

| | 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 on events² | • | • | - | Publications, press events, openings | Publications |
| Logo on the website³ | • | • | • | • | • |
| Co-created online content⁴ | • | • | - | On flyer | On flyer |
| Representation in newsletters⁵ | • | • | • | - | - |
| Permission to use museum brand in company PR⁶ | • | • | • | Subject to agreement | - |
| Museum billboards⁷ | • | • | - | - | - |
| Representation in exhibition imprints⁸ | • | • | • | - | - |
| Radio spot⁹ | • | • | - | - | - |
| Digital signage¹⁰ | • | • | - | Subject to agreement | - |
| Private events¹¹ | • | • | • | Subject to agreement | Subject to agreement |
| Private catering on events¹² | • | • | • | - | - |
| Tickets to temporary exhibitions¹³ | 300 | 200 | 50 | 100 | Subject to agreement |
| Múzeum+ tickets¹⁴ | 50/occasion | - | - | - | - |
| Invitations to exhibition openings¹⁵ | 10 | 5 | 5 | - | - |
| Exclusive guided tours¹⁶ | • | • | • | • | • |
| Family day in the museum¹⁷ | • | • | • | - | - |
| Teambuilding or leadership training in the museum¹⁸ | • | • | • | - | - |
| Behind-the-scenes tours¹⁹ | • | • | • | • | - |
| Corporate Member cards²⁰ | • | • | • | - | - |

All sponsor benefits, with the exception of digital signage promotions, apply to partnerships at the Museum of Fine Arts, Budapest, the Hungarian National Gallery, the Vasarely Museum and the Ferenc Hopp Museum of Asiatic Arts.

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

²**Publications and events** – This category includes exhibitions catalogues, press releases, the “*múzeumcafé*” publication, press conferences, invitations and exhibition openings. With respect to publications, the museums offer logo placement or full-page ads. On occasion of events, the speaker highlights the sponsor’s involvement with the project.

³**Website** – All sponsoring firms are represented on the new sponsorship subpage of the new online surface of the Museum of Fine Arts, Budapest. Lead Sponsors of exhibitions are mentioned on the separate pages of each supported project.

⁴**Co-created online content** – Lead Sponsors and Major Sponsors of the museums are welcome to propose the creation of digital content, developed in collaboration with the museums’ appointed experts. Corporate Partners and Media Partners are featured in the creative PR content of each sponsored exhibition or event.

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

⁶**Usage of museum brand** – Lead Sponsors, Major Sponsors and Corporate Members are entitled to indicate the corresponding sponsoring positions on their own PR surfaces. Usage of the museum brand and texts describing the partnership must be approved by the sponsorship manager of the Museum of Fine Arts, Budapest.

⁷**Museum billboards** – Lead and Major Sponsors are represented on billboard of the supported institution. In case of the Museum of Fine Arts, Budapest the billboard faces Dózsa György út, while the one on the side of the Hungarian National Gallery faces Dísz tér.

⁸**Exhibition imprints** – Placed within exhibition interiors, in most cases mounted as a title wall, this list of collaborators includes all corresponding sponsors.

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

¹⁰**Digital signage** – Firms which belong to the marked sponsor categories are welcome to use all digital signage surfaces installed in the Museum of Fine Arts, Budapest for purposes of promotion. 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**Private events** – All sponsors and partners are welcome to rent the representative halls and rooms of the Museum of Fine Arts, Budapest, the Hungarian National Gallery, the Vasarely Museum and the Ferenc Hopp Museum of Asiatic Arts for the purpose of private events and galas. Details of rentals and discounts relating to valid sponsorship status are subject to agreements and are negotiated through the sponsorship and event managers of the museums.

¹²**Private catering** – After considering the museums’ official caterer’s offer, Lead Sponsors, Major Sponsors and Corporate Members are permitted to invite their caterer of choice.

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

¹⁴**Múzeum+ tickets** – Lead Sponsors of this monthly recurring event are entitled to receive 50 tickets for each occasion.

¹⁵**Invitations to exhibition openings** – Lead Sponsors, Major Sponsors and Corporate Members are entitled to request invitations to all 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 30 participants taking part on one tour.

¹⁷**Family day** – Lead Sponsors, Major Sponsors and Corporate Members are welcome to organize a family day in one of the museums for 2x30 children and their accompanists.

¹⁸**Training** – Lead Sponsors, Major Sponsors and Corporate Members are welcome to organize teambuilding or leadership training events in one of the museums, with the involvement of highly qualified museum educators. Participation limits of teambuilding occasions are 60 persons, while leadership trainings are open for 12 participants.

¹⁹**Behind-the-scenes tours** – Lead Sponsors, Major Sponsors, Sponsors and Corporate Members are welcome to get acquainted with exclusive behind-the-scenes museum content and processes in the form of guided tours, with the participation of 12 persons at a time.

²⁰**Corporate Member cards** – Lead Sponsors, Major Sponsors and Corporate Members are entitled to request Corporate Member cards, which entails benefits entering the museums, visiting exhibitions or participation in special events.