

## Get Involved – Membership / Marketing Opportunities 2019

The Kingston Association of Museums, Art Galleries & Historic Sites, Inc., known to its members as KAM, continues to build on its long history (since 1980) as the umbrella organization of heritage and arts institutions in the Kingston region. From its grassroots, dedicated cultural professionals and volunteers have developed collaborative marketing and programming initiatives, hosted several Ontario Museum Association conferences, and advocates for the sector with our key stakeholders within all levels of government and private funding bodies.

Growing sustainable organizational processes through incorporation in 2009, and with the support of the City of Kingston and recommendations from the Kingston Culture Plan (2010), KAM has been able to work and provide operating and project funding as the administrator of the City of Kingston Heritage Fund (over \$1.1 M since 2013, supporting over 31 organizations). With the support of the City of Kingston, KAM will continue to foster the growth of the cultural sector to provide unique visitor experiences to visitors and our own Kingston community.

### WHAT TYPE OF MEMBER ARE YOU?

|             |   |  |
|-------------|---|--|
| INSTITUTION | <p>You meet this definition:</p> <p>A museum or art gallery or a historic site in Kingston and the surrounding area that is recognized by the Association,</p> <p>AND are an incorporated and/or not-for-profit organization; or an agency/department of an incorporated organization; or a department or agency of a government (municipal, provincial or federal)</p> | <p>You can:</p> <p>Assign a primary individual who acts as primary contact for the organization and will be the voting representative.</p> <p>Members of your institution can participate at various committee levels, attend meetings, workshops and other networking events</p> <p>Can participate in KAM marketing partnerships, based on your site marketing plans and goals</p> <p>You pay: \$30.00 (plus HST) annual membership, due at the start of each calendar year</p>  |
| ASSOCIATE   | <p>You are:</p> <p>A group or organization in Kingston and the surrounding area which is sympathetic to the Mission of the Association</p>  | <p>You can:</p> <p>Assign a primary individual who acts as primary contact for the organization and will be the voting representative.</p> <p>Members of your institution can participate at various committee levels, attend meetings, workshops and other networking events</p> <p>Opportunities to participate as lead sponsors / supporters for uniquely collaborative marketing initiatives, as the fit presents itself (contact KAM office)</p> <p>You pay: \$30.00 (plus HST) annual membership, due at the start of each calendar year</p> |
| INDIVIDUAL  | <p>You are:</p> <p>An individual who is sympathetic to the Mission of the Association and is recognized by the Association</p>  | <p>You can:</p> <p>Assign a primary individual who acts as primary contact for the organization and will be the voting representative.</p> <p>You pay: \$20.00 (plus HST) annual membership, due at the start of each calendar year</p>  |

# Get Involved – Membership / Marketing Opportunities 2019

## MARKETING OPPORTUNITIES BY THE NUMBERS 2018...

### DIGITAL

|  |  | Translated Value |
|--|--|------------------|
| <a href="http://www.kingstonmuseums.ca">www.kingstonmuseums.ca</a>         | 53,711 page views<br>18,562 visitors<br>Accessibility and Mobile Friendly Update 2018  | \$2,000          |
| Facebook   | 1,006 Likes<br>22,727 impressions (11/2017 – 10/2018) from<br>purchased boosting (of marketing partner<br>related posts)     | \$1,000          |
| Twitter  | 2,930 Followers  | \$700            |
| <a href="http://www.kingstonmuseumsblog.ca">www.kingstonmuseumsblog.ca</a> | 2,686 views – 62% increase over 2017! –<br>purchased boosting of marketing partner<br>articles                               | \$1,000          |
| Instagram  | 1,121 followers – stories, unique on-the-go<br>images to get attention of visitors wanting the<br>next experience right now! | \$700            |

### PRINT

|                        |   |         |
|------------------------|---|---------|
| KAM Brochures          | 25,000 produced and delivery to Kingston<br>stakeholders and key visitor entry points to<br>Ontario ... FYI – in five years we have produced<br>100,000 brochures | \$5,000 |
| Outreach & Engagement  | 10 community events & 1,000 visitors!   | \$5,000 |
| New Marketing Products | Experience Rack Cards<br>Swag Buttons   | \$1,000 |

### STAFFING

|   |  |          |
|---|--|----------|
| Volunteer Hours (core of 20)  | 1500 hours of volunteer support and growing!                                       | \$25,000 |
| Canada Summer Jobs – Marketing<br>Assistant & Special Events<br>Assistant | 880 hours of dedicated time during the busiest<br>season bringing visitors to you! | \$14,000 |

**With a dedicated core of marketing volunteers and staff, our print, social media and outreach engagement to Kingstonians and visitors have impact!**



**About You and Your Organization...**

|                             |  |   |                             |
|-----------------------------|--|---|-----------------------------|
| Name & Position             |  | Are you the primary contact for the organization? |                             |
| E-Mail                      |  | Yes <input type="checkbox"/>                      | No <input type="checkbox"/> |
| Organization                |  |   |                             |
| Address Civic and/or PO Box |  |   |                             |
| City                        |  | Province  | Postal Code                 |
| Phone                       |  | Alternate Phone                                   |                             |
| Alternate Contact           |  | Alternate E-Mail                                  |                             |

**Membership Level.....**

Institutional Member

\$ 33.90 ( \$ 30.00 + HST)  
Eligible for Collaborative  
Marketing 2019! See next page!

Associate Member

\$ 33.90 ( \$ 30.00 + HST)

Individual Member

\$ 22.60 ( \$ 20.00 + HST)

**Getting to know you....**

What can KAM do to support you and your organization?

---



---



---



---



---



---

**..... FLIP OVER TO RENEW / JOIN OUR MARKETING 2019 INITIATIVES!**



**MARKETING**

**Marketing 2019 – Available to Institutional Members Only (please indicate your level of participation)**

? Not an institutional member? Are you interested in sponsoring collaborative marketing initiatives of the sector? Contact Debbie Holdich, Coordinator or Caroline Petznick, Managing Director to discuss innovative marketing strategies and sponsorship opportunities at [info@kingstonmuseums.ca](mailto:info@kingstonmuseums.ca).

**OPTION #1**

**Marketing Partner 2019**



\$ 500.00 (+ HST)

KAM Brochure 2019  
KAM Social Media Platforms 2019  
KAM Website 2019  
KAM Blog Features 2019  
KAM Collaborative Outreach Event Featured Site Promotion 2019

**OPTION #2**

**Marketing Participant 2019**



\$ 300.00 (+ HST)

KAM Brochure 2019 (site listing, map placement, Distribution 20,000 throughout Kingston and key Visitor entry points into Ontario)

Choose from the menu!



\$ 300.00 (+ HST)

KAM Social Media Platforms 2019 (Facebook, Instagram, Twitter) (paid boosting of posts, stories)



\$ 150.00 (+ HST)

KAM Website 2019 (site page/event access, linked to your organization's social media feeds) / Blog Features 2019 (native content based on your site / upcoming event / programming showcase)



\$ 100.00 (+ HST)

KAM Collaborative Outreach Event Featured Site Promotion 2019

**OPTION #3**

**NOT INTERESTED FOR 2019**



By indicating your level of participation (above) you have the authority to bind your organization and support the KAM Marketing Initiatives for 2019, and agree to payment of the selected level/items (payment due by 31 January 2019).

|                 |           |
|-----------------|-----------|
| NAME & POSITION | SIGNATURE |
| DATE            |           |