

Sponsorship Package 2018 - 2019

LifeCYCLE: Stories from the Minnesota Bike Community



December 1 2018 - March 3 2019

Photographs by Nancy Musinguzi

Presented by
CYCLING MUSEUM OF MINNESOTA

#MNbikestories • CMM.bike

On View



2303 3rd Ave S, Minneapolis, MN 55404
HennepinHistory.org

About the Project

The Cycling Museum of Minnesota (CMM) in partnership with the Hennepin History Museum (HHM) presents LifeCYCLE: Stories from the Minnesota Bike Community, a photography exhibition opening December 1. A multifaceted diary of bike enthusiasts currently living and riding in the state, the exhibition will feature original portraits of selected cyclists commissioned from celebrated Minneapolis photographer, Nancy Musinguzi. Visitors will encounter first-person insights into the lives of each one of these individuals in their own words, as collected through interviews. The exhibit will be accompanied by a series of dialogues between individuals profiled in the show.

ABOUT NANCY MUSINGUZI

Nancy Musinguzi is a visual storyteller, mixed-media artist and freelance photojournalist working and living in Minneapolis, Minnesota. They experiment with both traditional and emerging processes in media-making to document the lives and perspectives of marginal cultures, communities, and voices that chronicle and shape the contemporary American experience. Visit their website for more information: www.nmusinguzi.com.

ABOUT THE SUBJECTS

The eleven subjects were selected by a jury built from CMM's Collections and Exhibits Committee. "Notable" or "influential" in this context includes persons who have done important work for the cycling community, are a known force in the cycling community, and/or experienced a valuable life change as a direct result of cycling. The subjects were chosen to represent the diverse backgrounds, ages, gender identities, and ethnicities found in the cycling community. Subjects include bike racers and athletes, established artists and makers, cycling and transportation activists, industry leaders, and shop owners and mechanics.

ABOUT THE CYCLING MUSEUM OF MINNESOTA

The Cycling Museum of Minnesota's mission is to be a hub for unlocking the transformative role of bicycles. As a 501(c)(3) non-profit organization, CMM builds programs and exhibitions that help people better understand the foundational and continual influence of cycling and cyclists on our past, present and future. Visit by appointment at The Vault collections space: 519 Oak Grove St. Minneapolis, MN 55403. Or online at cmm.bike.

For more information, please contact
Communications Chair Matthew Ramirez at info@cmm.bike

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LifeCYCLE: Stories from the Minnesota Bike Community

LifeCYCLE Lead Sponsor - \$1500

- ▶ Header logo/name recognition on all print materials (Deadline: Nov. 15) and electronic platforms
- ▶ Includes direct Link to website on CMM.bike/events/lifecycleexhibit
- ▶ 3 social media call-outs per month (Dec, Jan, Feb)
- ▶ Recognition on exhibit signage
- ▶ Verbal thanks at opening events
- ▶ Invitation to Preview Sat. Dec. 1- 11 am to 1 pm- "First Look" preview for donors (4 tickets)
- ▶ 5 LifeCYCLE bandanas
- ▶ 2 exhibit books

SpokesPeople Lead Sponsor - \$1500

- ▶ Header logo/name recognition on all print materials and electronic platforms,
- ▶ 3 social media call-outs per month (Dec, Jan, Feb)
- ▶ Verbal thanks at each SpokesPeople 2019 Event (total of 3 talks)
- ▶ 2 Reserved Tickets per talk
- ▶ 1 LifeCYCLE bandana
- ▶ 1 exhibit book

Sponsor - \$500

- ▶ 3 social media call-outs per month (Dec, Jan, Feb)
- ▶ Name recognition on in gallery printed and with a direct Link to your website on CMM.bike/events/lifecycleexhibit
- ▶ Invitation to Preview Sat. Dec. 1- 11 am to 1 pm- "First Look" preview for donors (2 tickets)
- ▶ Verbal thanks at opening events, preview invitation
- ▶ OPTIONS:
 - ▶ Sponsor of Family Day
 - ▶ Sponsor of Third Friday – Jan 18, 2019
 - ▶ Sponsor of Third Friday – Feb 15, 2019
- ▶ 1 LifeCYCLE bandana

Champion - \$250 +

- ▶ Named on in gallery printed and online platform
- ▶ Invitation for you and one guest to Preview Sat. Dec. 1- 11 am to 1 pm- "First Look" preview for donors; or if can't make opening, Museum admission for two any day museum is open
- ▶ 1 LifeCYCLE bandana