



# BETTER TOGETHER

## Joint Conference

ACT 1

May 4, 11 & 18, 2022



Presented by:  
The BC Museums Association  
& Heritage BC

## About the BC Museums Association

Founded in 1957, the BCMA creates a bright future for British Columbia's museums, galleries, and cultural heritage communities through networking, advocacy, innovation, and professional development. Since its founding, the BCMA has grown to include more than 450 members in every corner of the province representing museums, art galleries, science centres, Indigenous cultural organizations, heritage sites, botanical and zoological gardens, cultural centres, conservation institutes, exhibition galleries permanently maintained by libraries and archives, and nature reserves.

The core of the BCMA's work is to provide programs and services to benefit our members and the sector at large. To achieve this we are guided by the following:

**Guiding Principle:** We believe in the transformative power of museums.

**Vision:** The museum community is valued for providing leadership, dialogue, influence, and knowledge to British Columbians.

**Mission:** We lead by supporting, empowering, and advocating for the BC museum community.

## About Heritage BC

Heritage BC supports all people of British Columbia who champion the preservation and conservation of all forms of cultural heritage, developing awareness, appreciation and respect for BC's built and intangible traditions.

Heritage BC is a charitable not-for-profit organization supporting heritage conservation across British Columbia through education, training and skills development, capacity building in heritage planning and funding through the Heritage Legacy Fund.

Their work is dedicated to:

- Building a strong, focused, and impactful organization.
- Building awareness of the importance and diversity of cultural heritage, so that heritage values are appreciated by all.
- Building collaborations and maximizing capacities with communities, local governments and private sector organizations to create a dynamic future for heritage.
- Building the capacities of a strong and vital sector through exceptional service and comprehensive learning.

### Contact Us:

Abigail Buckwalter-Ingram  
BCMA Development Manager  
[development@museum.bc.ca](mailto:development@museum.bc.ca)



May 4, 11 & 18, 2022

[heritagebc.ca](http://heritagebc.ca)  
[museum.bc.ca](http://museum.bc.ca)

## About the 2022 Conference

Join the BCMA and Heritage BC for our virtual Joint Conference on May 4, 11, and 18, 2022.

Being part of our event is one of the best ways to promote your brand, connect with sector leaders, and align yourself with a cause that matters.

Engage with speakers and panellists, and participate in important discussions about **collaboration, leadership, and redress** in our ever-changing heritage landscape.

**May 4, 2022**

### **Breaking Silos & Collaboration**

- Emergency response
- Cross-sector collaboration
- Government partnerships
- Serving your communities
- And more!

**May 11, 2022**

### **Leadership & Governance**

- Activism in Museums
- Better Advocacy
- Succession Planning
- Leadership & changemakers
- And more!

**May 18, 2022**

### **Redress**

- Landplaning & Reconciliation
- Frameworks of Redress
- Landback movement
- Decolonization in practice
- And more!

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## Our Audience

Increase your visibility and deepen relationships with British Columbia's cultural heritage community. Our programming and resources draw hundreds of sector professionals, government officials, funders, and industry members from across BC and Canada.

**During BCMA's 2021 virtual conference we saw:**

**30%**

Registration Increase

Virtual VS Physical Conference

**325+**

Live Attendees

BCMA 2021 Virtual Conference

**4,000+**

Online Users

BCMA 2021 Virtual Conference

**BCMA and Heritage BC's collective reach:**

**4,000+**

Followers

BCMA and Heritage BC's  
Facebook Followers

**900+**

Members

BCMA and Heritage BC's  
Membership

### Connect with:

- Museums
- Art galleries
- Cultural centres
- Archives
- Natural history centres
- Heritage sites
- Historic houses
- First Nations Organizations
- Friendship Centres
- Science centres & aquariums
- Botanical gardens
- Public library systems
- Post-secondary institutions
- Provincial and national associations

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## Sponsorship Opportunities

### General Sponsor

#### Benefits

Virtual Conference program  
advertisement

Sponsor profile in our newsletters

Sponsor profile on our websites

Social media promotions before and  
during conference

Conference Delegate List (opt-in)  
including names, emails, and job titles.

Two (2) complimentary conference  
registrations for use by your staff or as a  
promotional giveaway

**\$750.00**

**CAD**

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## Sponsorship Opportunities

### Theme Sponsor

#### Benefits

Exclusive recognition on a full theme of programming

Opportunity to deliver a pre-recorded welcome message

Opportunity to present a custom webinar or 30-minute product demonstration

Virtual Conference program advertisement

Sponsor profile in our newsletters

Sponsor profile on our websites

Social media promotions before and during the conference

Conference Delegate List (opt-in) including names, emails, and job titles.

Four (4) complimentary conference registrations for use by your staff or as a promotional giveaway

**\$2,200.00**  
CAD

Themes:  
**Redress**  
**Collaboration**  
**Leadership**

(see page 3)

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## Sponsorship Opportunities

### [Build Your Own]

There are many ways to engage with the culture and heritage sector. Below are some possibilities to spark ideas and start conversations. We invite you to contact us with your own suggestions to create a one-of-a-kind opportunity.

#### Thought Leadership

Promote your values and be a voice for the sector by hosting a webinar or discussion panel. Consumers are looking for brands that align with their values, what are yours?

#### Face-to-Face

Join in the fun and get interactive! Engage with small groups in networking events or host your own social activity. Come meet the leaders of BC's culture and heritage community.

#### Branding

Promote your brand to a wide audience with logo recognition on promotional material and during programming sessions and activities. From branded waiting rooms to virtual swag bags, there's a branding opportunity for you!

### [Your Budget]

## Let's Brainstorm!

Contact Abigail  
[development@museum.bc.ca](mailto:development@museum.bc.ca)

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We encourage you to reach out to learn more about how you can connect with the leaders and decision-makers of BC's culture and heritage sector.



## Contact us today!

**Abigail Buckwalter-Ingram**

**Development Manager**

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**BC Museums Association**

**Phone:** 250-356-5700

**Website:** [museum.bc.ca](http://museum.bc.ca)



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**BETTER  
TOGETHER**

Joint Conference  
Act 2

HeritageBC



BC MUSEUMS  
ASSOCIATION

**COMING  
SOON!**

# **BETTER TOGETHER**

## **Joint Conference**

### **Act 2**

**The in-person conference returns this fall!**

Join the BCMA and Heritage BC for Act 2 of our Joint Conference coming October 2022.

Thinking ahead? Options are available to sponsor both Act 1 and Act 2 of the Joint Conference. Contact us for details!

**Contact Us:**

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**Act 2: October 2022**

[heritagebc.ca](https://heritagebc.ca)  
[museum.bc.ca](https://museum.bc.ca)