



2024 MUSEUMS CORPORATE PARTNERSHIPS SNAPSHOT

THE BRANDS AND CATEGORIES
EXHIBITING THE MOST SUPPORT



BY THE NUMBERS

950+

Unique corporations
hold at least one
active deal

1,760+

Total corporate
partnership deals
held with museums

\$190M+

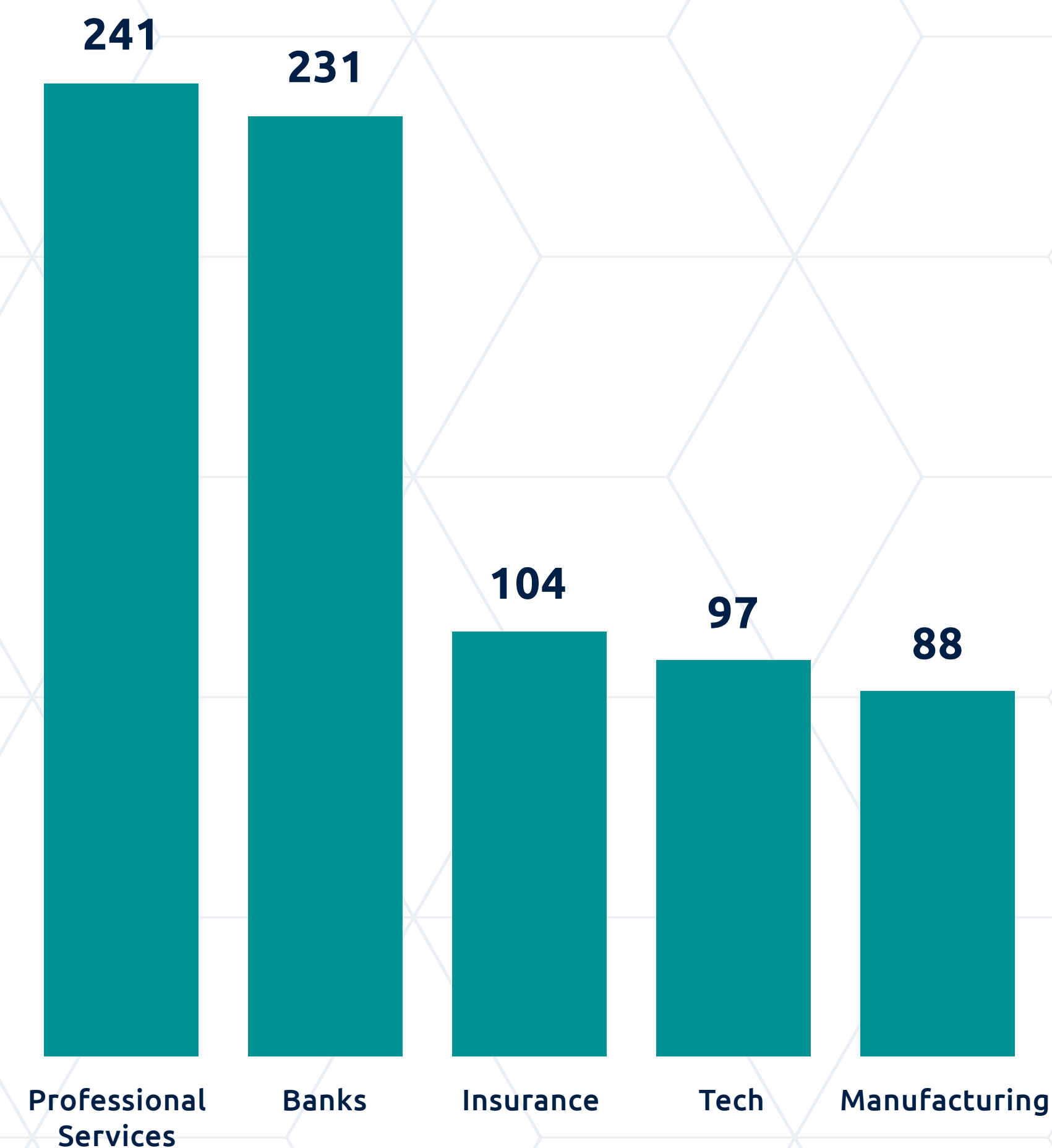
Spent annually on
museum partnership
rights fees

\$105K

Average annual rights
fee for a museum
partnership

THE MOST ACTIVE BRAND CATEGORIES PARTNERING WITH MUSEUMS

Professional services brands and banks dominate as corporate partners of museum properties, consistently ranking in the top two across all analyzed museum types (Art, Science, History, and Children's). **65** unique banks hold at least one active museum partnership deal, while **137** unique professional services firms hold at least one deal.



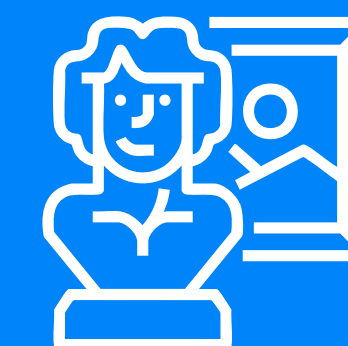
THE MOST ACTIVE BRANDS PARTNERING WITH MUSEUMS

Five of the ten most active companies supporting museums are banks. **87%** of museums have at least one bank partner. The average museum (that has any bank partners) has at least three partners in the category.

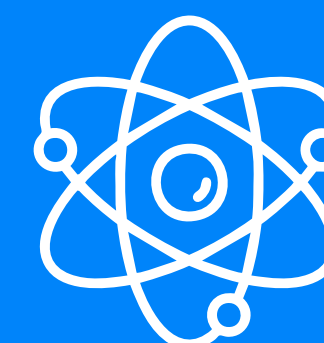


The top two overall museum partners, Bank of America and PNC, consistently rank as leading partners across all types of museums.

Bank of America is a top three most active partner of all museum types. The brand is the top partner of art museums and history museums.



PNC Bank is the most active partner of the remaining two categories - science and children's.



CATEGORIES WITH OPPORTUNITY

Museums have a golden opportunity to expand their partnership roster and boost revenue. Museums typically have around 21 active corporate partners, with nine museums boasting more than 40 partners. In contrast, professional sports teams average over 51 partners.

The following categories have shown increased activity in partnering with museums in recent years, making them excellent targets for future deals:

IEG



Cosmetics &
Toiletries



Lifestyle &
Sports Apparel



Lodging



Food



Colleges &
Universities

SPONSORSHIP INTELLIGENCE **METHODOLOGY**



The data provided on the previous slides was sourced from IEG's Sponsorship Intelligence Database in February of 2025. The spending figures provided represent sponsorship rights fee estimates and do not include any additional activation or media expenses. More than 80 U.S. museums (art, science, children's, and history) were included in IEG's analysis.

IEG's Sponsorship Intelligence Database includes key terms and estimated fees for over 80,000 active deals across all major property and sponsor categories. Fee estimates are based on IEG's direct knowledge of fees, publicly reported information, and comparable deals.