

Sponsorship levels

Major Sponsor \$25,000

All benefits of previous levels, plus

- Exclusive corporate sector representation
- Logo recognition in all exhibition ads* (print and digital), graphics, and publications
- Logo recognition on exhibition title wall
- Logo recognition on private preview party (mailed to 300+ households) and members celebration event invitations (mailed to 1,400+ households)
- Invitations for four guests to attend exhibition sponsor luncheon and private preview party (both events usually hosted the day prior to the public opening)
- 20 exhibition admission passes (one time use)

**Logo recognition may not be available on all advertisements due to size constraints.*

Lead Sponsor \$20,000

All benefits of previous levels, plus

- Opportunity for a small, private, curator-led tour of the exhibition during the season
- Name recognition on exhibition title wall
- Name recognition on exhibition poster
- Name recognition on private preview party (mailed to 300+ households) and members celebration event invitations (mailed to 1,400+ households)

Contributing Sponsor \$10,000

All benefits of previous levels, plus

- Opportunity to entertain at Reynolda House
- Name recognition in exhibition brochure, e-news, and social media

Exhibition Partners \$5,000

- Name recognition on website, in exhibition-related press releases, and Season Guide (mailed to 2,000+ households, available for visitors at the front desk, and sent digitally to all Wake Forest University faculty and staff)
- Invitations for two guests to attend exhibition sponsor luncheon and private preview party (both events usually hosted the day prior to the public opening)
- 10 exhibition admission passes (one time use)



Who is Reynolda?



Reynolda is a welcoming, inspiring place designed for deliberate explorers. Our target visitor is a seeker of a balanced life, making purposeful choices to live authentically creative, connected, and peaceful.

We welcome approximately 45,000 guests to the Museum each year who travel from all 50 states.

Online monthly reach

MONTHLY DIGITAL AUDIENCE

170,000+

NEWSLETTER SIGN-UPS

18,000+

REYNOLDA REVEALED APP

3,400+

reynoldahouse.org

ANNUAL UNIQUE VISITORS

83,990+

MONTHLY UNIQUE VISITORS

7,000+

ANNUAL PAGEVIEWS

269,000+

Print

PREVIOUS AD PLACEMENTS

Winston-Salem Journal,
Winston-Salem Monthly,
Greensboro News + Record,
Triad City Beat, Our
State, Travel + Leisure,
The New York Times

Social media monthly reach

FACEBOOK

42,700

INSTAGRAM

41,800+

YOUTUBE

51,800+

PINTEREST

27,000+



REYNOLDA

What is Reynolda?

Reynolda is a unique place, intentionally designed to integrate learning, art, and nature. We connect you to the beauty and complexity of the American story.



Reynolda, in Winston-Salem, N.C., is a rare gem among the nation's cultural institutions and historic greenspaces. The renown 50-year-old art museum is set in the original 1917 interiors of the estate of R. J. Reynolds, and alongside the museum are the formal gardens, conservatory and walking trails of Reynolda Gardens; and more than 25 of the estate's original buildings repurposed as shops and restaurants in Reynolda Village.

Reynolda, located at 2250 Reynolda Road, is adjacent to Wake Forest University.



REYNOLDA