



COMING TOGETHER

Maximizing Opportunities Through Promotional Partnerships

Hi, I'm Randi.

I'm the Marketing Manager here at the
Bullock Texas State History Museum.

Public Sector Limitations

- \$\$\$\$\$\$
- Reach
- Limited Staff and Time
- Marketing Specific Staff
- Resources

Benefits



- Enhances value to visitors and members
- Reach new audiences
- Generate revenue growth
- Open new channels of distribution
- Share budgets cost-efficiently



austin's cultural campus

EXPLORE ART, HISTORY, SCIENCE, AND
HUMANITIES ALL WITHIN WALKING DISTANCE

We are...



- A branded collective of cultural institutions
- United by a geographical location
- More than just museums!



BULLOCK
TEXAS
STATE HISTORY
MUSEUM
TheSTORYofTEXAS.com



VISUAL ARTS CENTER
Where Ideas Intersect

BLANTON MUSEUM OF ART

Where we share.

- Blog: [www. austinsculturalcampus.org](http://www.austinsculturalcampus.org)
- Social Media
- #ATXCulturalCampus
- Email marketing
- Printed collateral (rack cards, posters, etc.)

Visit us @

www.austinsculturalcampus.org



AUSTIN'S CULTURAL CAMPUS

EXPLORE ART, HISTORY, SCIENCE, AND HUMANITIES ALL WITHIN WALKING DISTANCE

[HOME](#)

[ABOUT](#)

Reserve a spot at the Skyspace

MAY 16, 2016 — [LEAVE A COMMENT](#)



Come to the roof of The University of Texas at Austin's **Student Activity Center** for a quiet, contemplative space during the day and a transformative, colorful experience at sunset. James Turrell's *The Color Inside* is available during the SAC's **normal hours**, and you can grab an **online reservation** for the evening sunset light sequence.

SEARCH

Search this website ...

MEMBER TWEETS

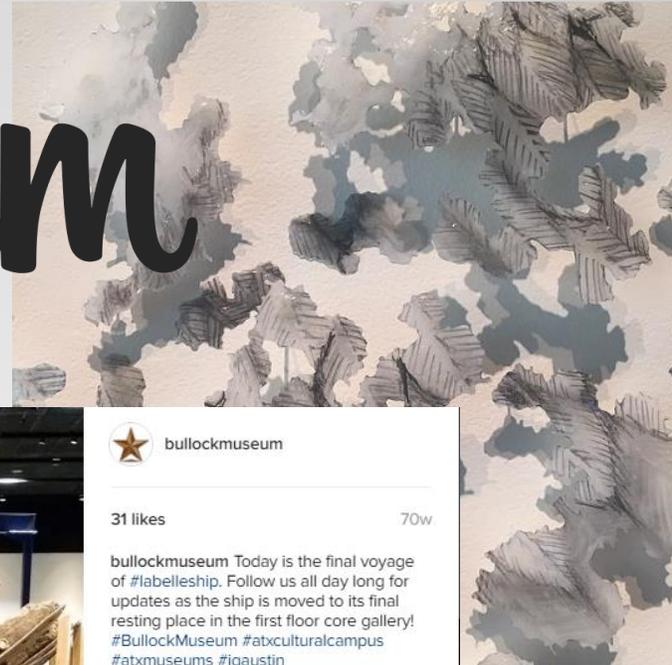
Austin's Cultural Campus

A Twitter list by [@blantonmuseum](#)

The organizations that make up Austin's Cultural



Instagram



blantonmuseum Visual Arts Center Following

173 likes 77w

blantonmuseum We're loving this detail from "Icarus" by @ut_aah senior Kate Wilson. See the whole work in person at @visualartscenter on the @utaustintx campus! #ATXCulturalCampus

Add a comment...



bullockmuseum

31 likes 70w

bullockmuseum Today is the final voyage of #labelleship. Follow us all day long for updates as the ship is moved to its final resting place in the first floor core gallery! #BullockMuseum #atxculturalcampus #atxmuseums #igaustin

alli_rico Wish I was there for this! Can't wait to come back and see her in the main exhibit hall.

bullockmuseum @alli_rico Check out the La Belle page on our website to watch move live on livestream!

Add a comment...



ransomcenter Following

58 likes 63w

ransomcenter Today is the final day to see "Alice's Adventures in Wonderland." Our galleries are open until 5 p.m., so don't miss your chance to see wonders like this page from an edition of "Alice in Wonderland," illustrated by Salvador Dalí. #AliceInAustin #ATXCulturalCampus

Add a comment...

#ATXCulturalCampus

LBJ Library and 1 other Retweeted



Blanton Museum @blantonmuseum · 24 Jun 2015

We're getting our groove on checking out #BeatlesatLBJ!
#ATXCulturalCampus #museumlove



LBJ Library @LBJLibrary



Following

#FollowAMuseumDay! Chk out
#ATXCulturalCampus: @UT_VAC,
@LandmarksUT, @BullockMuseum
@ransomcenter, @blantonmuseum



RETWEETS
2

LIKES
6



Blanton Museum @blantonmuseum



Following

Count us in! @BullockMuseum is screening the
doc "Art & Craft" tonight→ bit.ly/1FJdKI3
#ATXCulturalCampus

POV SERIES: ART AND CRAFT



June 10, 2015 • 7:00 PM

Texas Spirit Theater at The Bullock Museum,
1800 N Congress Ave, Austin, TX 78701 (view
map)

Mark Landis is one of the most prolific art forgers of the modern era—and he isn't in it for the money. In the last 30 years he's copied hundreds of pieces, from 15th-century icons to works by Picasso and even Dr. Seuss, then donated them to museums across the country. When a tenacious registrar discovers the ruse, Landis must confront his legacy and a chorus of duped professionals intent on stopping him. But Landis is a diagnosed schizophrenic, driven since his teens to escape "the life of a mental patient," and ending the con isn't so simple. A cat-and-mouse caper told with humor and compassion, *Art and Craft* uncovers the universal in one man's search for connection and respect.

RETWEETS
2

LIKES
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twitter 





HOLIDAY SHOPPING CRAWL

Kick off your holidays with some super shopping and a bit of culture too!

SATURDAY, DECEMBER 12



20% DISCOUNT AT PARTICIPATING SHOPS
ENTER A DRAWING FOR A PRIZE PACKAGE WITH GIFTS FROM EACH MUSEUM

PARTICIPATING INSTITUTIONS

BLANTON MUSEUM OF ART / BULLOCK TEXAS STATE HISTORY MUSEUM / HARRY RANSOM CENTER
LBJ PRESIDENTIAL LIBRARY / TEXAS MEMORIAL MUSEUM

Hours vary by location. Please visit austinculturalcampus.org for details.



- Offered 20% discount
- Email sign-up drawing
- Shared promotion via email marketing, social media, and printed collateral
- Encouraged visitation throughout the Cultural Campus

24 *hours with the* HERD

GRAHAM & REDD REYNOLDS & VOLKAERT

Bullock Texas State History Museum
Friday Nov. 13, 2015 • 9:30 pm

A performance with live music, image projections
and 4D effects that recreate life on the range
as envisioned by great Texas artists.

For more information and to buy tickets, visit
THESTORYOFTEXAS.COM

HRC

HARRY RANSOM
CENTER

THE UNIVERSITY OF TEXAS AT AUSTIN



**BULLOCK
MUSEUM**

1800 N. CONGRESS AVE.

- Co-presented with HRC
- Promoted current exhibitions at each institution
- Free member-only private curator led-tour
- Shared promotion via email marketing, social media, and printed collateral.
- **SOLD OUT** music events!

UNCOVER YOUR REVOLUTIONARY SPIRIT



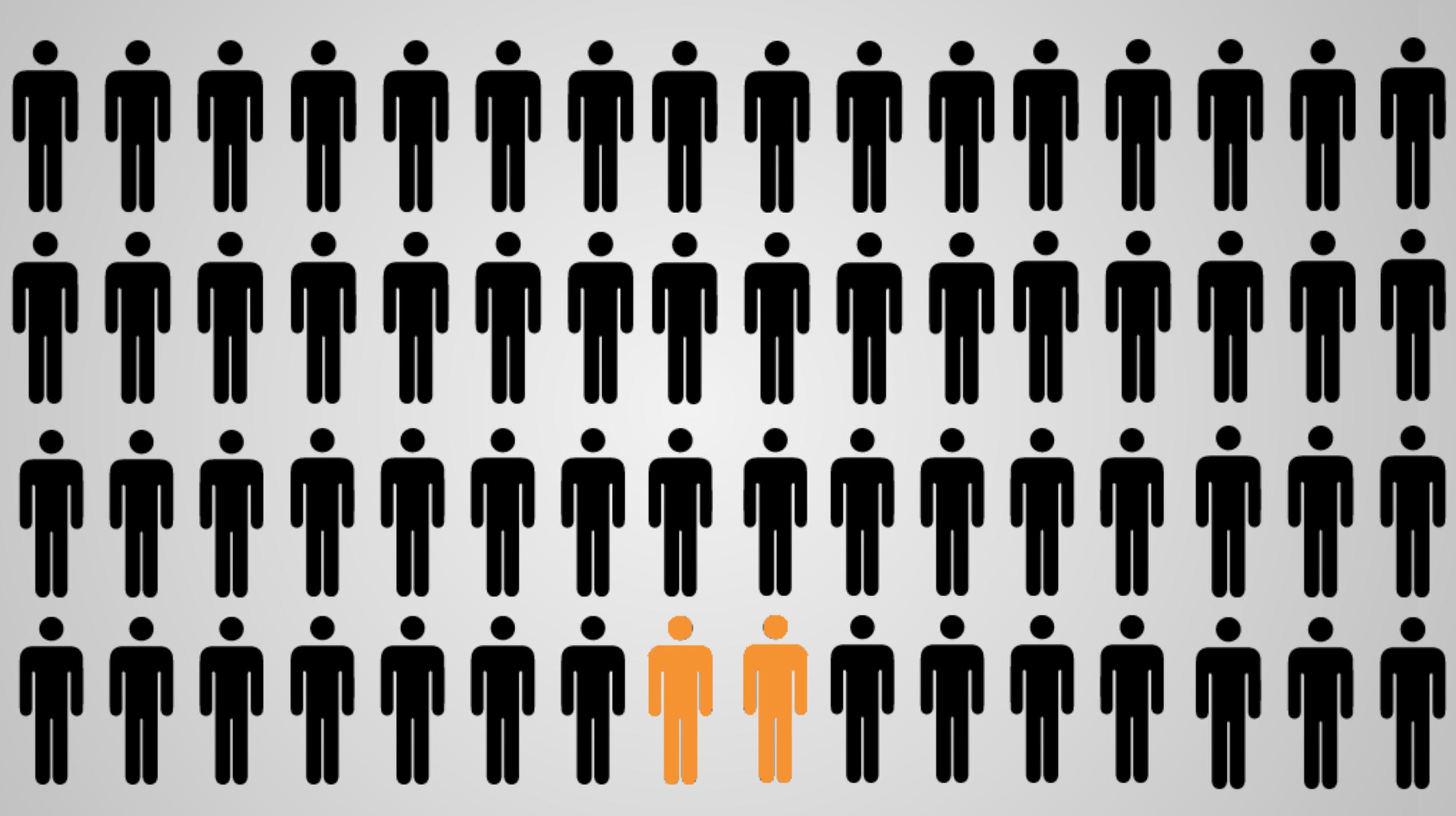
www.revolutionarynj.org





Heritage
Partners

Enlist Today



Benefits



- Marketing support
- Professional development and training
- Networking events
- Mini-grants and grants support
- Access to visitor statistics and survey tools

Think...

- Restaurants
- Schools
- Non-profits
- Cultural institutions
- Retail outlets



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Thanks.