

	Lead Sponsor	Major Sponsor	Corporate Member	Corporate Partner	Media Partner
Logo on advertising surfaces¹	•	•	-	Depends on size of surface	Depends on size of surface
Logo in publications and at events²	•	•	-	Publications, press events, openings	Publications
Logo on the sponsor subpage³	•	•	•	•	•
Co-created online content⁴	•	•	•	•	•
Representation in newsletters⁵	•	•	•	-	-
Permission to use museum branding in company PR⁶	•	•	•	Subject to agreement	-
Logo on the museum giant billboard⁷	•	•	•	•	•
Representation in exhibition imprints⁸	•	•	•	-	-
Representation in radio spot⁹	•	•	-	-	-
Representation on digital signage¹⁰	•	•	-	Subject to agreement	-
Corporate events¹¹	•	•	•	Subject to agreement	Subject to agreement
Guided tours during corporate events¹²	•	•	•	-	-
Tickets to temporary exhibitions¹³	300	200	50	100	Subject to agreement
Tickets to Múzeum+ events¹⁴	50/events	-	-	-	-
Invitations to exclusive exhibition openings¹⁵	10	5	5	-	-
Private guided tours¹⁶	•	•	•	•	•
Family day in the museum¹⁷	•	•	•	-	-
Teambuilding or leadership training in the museum¹⁸	•	•	•	-	-
Behind-the-scenes tours¹⁹	•	•	•	•	-
Corporate Member cards²⁰	•	•	•	-	-

All sponsor benefits and services included in this document apply to contracted partners of the Museum of Fine Arts, Budapest, the Hungarian National Gallery, the Ferenc Hopp Museum of Asiatic Arts and the Vasarely Museum Budapest.

¹**Advertising surfaces** – All traditional advertising surfaces of the museums, including public posters, online and printed press advertisements, museum boards and other placards inside the buildings.

²**Publications and events** – These include exhibition catalogues, press releases, the MuseumCafé periodical, press conferences, official invitations and exhibition openings. In publications the museums provide the sponsors with logo display or full-page ads and during events the speaker highlights the sponsor's involvement in the project.

³**Sponsor subpage on the websites** – We list all our sponsors and partners on the sponsorship subpages of the Museum of Fine Arts, Budapest and its institutions' websites and give a brief account of our work together. We also highlight the Lead Sponsors of specific exhibitions on the exhibition subpage too.

⁴**Co-created online content** – Lead Sponsors and Major Sponsors are given the opportunity to create online content developed in collaboration with our creative experts. Corporate Partners and Media Partners are featured in the online creative content of the supported exhibition/programme.

⁵**Newsletter** – Lead Sponsors, Major Sponsors and Corporate Members of the museum are featured in newsletters.

⁶**Usage of museum branding** – Lead Sponsors, Major Sponsors and Corporate Members are entitled to display the fact of sponsorship on their own communication surfaces and platforms. Usage of the museum brand, institutional logos and texts describing the sponsorship requires the prior approval of the head of corporate relations.

⁷**Museum billboards** – The billboards of the Museum of Fine Arts, Budapest overlooking Dózsa György street will feature the logos of the companies in all sponsorship categories.

⁸**Exhibition imprints** – Within the temporary exhibition interiors, the list of contributors displayed usually on the wall of the exhibition space and includes the list of the sponsors associated with the exhibition.

⁹**Radio spot** – Lead Sponsors and Major Sponsors are mentioned in radio spots promoting the sponsored exhibition or event.

¹⁰**Digital signage** – Companies in the indicated sponsor categories have the opportunity to use all digital signage surfaces installed in the Museum of Fine Arts, Budapest for promotional purposes. This service is available for an additional fee. The Museum of Fine Arts, Budapest will provide prospective sponsors with all the relevant information during the first consultation.

¹¹**Corporate events** – All sponsors and partners are welcome to rent the representative halls and rooms of the museums for the purpose of exclusive corporate events and galas. The details of the event and the rental discounts associated with the sponsorship categories are subject to discussion with the head of corporate relations and event organisers as well as set in a separate agreement.

¹²**Guided tours during corporate events** – For the first three sponsor categories we provide individual guided tours in our permanent and temporary exhibitions as required, for the duration of their corporate events at our institutions.

¹³**Tickets to temporary exhibitions** – All sponsors can request tickets to each temporary exhibition according to the indicated limits.

¹⁴**Múzeum+ tickets** – The Lead Sponsor of the four evenings held every year can claim 50 tickets for each event.

¹⁵**Invitations to exclusive exhibition openings** – Our sponsors are entitled to request invitations to exhibition openings according to the indicated limits.

¹⁶**Exclusive guided tours** – All sponsors are welcome to organize personalized guided tours in the museums during opening hours, for a maximum of 30 participants in one tour.

¹⁷**Family day** – Indicated sponsor categories can organize a family day in one of the museums for 2x30 children and their parents.

¹⁸**Training** – Indicated sponsor categories are welcome to organize teambuilding or leadership training in one of the museums, with the involvement of our highly qualified museum experts and staff. Participation limit for teambuilding activities is 60 persons while leadership trainings are open for up to 12 participants.

¹⁹**Behind-the-scenes tours** – Indicated sponsor categories are welcome to organise exclusive behind-the-scenes guided tours to special museum background work (e.g. restoration techniques) with the participation of 12 persons at a time.

²⁰**Corporate Member cards** – Indicated sponsor categories are entitled to request Corporate Member cards, which entails benefits entering the museums, visiting exhibitions or participation in special events.