

A New Platform for
**MUSEUM
MARKETING**
and Corporate Partnerships

Mission-Driven Marketing™



Davidoff 
COMMUNICATIONS

Strategic Planning | Marketing | Development



Mission-Driven Marketing[™] Will Help Your Museum:

- Talk about its mission, programs and accomplishments with more compelling and relevant messaging
- Build momentum for increased membership and visitor traffic
- Generate robust corporate partnerships and sponsorships
- Develop alternative revenue sources

Mission-Driven Marketing[™] Methodology

Mission-Driven Marketing[™] is more than marketing — it's integrating purpose with profit. Davidoff Communications' unique *Mission-Driven Marketing*[™] methodology helps museums enhance marketing programs and revenue sources.

Who We Are

Davidoff Communications is a national marketing and sales consulting firm specializing in strategic planning, corporate partnerships and business development for cultural institutions and museums.

Mission-Driven Marketing[™] Museum Case Studies:

MEMBERSHIP MARKETING

For a Washington, D.C.-based federal-operated museum, *Mission-Driven Marketing*[™] rejuvenated membership marketing to address declining trends

Result: New planning procedures with greater lead times and significantly improved communication across all museum departments.

REVITALIZED CORPORATE SPONSORSHIPS

For the Adler Planetarium in Chicago, *Mission-Driven Marketing*[™] leveraged existing assets and museum content to drive incremental revenue.

Result: Repositioned the museum from being sold as a series of one-off sponsorship events to being recognized as an effective integrated marketing vehicle for corporate partners.

BRAND POSITIONING & MESSAGING

For the National Children's Museum, *Mission-Driven Marketing*[™] repositioned the institution from a regional children's museum to a national social cause championing the engagement of children ages 4-12.

Result: A critical Q&A reference document, key messaging and case study for fundraising and corporate partner development for the museum's new National Harbor location.

Sampling of Our Museum Clients

ADLER
PLANETARIUM

NATIONAL
CHILDREN'S
museum
WASHINGTON, DC



MONTEREY BAY AQUARIUM



GEORGE EASTMAN HOUSE
International Museum of Photography and Film

Sampling of Our Nonprofit Clients



National Forum
on Children
& Nature



THE CONSERVATION FUND
America's Partner in Conservation

CALL TODAY

and mention this brochure to take advantage of *Mission-Driven Marketing*[™] special offers:

- Free one-hour *Mission-Driven Marketing*[™] audit
- *Mission-Driven Marketing*[™] consulting packages
- *Mission-Driven Marketing*[™] on-site workshops and training
- Partnership and sponsorship consulting packages
- Lead generation packages for corporate partnership outreach

312.368.7900

For more details on special offers, contact:

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