

Jim Crow Museum

Corporate Engaged Partner Program

We are better as a nation when we have engaged, sometimes painful, discussions about race, race relations, and racism. The Jim Crow Museum's Corporate Engaged Partners stand with us in addressing intolerance through thoughtful and challenging conversations, and have made a commitment - not only to talk the talk, but also to walk the walk. Corporate Engaged Partners make annual financial investments to support our mission and engage leadership and employees in an examination of how the images and objects around us in our daily lives normalize and perpetuate bias and intolerance.

Each corporate engaged partner is recognized on the Jim Crow Museum's website and provided with a digital supporter badge for use on their own website and materials. A menu of benefits is included, allowing each partner to structure their partnership in a way that is most meaningful for their company.



Impact

The Jim Crow Museum has reached an audience of over 1.8 million through its own YouTube channel. Close to 20 million people have learned of our mission, message, and importance through other content providers on YouTube alone. Combined with virtual and in-person museum tours, two in-demand travelling exhibits, and K-12 curriculum development, the museum plays a vital and growing role in understanding how pervasive images and narratives around us contribute to unconscious bias in our communities, households, and companies.

Beyond deepening internal diversity and inclusion efforts, the support of Jim Crow Museum Corporate Engaged Partners leverages the work of the museum. Partners expand access through a lens of equity and foster broad recognition of aspects of American history that are both uncomfortable to confront, and essential to understand.

Get Involved

Information and specific sponsorship benefits are included below. Each partnership level receives an increasing number of selections based on gift amount. As we all work to learn and grow, we welcome you to pick the benefits that would be most meaningful to your company.

Partnership Levels		Recognition Selections	Engagement Selections
Vision Partner	\$100,000	5	6
Mission Partner	\$50,000	4	4
Collaborating Partner	\$10,000	2	2
Learning Partner	\$5,000	2	1
Developing Partner	\$2,500	1	1
Supporting Partner	\$1,000	1	-

Based on Partnership Level, Jim Crow Museum Corporate Engaged Partners receive an increasing number of the benefit selections below.

Recognition Selections*

- Name/Logo acknowledged on virtual/in person curator tours.
- 4 Social media mentions (Facebook, Instagram, Twitter)
- Personalized 30 second recorded message from Dr. David Pilgrim to share with corporate stakeholders and staff.
- Name/Logo on Donor Thank You sign at museum entrance.
- Name/Logo on Jim Crow Museum Travelling Exhibit sign (1 exhibit).

Engagement Selections**

- Private in-person or virtual curator tour (for up to 10) with Dr. David Pilgrim
- Private in-person or virtual tour (for up to 30) with museum staff.
- Professional Development Virtual Programming for up to 50 employees - 4 hours
- Exclusive developmental stage company-wide guided dialogue - virtual workshop for companies seeking to understand whether all employees feel welcomed and included. Includes 30-minute presentation, 1 hour of moderated discussion.
- One hour diversity and inclusion consultation on company imagery, branding, or narrative story.
- 20% discount on David Pilgrim/PM Press books.

If you have questions or to become an Engaged Corporate Partner, please don't hesitate to reach out to Kara Eagle at 616-485-6134 or KaraEagle@ferris.edu. THANK YOU for your consideration - we are so grateful for your support of our mission and work.

* Base recognition benefits at all levels include recognition on museum website and digital supporter badge.

** All private tours or dedicated sessions (in person or virtual) must be scheduled at least 14 days in advance in coordination with museum staff.