



SAMPLE PROMOTIONAL PLAN FOR AN EXHIBITION

[Derived from Museum on Main Street exhibition “Hometown Teams”]

Goals:

- Create uniformity and continuity of message that links all of the participants
- Establish a process to facilitate the gathering of local stories with potential national interest and application

Key Messages:

- Sports as metaphor for pride & community
- “Hometown Teams” is an exhibit that captures the inextricable connection between towns and their teams. The exhibit and affiliated local programs showcase the sports, athletes and artifacts that have been an indelible part of every community.
- Museum on Main Street is the face of Smithsonian in small town America.
 - A 20-year-old outreach program that presents the Smithsonian Institution Travelling Exhibit Service’s (SITES’) museum-quality exhibits in local community venues, with each exhibit celebrating and exploring local heritage within the context of a broad national theme.
 - MoMS has collaborated with 46 state humanities councils more than 1000 institutions in small and rural towns across the nation.
- Each community rallies around their own exhibit to bring it to life in a way that resonates with local and regional residents, and celebrates their history and culture. Communities galvanize, make more discoveries and connections, and bridge cultural gaps. Host organizations bring people together, helping them think in new ways and discover their own connections to local history.

Sub messages:

- State humanities councils connect local hosts to scholars and specialists in their state and assist local hosts with developing associated programs.
- Museum on Main Street develops exhibits that stimulate thought and conversations that instill both pride and awareness about a community and its impact.
- Museum on Main Street carefully identifies and embraces broad exhibit themes that resonate in every community and reflect the spirit of America.

Target Audiences:

- Potential Sponsors
- Congress
- White House
- Consumers, via national media



Smithsonian Institution

MUSEUM on Main Street

Recommended tag line:

HOMETOWN TEAMS: THE PRIDE OF (fill in country/state/community)

National: *Hometown Teams: The Pride of America*

State: *Hometown Teams: The Pride of New Jersey*

Local community: *Hometown Teams: The Pride of Old Bridge*

Strategy:

Hometown Teams offers host communities an opportunity to engage the interest of a broad swath of media from sports, to arts and culture, to general travel and lifestyle.

The Program:

Local Outreach Opportunities

Create statewide, as well as local, excitement about the exhibit in each host community by engaging both primary and secondary media. The formula for creating media interest and coverage can roll out in stages and be duplicated in each region.

Stage 1: Press conference announcing exhibit

Host a kick off announcement press breakfast or luncheon headlined by one of the national spokespersons, the Governor and “legends” from each community. Other key attendees will include host community Mayors and the leadership of the cultural and historical organizations involved in the exhibit.

Stage 2: Pre-Opening

- Organize an “Antiques Road Show”-style event. Several weeks in advance of the exhibit’s arriving in each city, stage a call for artifacts; invite locals to bring their memorabilia to share with the organizers and possibly be included in the exhibit. The event will be a local media magnet.
- Several days in advance of opening, hold a media-only preview with local coordinators and, if possible, one or more of the local legends featured in the exhibit. This event should be seen as a behind the scenes opportunity. It needs to precede the public opening in order for the press to be engaged.
- Produce a signature opening event to mark the beginning of each exhibit. The night before the public opening, do a reunion of legends that represent all parts of the team experience, including mascots, cheerleaders, athletes, marching bands, etc.

Stage 3: Opening and Beyond

- Produce a media plan aimed at creating a weekly story or activity of interest in order to sustain media coverage and public awareness.