



## **Request for Sponsorship: MAC Conference and Annual General Meeting**

# **MUSEUMS ASSOCIATION OF THE CARIBBEAN**

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## Request for Sponsorship: MAC Conference and Annual General Meeting

In each October/November, the Museums Association of the Caribbean (MAC) hosts a Caribbean-wide conference. The conference is a forum for the exchange of information and ideas amongst museums and cultural institutions in the Caribbean States and other countries where its diasporas are numerous. MAC invites institutions to apply to sponsor the conference.

The benefits of sponsoring the conference include:

- Promoting your products and services to 100-125 museum and cultural professionals.
- Increasing the visibility of your institution at the local, national, Caribbean-wide and international levels (e.g. Canada and the United States).
- Creating, building and sustaining relationships with local visitors, cultural institutions, and other businesses and tourism organizations.
- Raising your profile within an international community of cultural institutions and contributing to the success of this event.

### Association Background

The Museums Association of the Caribbean (MAC) provides opportunities for museums and related organizations and societies with interests in the Caribbean to share experiences and skills. MAC recognizes the importance of museums and heritage sites as centers of conservation and preservation of natural and cultural patrimony and of our common heritage. MAC also acknowledges and seeks to support the vital role which museums play in the conservation, education systems, scientific research and tourism of the Caribbean States and its global diasporas.

MAC members meet annually in the fall, hosted by a different country every year. Attendance at the conference and annual general meeting (AGM) is 100 – 125 delegates, representing museums, universities, and visitor/travel organizations from Aruba, Australia, Bahamas, Barbados, Canada, Cayman Islands, Curaçao, Dominica, Dominican Republic, Grenada, Guadeloupe, Jamaica, Martinique, Mexico, Panama (North, Central and South), Puerto Rico, Scotland, Senegal, South America (North, Central and South), Trinidad and Tobago, the United Kingdom and the United States.

The Museums Association of the Caribbean's objectives include:

- Strengthening museums and cultural institutions so that they may foster and promote an awareness, appreciation and understanding of our heritage through education and related programs.
- Developing common policies for museums and cultural institutions to support exhibitions, conservation, preservation, legislation and regulations for the interpretation and protection of national patrimony.
- Serving as an advisory board to governments, public and private institutions.
- Identifying technical and financial resources at national, regional and international levels; and sharing information on needs and sources of assistance.

The Association serves as an international forum for the exchange of information and ideas by providing a framework for ongoing communication through annual meetings, publications, museum exchanges and programs; and developing links with international and other regional and national museum-related organizations and agencies.

### Conference Details

The MAC conference occurs in October or November over a period of 4 nights/5 days, or 3 nights/4 days. Two days are typically devoted to conference presentations, one day for cultural tours, and one lunch period for the MAC AGM. The conference includes a variety of sessions featuring keynote speeches, presentations, workshops, panels, posters, a silent auction and cultural tours. Cultural tours introduce delegates to the host country's cultural landscape, heritage sites and museums. The AGM is usually held as a luncheon on the last day of presentations.

Approximately 100-125 delegates attend the conference each year, consisting primarily of staff from museums, heritage sites, cultural institutions and university scholars. The primary language of the conference is English, with simultaneous translations depending on the host's location.

### Sponsorship Application Steps

1. Review the MAC Sponsorship Opportunities and Benefits
2. Download and complete the Sponsorship Application Form
3. Submit the form to [secretariat@caribbeanmuseums.com](mailto:secretariat@caribbeanmuseums.com)



# MUSEUMS ASSOCIATION OF THE CARIBBEAN

## Sponsorship Opportunities and Benefits

### Sponsorship Opportunities

#### Events and Services

- Luncheons
- Welcome and Closing Receptions
- Evening Receptions (Local Venues)
- Conference Registrations/Scholarships
- Printing (i.e. Conference Program Book, Promotional Materials)
- Conference Tote Bags (Eco-friendly, Design reflects host location)
- Badge Lanyards
- Awards, Plaques, Recognition Ribbons
- Transportation for attendees
- Lounges (i.e. Relax and Recharge, Wi-Fi)

#### Marketing

- Event and pre-event naming opportunities
- Inclusion in press releases and event programs
- Signage at host venue, hotel and airport
- Recognition by MAC president from the podium
- Recognition on Mac's Website



## Sponsorship Benefits

There are four levels of sponsorship for the Museums Association of the Caribbean's conference and AGM. These include:

- **Gold:** \$25,000-\$20,000\*
- **Silver:** \$15,000-\$10,000
- **Bronze:** \$9,000 - \$4,000
- **Supporter:** \$3,000- \$500

The benefits of each sponsorship level include:

	Gold	Silver	Bronze	Supporter
Recognition on the organization's website.	X (+ Social Media)	X	X	X
Inclusion in Conference Program Book.	X	X	X	X
Signage at the conference site, sponsored event, conference hotel, airport.	X	X	X	X
Tickets to receptions.	X	X	X	
Recognition by event speakers from the podium.	X	X	X	
Inclusion in press releases and promotional materials.	X	X	X	
25" banner at sponsored event.	X			
Promotion of products and/or services.	X			
Event and pre-event naming opportunities, including logo on event materials (tote bags, lanyards, pens).	X			
Tickets to luncheons and related conference events.	X			

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\* Please Note: All prices are in USD.

## Past Conference Host Countries

- 2019 - Martinique
- 2018 - Barbados
- 2017 - Miami, FL
- 2016 - Cayman Islands
- 2015 - St. Lucia
- 2014 - Jamaica
- 2013 - Belize
- 2012 - Trinidad
- 2011 - Antigua
- 2010 - None
- 2009 - Barbados
- 2008 - St. Kitts
- 2007 - Santiago, D.R.
- 2006 - Phillipsburg, St. Maarten
- 2005 - St. Croix, Virgin Islands
- 2004 - St. Lucia
- 2003 - Tortola, British Virgin Islands
- 2002 - Havana
- 2001 - Turks & Caicos
- 2000 - Martinique
- 1999 - Barbados
- 1998 - N/A
- 1997 - Curacao
- 1996 - St. Lucia
- 1995 - Cayman Island
- 1994 - Guadeloupe
- 1993 - Belize
- 1992 - Martinique
- 1991 - Nevis
- 1990 - Jamaica
- 1989 - Dominica



## MAC Executive Board Members 2019-2020



### **Natalie Urquhart, President**

Director and Chief Curator of the National Gallery of the Cayman Islands. Natalie holds a BA in Art History (University of Glasgow), and a MA in Arts Management (University of London) with seventeen years of experience in the cultural sector where she specializes in developing creative strategies, programming and exhibitions for public sector arts organizations and heritage sites. In addition to serving as the President of the Museums Association of the Caribbean, Natalie is a core committee member of the Tilting Axis network, working to further the development of infrastructure, production and markets for the Caribbean's visual arts sector. Urquhart is a member of the Cayman Islands National Cultural Policy Committee where she represents the Visual Arts and Creative Industries sectors.



### **Joanne Hyppolite, Vice President**

Supervisory Museum Curator at the Smithsonian Institution's National Museum of African American History and Culture (NMAAHC). Joanne's interest and professional expertise are African American and Afro-Caribbean diaspora expressive culture and black immigrant American communities. She began her museum career in 2004 as the Folklife Curator at the Historical Museum of Southern Florida, where she researched and presented programs and exhibitions on Miami's multi-ethnic communities. Prior to joining the Smithsonian in 2014, she was the Chief Curator at HistoryMiami Museum from 2008 to 2013. Born in Haiti, Joanne immigrated to the United States with her family at the age of four and grew up amongst the Haitian and African American communities of Boston, MA.



### **Lauren Christie, Treasurer**

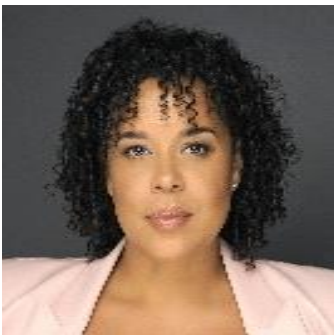
Head of Accounting and Advisory at Berman Fisher, ACA, CFA, CPI. Lauren started her career with KPMG Audit in London and moved to the Cayman Islands in 2008. During her time at KPMG Lauren specialized in Restructuring, including liquidations and administrations. She led the accounting team at Berman Fisher Limited in June 2013 performing liquidations and company valuations. Lauren is a qualified Chartered Accountant (ACA) and Chartered Financial Analyst (CFA). She is a charter holder and holds the Certificate of Proficiency in Insolvency; a member of the Board of Directors of the CFA Society of the Cayman Islands, the Cayman Islands Institute of Professional Accountants (CIIPA), 100 Women in Hedge Funds, International Women's Insolvency & Restructuring Confederation (IWIRC) and the Institute of Chartered Accountants England & Wales (ICAEW).





### **Susan Garcia, Secretary**

Susan is a graduate of the University of the West Indies, St Augustine, Trinidad Campus. She also holds a Postgraduate diploma in French Civilization and Culture from Paris 3-Sorbonne Nouvelle, where she specialized in Cultural and Heritage Tourism. Originally from Trinidad and Tobago, she has been living and working in the Tourism and Training sectors in Martinique for a number of years. She recently completed a certificate program in Protocol and Diplomacy at the Diplomatic Academy of the Caribbean at UWI, St Augustine. Working diligently for the empowerment of women in Athletics, she is a member of the Women Leaders in Athletics of the Americas. Having worked with MAC as an Executive Assistant at its beginnings, she comes back to the Board, bringing some of MAC's History with her.



### **Adrienne Chadwick**

Adrienne is the founder of Culture Conduit Consulting an agency that supports Miami arts organizations including Opa-Locka Community Development Corporation, and Artist In Residence in the Everglades (AIRIE), among others. As former deputy director for education at Pérez Art Museum Miami (PAMM) from 2016-2019, she managed adult, family, and youth programs. Previously she was the education manager at Nova Southeastern University Art Museum Fort Lauderdale from 2012-2016, and director of education and exhibitions at Young at Art Museum from 1995-2012. Chadwick serves on selection panels including National Endowment of the Arts, National Congressional Art Competition, and Miami-Dade County Cultural Affairs.



### **Laurent Ursulet**

Head of Le Domaine de Fonds Saint-Jacques, a Cultural Centre located in Martinique, Laurent holds a Graduate Degree from the University of Paris-Sorbonne in History and Comparative Literature, a Master from the University of Versailles in Culture and Communication Engineering, and started his career as a Researcher at the General Inventory, piloted by the French Ministry of Culture. Specializing in Cultural and Heritage Engineering, he served as Curator of Antiquities and Art Objects in Martinique, and was also responsible for the Acquisition Policy, as well as the Cultural Action of the Museum of Archaeology of the Island. He also serves as the Advisor and Vice-President of the Culture Committee of the Economic, Social, Environmental, Cultural and Educational Council of Martinique.



### **Kevin Farmer**

Deputy Director of the Barbados Museum and Historical Society (BMHS). From 2010 to 2011, Kevin was Assistant Lecturer in Archaeology in the Department of History at the University of the West Indies, St. Augustine, and Trinidad. He is co-editor of the publication, *Plantation to Nation: Caribbean Museums and National Identity*. His research interests include the creation of cultural identity in post-colonial states, the role of museums in national development and the management and curation of archaeological resources.



### **Nyasha Warren**

Education consultant with a special interest in innovative and inclusive educational practices in a variety of learning settings, including museums, the classroom and online learning environments. Nyasha has co-developed educational resources, curricula and/or educational programs for initiatives sponsored by several organizations. In addition to her work as an education consultant, Nyasha is affiliated to the Centro de Investigación Educativa (CIEdu) in Panama where she recently served as co-investigator for a national diagnostic study on inclusive practices in Panama's public schools. She holds a Bachelor's degree in Biology from Oberlin College, a Master's degree in Environmental Health Sciences from New York University and a Master's degree in Education from Harvard University Graduate School of Education.



### **Katarina Jacobson**

Katarina Jacobson studied Pre-columbian Archaeology and obtained a Master's degree at the Université Panthéon-Sorbonne in association with the Faculty of Archeology of Leiden University in 2002. For 5 years she worked in the departemental Edgar Clerc's archaeological Museum in Guadeloupe in charge of cultural activities and later became the collection manager. In 2013 she joined the Nexus1492 European Research project as a PhD candidate in Caribbean archaeology, with a specialization in ceramic technology. In 2018, Katarina returned in Guadeloupe as the collections manager of the departemental Edgar Clerc's Archaeological Museum with the new objectives of implementing the conservation and preservation plan of the collections. She was also co-curator of the international exhibition *Caribbean Ties* locally renamed *Liens caribéens / Lyannaj péyi LaKarayib*. Katarina is the first archaeologist of Guadeloupean origin, specializing in Caribbean archaeology.



### **Laurella Rincon**

Laurella Rinçon is Director General of MACTe in Guadeloupe. She is a Curator for Museums and Heritage who specializes in Eastern Africa, Caribbean and Indian Ocean collections, history and cultures. She previously worked as an expert for museums in UNESCO and collaborated as a research associate on the *Museums and Colonial Legacy* program in Ecole Normale Supérieure, Paris. Since 1998, she has developed curatorial and research programs within several international institutions including the Smithsonian Institution, Iziko Museum, and Musée du quai Branly. She co-curated the *Horizons, Voices from a Global Africa* exhibition (2004) at Världskulturmuseet in Göteborg, coordinated the *Heritage of Slavery* program at the French Ministry of Culture (2011-2012), and participated in the *The Slave at the Louvre* program at the Okwui Enwezor Triennial in Paris (2012).



## Amanda Coulson

A Bahamian and US national, Amanda was educated in London and studied for her Master's Degree at the Institute of Fine Arts at NYU. She started her career in New York, before continuing on to various art galleries in London, Paris and Milan. As a critic, Coulson spent 2 years as the international Editor of a renowned bi-lingual contemporary art magazine *tema celeste* in Milan, before moving to Frankfurt. There she wrote for a variety of international art journals, and provided critical texts for monographic gallery and museum shows, while also curating exhibitions for both institutions and commercial spaces. Coulson is one of the co-founders of the VOLTA contemporary art fairs, held annually in Basel and New York, and served as Executive Director from 2005-2012. She stepped down to return to The Bahamas to take up the leadership role at the NAGB.

## Museums Association of the Caribbean

### Sponsorship Application Form

The Sponsorship Application Form must be received as one PDF/Word file via e-mail to the Museums Association of the Caribbean (MAC), at [secretariat@caribbeanmuseums.com](mailto:secretariat@caribbeanmuseums.com). Payments may be made by check, direct deposit, electronic transfer and PayPal. Instructions will be provided by MAC.

#### Yes! My organization/institution would like to:

- ☐ Be a sponsor of the MAC Conference & AGM

**We would like to sponsor:** \_\_\_\_\_ **Cost:** \_\_\_\_\_

#### Sponsor Information

Organization/Institution: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### Method of Payment

☐ Credit Card ☐ Cheque (Payable to Museums Association of the Caribbean)

☐ Electronic or Wire Transfer ☐ Pay Pal

#### Credit Card

☐ Visa ☐ Mastercard Total Amount: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ CVV: \_\_\_\_\_

Signature: \_\_\_\_\_