

# CORPORATE SPONSORSHIP

**Get Closer to History** and gain business benefits by partnering with the new Perth Museum

The logo for Perth Museum, featuring the words "PERTH" and "MUSEUM" stacked vertically in a bold, yellow, sans-serif font. The text is set against a dark red, irregular, torn-paper-like background shape.

PERTH  
MUSEUM

# BECOME PART OF A WORLD-CLASS DESTINATION

The **£26.5m** capital redevelopment of Perth Museum is Culture Perth and Kinross's flagship project.

- Re-igniting civic and community pride through the **Stone of Destiny** as the icon of Perth's place in Scotland's story.
- Increased cultural participation by enabling communities to tell their own stories.
- Growing the visitor economy in the region
- Enhancing the image and perception of Perth

**“A landmark attraction, the significant increase in visitors from across the UK and internationally offers real opportunity for retail, hospitality, and other tourism businesses, both in the city centre and further afield”**

Councillor Grant Laing, Leader of Perth and Kinross Council



# OPPORTUNITIES TO PROMOTE YOUR BRAND

## Perth Museum could promote your brand by;

- Embedding your brand within high-footfall spaces
- Crediting you in our direct and digital marketing campaigns, including indoors or outdoors signage.
- Support-in-kind for themed events and activities relevant to your target audiences.

Additional **167,000** visitors by year 3.

**£25.4m** contributed to the local economy over 10 years.

**19 jobs** and career development opportunities.



# MEDIA PROFILING

- Inclusion on our **Spotlight on Local Enterprises** social media campaign and listing on our website.
- Credits as a sponsor on social media and local press.
- Quotes from your business on our press releases.
- Opportunities for sharing press releases



PERTH  
MUSEUM

# CORPORATE HOSPITALITY AND EMPLOYEE BENEFITS

- **Opportunities for corporate venue hire,** including the spectacular setting of Perth Museum and other venues throughout the region.
- Attendance at local enterprise networking events.
- **Complimentary tickets to block-buster exhibitions and events.**
- Exclusive group behind-the scenes tours and talks.





# HOW WILL YOUR CONTRIBUTION HELP?

- Unlocks the impact of local heritage – improving wellbeing and addressing inequalities.
- Helps preserve **500,000 objects** held by Perth Museum.
- Enable us to develop our schools and learning programmes

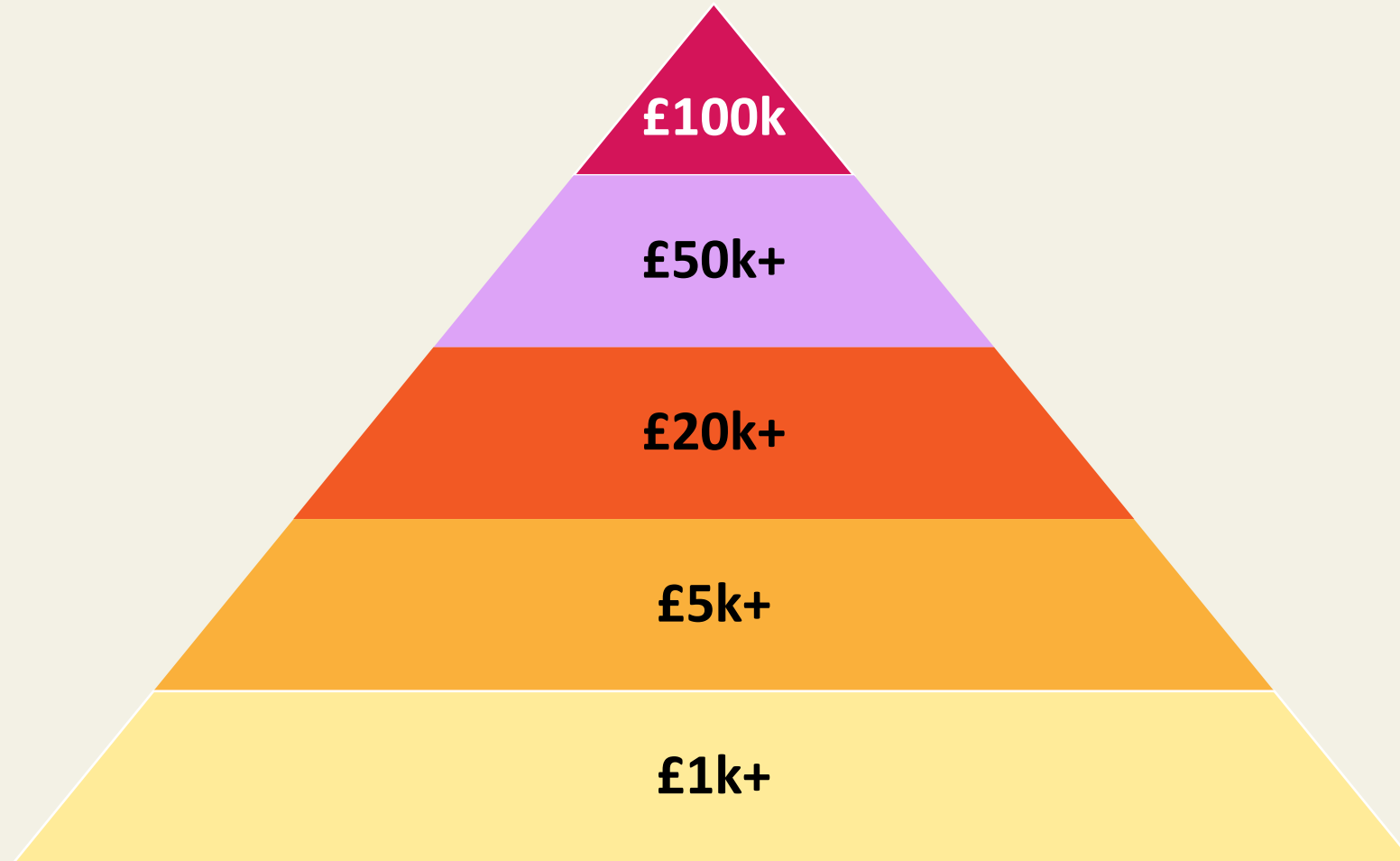


PERTH  
MUSEUM

# LEVELS OF CONTRIBUTIONS

10 – 250  
employees  
(SME +)

1-10  
employees



# LET'S TALK!

**Contact our Fundraising Team  
to explore opportunities.**

Culture Perth and Kinross  
[patrons@culturepk.org.uk](mailto:patrons@culturepk.org.uk)

01738 444949

**CULTURE**  
PERTH & KINROSS



Funded by  
UK Government



Scottish Government  
Riaghaltas na h-Alba  
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