Increase your visibility and deepen relationships with British Columbia's cultural heritage community.

Our programming and resources draw hundreds of sector professionals, government officials, funders, and industry members from across BC and Canada.

### During BCMA's 2023 gathering we saw:

100

Online Delegates

BCMA 2023 Digital Registrants

150

Live Delegates

BCMA 2023 In-person Registrations

SOLD OUT

### For BCMA's 2024 gathering we expect:

75

Innovation Lab

Participants

150

Conference

Delegates

SOLD OUT

SOLD OUT

To ensure that we offer an event that reflects our host community's venue capacity and that our delegates are received and remembered as respectful guests, we anticipate a limited number of in-person delegates.

The BCMA looks forward to offering a variety of virtual learning and networking opportunities associated with the 2024 conference to allow for wide participation.



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# Our Audience

## BCMA's Reach:

**2,500+**

Social Media  
Followers

**475+**

Active  
Members

**1,000+**

Newsletter  
Subscribers

**3,500+**

Average Monthly  
Website Users

## BCMA's Members include:

- Museums
- Art galleries
- Cultural centres
- Archives
- Natural history centres
- Heritage sites
- Historic houses
- First Nations Organizations
- Friendship Centres
- Science centres & aquariums
- Botanical gardens
- Public library systems
- Post-secondary institutions
- Provincial and national associations



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# Sponsorship Opportunities

## General Sponsor

### Benefits

Online conference program advertisement

Logo inclusion in print, web, and on-site promotional materials

Verbal recognition at the conference

Sponsor profile in BCMA newsletter

Sponsor profile on our website

Social media promotions before and during conference

Conference Delegate List (opt-in) including names, emails, and job titles.

**\$350.00**

**CAD**

*Note: This level of sponsorship does not guarantee in-person attendance at the 2024 Conference in Prince George.*

*General sponsors must register as a standard delegate.*



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# Sponsorship Opportunities

## Coffee Break

### Benefits

**Exclusive recognition** during sponsored coffee break and on all related promotion

Opportunity to make remarks (if present) and/or provide promotional material to delegates during the break

Online conference program advertisement

Logo inclusion in print, web, and on-site promotional materials

Verbal recognition at the conference

Sponsor profile in BCMA newsletter

Sponsor profile on our website

Social media promotions before and during conference

Conference Delegate List (opt-in) including names, emails, and job titles.

**\$400.00**

**CAD**

*Note: This level of sponsorship does not guarantee in-person attendance at the 2024 Conference in Prince George.*

*Coffee Break sponsors must register as a standard delegate.*



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# Sponsorship Opportunities

## Lunch Break

### Benefits

**Exclusive recognition** during sponsored lunch break and on all related promotion

Opportunity to make remarks (if present) and/or provide promotional material to delegates during the break.

Online conference program advertisement

Logo inclusion in print, web, and on-site promotional materials

Verbal recognition at the conference

Sponsor profile in BCMA newsletter

Sponsor profile on our website

Social media promotions before and during conference

Conference Delegate List (opt-in) including names, emails, and job titles.

## \$500.00

CAD

*Note: This level of sponsorship does not guarantee in-person attendance at the 2024 Conference in Prince George.*

*Break sponsors must register as a standard delegate.*



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# Sponsorship Opportunities

## Session Sponsor

### Benefits

**Exclusive recognition** during sponsored session or workshop and on all related promotion

Opportunity to make opening remarks and/or provide promotional material to delegates during the session or workshop

Online conference program advertisement

Logo inclusion in print, web, and on-site promotional materials

Verbal recognition at the conference

Sponsor profile in BCMA newsletter

Sponsor profile on our website

Social media promotions before and during conference

Conference Delegate List (opt-in) including names, emails, and job titles.

**\$600.00**  
CAD

*Note: This level of sponsorship guarantees in-person ticket availability for the 2024 Conference in Prince George. Registration fees are not included in the sponsorship fee.*

*Session sponsors will coordinate registration with BCMA staff to ensure their place as a delegate.*



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# Sponsorship Opportunities

## Workshop Sponsor

### Benefits

**Exclusive recognition** during sponsored workshop and on all related promotion

Opportunity to make opening remarks and/or provide promotional material to delegates during the workshop

Online conference program advertisement

Logo inclusion in print, web, and on-site promotional materials

Verbal recognition at the conference

Sponsor profile in BCMA newsletter

Sponsor profile on our website

Social media promotions before and during conference

Conference Delegate List (opt-in) including names, emails, and job titles.

## \$950.00

CAD

*Note: This level of sponsorship guarantees in-person ticket availability for the 2024 Gathering in Prince George. Registration fees are not included in the sponsorship fee.*

*Workshop sponsors will coordinate registration with BCMA staff to ensure their place as a delegate.*



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# Sponsorship Opportunities

## Transportation Sponsor

### Benefits

Opportunity to make remarks and/or provide promotional material to delegates in shuttle seats.

Online conference program advertisement

Logo inclusion in print, web, and on-site promotional materials

Verbal recognition at the conference

Sponsor profile in BCMA newsletter

Sponsor profile on our website

Social media promotions before and during conference

Conference Delegate List (opt-in) including names, emails, and job titles.

**\$1,000.00**  
CAD

*Note: This level of sponsorship guarantees in-person ticket availability for the 2024 Gathering in Prince George. Registration fees are not included in the sponsorship fee.*

*Transportation sponsors will coordinate registration with BCMA staff to ensure their place as a delegate.*



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# Sponsorship Opportunities

## [Build Your Own]

There are many ways to engage with the culture and heritage sector. Below are some possibilities to spark ideas and start conversations. We invite you to contact us with your own suggestions to create a one-of-a-kind opportunity.

### Thought Leadership

Promote your values and be a voice for the sector by hosting a speaker or discussion panel. Consumers are looking for brands that align with their values, what are yours?

### Face-to-Face

Join in the fun and get interactive! Engage with small groups in networking events or host your own social activity. Come meet the leaders of BC's culture and heritage community.

### Branding

Promote your brand to a wide audience with logo recognition on promotional material and during programming sessions and activities.

## [Your Budget]



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# NEW

## About the 2024 Innovation Lab

The Innovation Lab is dedicated to sustainability in all its facets. It will serve as a collaborative space where innovative ideas and practices can be developed and the way museums, arts, and cultural institutions approach sustainability can be redefined. This dynamic workshop model will bring together experts, creatives, and a diverse group of arts and culture workers from across the province to engage, connect, play, experiment, create, prototype, and present their innovative solutions for a more sustainable cultural sector.

The BCMA will bring together a group of 50 sector leaders from a variety of institutions across BC with a focus on diversity of experience, age, sex, identity, geography, ethnicity, orientation, and ability. The lab will be focusing on four aspects of sustainability:

- **Environmental** (climate and emergency preparedness)
- **Economic** (financial stability and advocacy)
- **Socio-cultural** (equity and community engagement)
- **Institutional** (decent work and contingency)

Participants will receive pre-reading material and get to know each other in a virtual setting in the weeks leading up to the event. At the end of September, they will gather in person to join one of four groups to work on one aspect of sustainability. The innovation lab will run for 4 to 5 days, parallel to the BCMA gathering. At the end of the week, participants will pitch their ideas/prototypes and receive feedback from facilitators and colleagues.

The audience will be able to vote on the best idea and together with an adjudication panel, a winner will be selected and awarded a stipend to develop the idea and make it a reality. The winning group will regularly update the BCMA community on their progress and receive support from facilitators and staff until completion of the project. They will return to the 2025 Gathering as presenters.

**Sponsors of this event will have a multi-year impact and help shape sustainable practices in the sector.**



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# Sponsorship Opportunities

## General Lab Sponsor

### Benefits

Online gathering program advertisement

Logo inclusion in print, web, and on-site promotional materials

Verbal recognition at the lab and 2024 gathering

Sponsor profile in BCMA newsletter

Sponsor profile on BCMA website

Social media promotions before and during the gathering

Delegate List (opt-in) including names, emails, and job titles.

**\$350.00**

**CAD**

*Note: This level of sponsorship does not guarantee in-person attendance at the 2024 Gathering or Lab*

*General sponsors must register as a standard delegate.*



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# Sponsorship Opportunities

## Innovation Sponsor

(4 available)

### Benefits

**Exclusive recognition** during sponsored session or workshop and on all related promotional materials

Opportunity to make opening remarks and/or provide promotional material to delegates during the session or workshop

Opportunity to announce the winner of the sponsored innovation theme stipend

Online gathering program advertisement

Inclusion in press release about the innovation lab winners

Logo inclusion in print, web, and on-site promotional materials

Verbal recognition at the lab and gathering

Sponsor profile in BCMA newsletter

Sponsor profile on BCMA website

Social media promotions before and during the gathering

Delegate List (opt-in) including names, emails, and job titles.

# \$2,500.00

CAD

*Note: This level of sponsorship guarantees in-person ticket availability for the 2024 Gathering. It does not guarantee participation in the lab.*

*Innovation sponsors will coordinate registration with BCMA staff to ensure their place as a gathering delegate.*



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## Sponsorship Opportunities

### Innovation Sponsor (cont.)

#### Themes



#### **Environmental Innovation**

climate and emergency preparedness



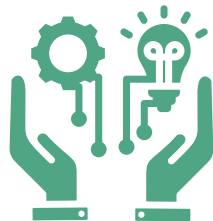
#### **Socio-cultural Innovation**

equity and community engagement



#### **Economic Innovation**

financial stability and advocacy



#### **Institutional Innovation**

decent work and contingency

Select Your  
Impact Area!



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We encourage you to reach out to learn more about how you can connect with the leaders and decision-makers of BC's culture and heritage sector.



## Contact us today!

**Abigail Buckwalter-Ingram**

**Development Manager**

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**BC Museums Association**

**Phone:** 250-356-5700

**Website:** [museum.bc.ca](http://museum.bc.ca)

The BC Museums Association (BCMA) office is located on the traditional, unceded lands of the Lekwungen peoples (Songhees and Xwsepsum Nations). We respect past, present, and future Indigenous stewards and recognize that we are uninvited guests on this territory.

As a reflection of the provincial scope of our membership and organization, we recognize that our affiliates occupy the ceded, unceded, and sovereign territories of Nations across what is referred to as British Columbia.



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