2027 Sponsorship Opportunities at the Virginia Quilt Museum

About the Virginia Quilt Museum

The Virginia Quilt Museum's (VQM) mission is to cultivate and preserve the quilting arts in Virginia. VQM aims to inspire and engage a diverse community by building and preserving quilt collections, sharing historical and contemporary exhibitions, and providing educational opportunities for all ages, skill levels, and backgrounds.

VQM is located in the historic Silver Lake Mill, in Dayton, Virginia. Visitors to the Museum come from across the Commonwealth and the country. Roughly 70% of the museum visitors are quilters or fiber artists. On average, VQM welcomes over 6,000 visitors each year and continues to increase in popularity.

Sponsorship opportunities at VQM are available for exhibitions, programs, and special projects. These events will be promoted on VQM's social media channels, through monthly e-newsletters, radio ads on WNRN, and print ads. VQM spends roughly $20,000 on advertising each year. Sponsors are also recognized throughout the museum with signage and display space for rack cards, brochures, and business cards. Sponsorships are welcome throughout the year. **To be included on printed items to be used at VQM's QuiltCon booth and the Mid-Atlantic Festival of Quilts events for 2027, sponsorships need to be confirmed by January 15, 2027. Payment for sponsorships is due one month before the exhibition or program begins.**

The Virginia Quilt Museum's Online Reach By the Numbers

Email: over 5,500 subscribers
Website: averages 43,000 visits per year
Facebook Followers: 22,000
Instagram Followers: 4,850

2328 Silver Lake Rd
Dayton, VA 22821
(540) 433-3818 www.vaquiltmusuem.org

Exhibition Sponsorship Opportunities

Exhibition Sponsorships include:

- a full-color sign with your logo and a QR code to your website, placed prominently in the gallery during the exhibition
- space in the museum for brochures, business cards, or pamphlets
- a link to your business on the VQM webpage for the exhibition
- recognition of your organization in all social media posts and emails about the exhibition
- the option to host a free day at the museum with space for your organization/company to have a table and interact with visitors

2027 Exhibitions	# of Quilts in the Exhibition	Exhibition Dates	Sponsorship Price
VQM Variations	20-25 quilts from the museum's collection	January 19 - April 24, 2027	$1,500
One Voice, Two Songs *by Jill Kerttula*	10-15 quilts and 15-25 pieces of ceramics	January 19 - March 27, 2027	$1,000
19th Century Blues from the American Quilt Study Group	25 pieces	March 30 - July 31, 2027	$2,000
VQM Blues	15-20 quilts from the museum's collection, primarily from the 19th century	August 3 - December 18, 2027	$2,000
Threads of Nature *by Nancy Hershberger, Carol Monti, & Tina Freudenberger*	25-35 pieces from the three artists	October 26 - December 18, 2027	$1,500

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Program Sponsorship Opportunities

Program Sponsorships include:

- space in the museum for brochures, business cards, or pamphlets
- a link to your business on the VQM webpage for the program
- recognition of your organization in all social media posts and emails about the program
- virtual programs: a full-color slide with your logo and a link to your website include in to the introduction and conclusion of the program
- in-person programs: your logo and a QR code to your website on a handout given to all participants or a handout from your organization

2027 Programs	Virtual or In-Person	Program Date(s) and Time	Sponsorship Price
The Secret Lives of Color *with Kassia St. Clair*	Virtual	January or February 2027 1 hour program	$500
Beyond the Hexagon: Color, Shape, and The Evolution of English Paper Piecing *with Michael Eason*	Virtual	February 18, 2027 1 hour program	$500
Playing with Color *with Cindy Grisdela*	Virtual	March 25, 2027 1 hour program	$500
Quilts, Cotton, and Indigo from Japan *with Teresea Duryea Wong*	Virtual	May 12, 2027 1 hour program	$500
Which Blue are You? *with Anita Loscalzo*	Virtual	June 15, 2027 1 hour program	$500
Identifying the Printing and Dyeing Techniques in an Early English Frame Coverlet *with Carolyn Gibbs*	Virtual	November 2027 Three 1.5 hour sessions	$1,500

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Program	Virtual or In-Person	Program Date(s) and Time	Sponsorship Price
Inside the Exhibition Tours with VQM Staff. Guided in-depth explorations of the current exhibitions.	In-Person	February 6, June 5, October 9, and November 20, 2027 1.5 hours each	$2,000
Over, Under and Through *with Jill Kerttula*	In-Person	March 19, 2027 Full-day workshop	$1,000
Color, Shape, & Improve English Paper Piecing *with Michael Eason*	In-Person	March 27, 2027 Half-day workshop	$750
Singer Featherweight History and Maintenance *with Janine DeMello*	In-Person	April 24, 2027 Full-day workshop	$1,000
Thread & Color *with Isabel Wilder*	In-Person	May 21, 2027 1 hour program	$500
Fabric & Form: Creating an Art Bowl *with Isabel Wilder*	In-Person	May 22, 2027 Half-day workshop	$750
Paint Your Own Barn Quilt *with Liz's Barn Quilts*	In-Person	June 1 & 2, 2027 2 Full-Day workshops	$2,000
The History of Feedsacks *with Cecilia Reid*	In-Person	July 10, 2027 1 hour program	$500
Color Cross Dyeing *with Kevin Womack*	In-Person	August 14, 2027 Full-day workshop	$1,000
The Art of the Landscape *with Nancy Hershberger*	In-Person	October 30, 2027 Full-day workshop	$1,000
Fur Real: Animal Portraits *with Carol Monti & Tina Freudenberger*	In-Person	November 4, 2027 Full-day workshop	$1,000

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Thank you for considering a sponsorship at VQM. Sponsorships are a wonderful way for your business or organization to receive recognition while supporting the museum. VQM strives to engage with a wide audience both at the museum, online, and at select quilt events around the Mid-Atlantic region. Exhibition sponsorships help us cover the cost of exhibitions from shipping and insurance to signage and advertising. Program sponsorships help us cover honorariums for teachers and speakers, travel costs for in-person programs, and allow us to offer programs at more affordable prices to help ensure access for participants from all socio-economic levels and backgrounds.

Sponsorships are most effective when they are confirmed by January 15, 2027. This date allows your sponsorship to be included on our printed items that we distribute throughout the year at the museum and at different events. VQM will be at the following quilt events in 2027:

- QuiltCon in Atlanta, GA, February 25 - 28, 2027
    - Expected attendance of over 40,000
- Mid-Atlantic Quilt Festival in Hampton, VA, March 3 - 7, 2027
    - Expected attendance of over 10,000
- Pennsylvania National Quilt Extravaganza in Oaks, PA, September 16-19, 2027
    - Expected attendance of over 10,000

To secure your sponsorship or ask any questions you may have please contact:
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