



TUCSON MUSEUM of ART
AND HISTORIC BLOCK

Business Membership



Since its founding in 1924, the Tucson Museum of Art and Historic Block (TMA) has served its community through a variety of engaging arts programming for all ages. Today, TMA makes a \$4.3 million annual impact on our region's economy as an employer, educator, tourism destination, rental venue, and community partner. TMA's diversity of activities encourages civic engagement by connecting individuals of different backgrounds and interests, ultimately enhancing the vitality and livability of our city.

TMA welcomes over 70,000 individuals to its campus annually. Typically, 75% of those visitors are from Arizona with half of that number traveling from Southern Arizona, while others are traveling from across the U.S., South America, and Europe, providing our business partners with the potential to reach both local and international markets.

Our popular Artisans Market attracts close to 16,000 shoppers. Nearly 4,000 individuals have joined our museum as members. And TMA's weekly museum email messages reach 21,000 subscribers, along with a growing number of social media followers with Instagram at 18,874, Facebook at 15,502, and Twitter at 3,681.

Business leaders across the country have found that museum memberships are a positive employee recruitment tool, help meet corporate social responsibility goals, and promote their businesses to thousands of museum visitors, members, and donors. Moreover, partnering with the arts allows employees to gain a better understanding of the diverse cultures and ideas represented in their communities, which can help build an inclusive workforce.

In Tucson, as with many other cities across the country, non-profit organizations, such as TMA, depend on the support of corporate donors who recognize that investing in arts and culture is critical to creating and sustaining a vibrant place to live and work. TMA's Business Memberships range from \$1,000 to \$10,000 and the attractive business and employee benefits are listed on the following page. We invite you to make an investment in the Tucson community and become a TMA Business Member.

Please contact TMA's Jon and Linda Ender Director and CEO Norah Diedrich for additional information or questions at 520-884-9865 or ndiedrich@tucsonmuseumofart.org.

ANNUAL BUSINESS MEMBERSHIP LEVELS & BENEFITS

Associate

\$1,000-\$2,499

- Acknowledgement on the TMA website and in the Annual Report
 - Two (2) transferable admission cards, each offering free access for two individuals
 - Invitations to members' exhibition previews and lectures
 - 10% discount in the museum store and access to double discount days (as announced)
 - 10% discount on TMA membership for your employees (does not include the Director or Ambassador levels)
 - 10% rate reduction on TMA facility rentals, including the Museum and Alice Chaiten Baker Center for Arts Education
 - Reciprocal membership privileges for your employees to over 1,000 member institutions in Bermuda, Mexico, and the US that belong to NARM (North American Reciprocal Museum) Association
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Partner

\$2,500-\$4,999

All benefits mentioned above, plus:

- Four (4) transferable admission cards, each offering free access for two individuals
 - Four (4) individual invitations to TMA's Lifetime Achievement Award Dinner
 - Two (2) private after-hours curator-led museum tour for 20 individuals
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Executive

\$5,000-\$7,500

All benefits mentioned above, plus:

- Six (6) transferable admission cards, each offering free access for two individuals
 - Six (6) individual invitations to TMA's Lifetime Achievement Award Dinner
 - Four (4) private curator-led museum tour for 20 individuals
 - 10 free admission tickets to lectures with reserved seating
 - Four (4) tickets to TMA's Annual spring Gala
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Boardroom

\$10,000+

All benefits mentioned above, plus a 'curated' benefits package designed to meet your business's specific needs. Please contact Norah Diedrich, TMA's Jon and Linda Ender Director and CEO, to learn more at 520-884-9865 or ndiedrich@tucsonmuseumofart.org. Several prestigious naming rights are still available. (tax-deductible amount dependent upon benefit package)

THE ARTS MEAN BUSINESS

- 87%** of Americans believe arts & culture are important to quality of life.
- 82%** believe arts & culture are important to local businesses and the economy.
- 73%** agree that the arts “helps me understand other cultures better.”
- 67%** of Americans believe “the arts unify our communities regardless of age, race, and ethnicity.”
- 63%** believe the arts “lift me up beyond everyday experiences.”



“The success of my family’s business depends on finding and cultivating a creative and innovative workforce. I have witnessed firsthand the power of the arts in building these business skills. When we participate personally in the arts, we strengthen our ‘creativity muscles,’ which makes us not just a better ceramicist or chorus member, but a more creative worker—better able to identify challenges and innovative business solutions.”

Vice Chairman Christopher Forbes, Forbes, Inc.

The above facts, figures, and quote are from *Arts & Economic Prosperity 5*, Americans for the Arts’ fifth, and most recent economic impact study of the nation’s nonprofit arts and cultural organizations and their audiences.

