

## BY THE NUMBERS

# 550

THOUSAND

Annual Visitors



## EDUCATION REACH

# 50

THOUSAND

Students engage with the museum each year



# 20,000

Students from Title 1 schools visit for free workshops and tours

# 120,000

Participants in public programs & cultural festivals

## DIGITAL REACH



# 2.7

MILLION

Annual website visits

 **120,000**  
Facebook fans

 **50,000**  
Twitter followers

 **65,000**  
Instagram followers



# ART & SOUL

## Business Council

The Nelson-Atkins Museum of Art is proud to recognize the Business Council as one of the largest and most successful museum membership programs in the United States. Founded in 1985 by Henry Bloch, there are nearly 100 of Kansas City's finest companies represented. Each member embodies the important role that the corporate community plays in supporting the arts. Members receive exclusive marketing benefits, business development opportunities, and client entertaining privileges.

*"At our company, we believe the arts matter. Art helps economies thrive, connects people across cultures, and enriches lives. The Nelson-Atkins is a treasure to Kansas City and the Business Council offers us the chance to spend time with peers, host clients, and align our brand to the best of art and culture."*

**Lewis Gregory, Bank of America**  
Business Council Chair, 2020

Above: 2020 Business Council Steering Committee

## Business Council

Benefit Levels	ASSOCIATE/ NON PROFIT	PARTNER	EXECUTIVE	LEADER	DIRECTOR
	\$1,500	\$3,500	\$5,500	\$10,000	\$25,000
Transferable membership cards (Free parking, 10% discount at the Museum Store, and in Rozzelle Court Restaurant)	2	3	4	5	6
Featured exhibition tickets for employees and clients	10	20	40	60	100
Invitations to exclusive events and virtual programming	2 guests	4 guests	6 guests	8 guests	10 guests
Recognition on nelson-atkins.org					
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Free individual level museum membership for staff or interns		6	8	10	20
Recognition in <i>Kansas City Business Journal Ad</i>					
50% discount on museum event rentals*					
Virtual Tours for employees or clients					
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Special employee discount days					
Discounted individual memberships for purchase by employees			20%	20%	20%
Digital recognition in Bloch Lobby					
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1 free museum event space rental*					
Opportunity to place an ad or brand promotion in member e-Newsletter					
Logo recognition on nelson-atkins.org and in Bloch Lobby					
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Sponsor a festival or small-scale exhibition					
Curator or conservator tour and cocktail reception for up to 15 guests					
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<i>Tax deductibility</i>	\$1,500	\$3,500	\$5,500	\$8,875	\$23,300

\* Discount is for rental fee only. Rental based on availability during museum hours.  
Contact 816.751.1234 or [events@nelson-atkins.org](mailto:events@nelson-atkins.org).

Due to CDC restrictions around COVID-19, benefits are subject to change.

For more information on Business Council benefits, or to inquire about sponsorship opportunities, please contact Shannon Lindgren, Development Director, Corporate Partnerships, 816.751.0452 | [slindgren@nelson-atkins.org](mailto:slindgren@nelson-atkins.org)