



MUSEUM STORE SUNDAY 26 NOVEMBER 2017

Background: Every year, consumers are encouraged to participate in shopping campaigns for Black Friday, (11/24/17), Shop Small Saturday (11/25/17), Cyber Monday (11/27/17) and Giving Tuesday (11/28/17). Consumers plan their holiday purchases to coordinate with these days, and participating retailers see a resulting patterned spike in sales. The Museum Store Association (MSA) has developed a similar shopping campaign, sandwiched in the middle of these events called **MUSEUM STORE SUNDAY**. MSA's launch of the first Museum Store Sunday (MSS) is scheduled for November 26, 2017 and will span this country and abroad. MSS participation is available to all nonprofit retailers whether MSA members or non- members. MSA members will receive special marketing information, event and publicity assistance.

Vision: **Museum Store Sunday** is a global celebration that puts the spotlight on the mission-related products found at museum stores worldwide. In partnership with the United Kingdom's Association for Cultural Enterprises (ACE) and the Museum Shops Association of Australia and New Zealand (MSAANZ), MSA is launching **Museum Store Sunday** as the annual day to shop conscientiously and support museum stores and their missions worldwide. Holiday shoppers will not only be able to find quality gifts filled with inspiration and educational value but, through their purchases, will support museums and cultural institutions, enabling ongoing and future cultural appreciation and knowledge.

Purpose:

- To engage communities to support their cultural institutions during holiday shopping season
- To encourage culturally minded shoppers to see museum stores as a shopping destination
- To showcase and promote the beautifully curated products and unique experiences that museums stores offer to consumers
- To offer museum membership opportunities to new patrons while supporting their institutions
- To support the vendors, designers, and artisans who sell to the museum store community on a local, national, and international level.
- To encourage mission driven shopping which tangibly extends each museum's educational programs and experience
- To promote the value and importance of museum stores to the general public and the world

Timeline for Launch:

Branding established by September 2017

Sponsorships secured by September 2017

Dedicated MSS website established by September 2017; explaining the campaign and listing all participating MSA members. www.MuseumStoreSunday.org

Marketing, PR & Social Media begins by September 2017

- Branded marketing package to be created and distributed to MSA members
- Marketing collateral will be available for download by each MSA member for use in print, in their store, and online.
- Standardized, branded press release to be created and distributed to each MSA member for customization; includes logo, tagline, color palette and standard verbiage

Local Promotion to be customized by individual museums

- Free admission to exhibits
- Extension of museum/museum store hours
- Local vendor/artisan trunk shows
- New product introductions
- Shopping discounts



- Advisors:**
- American Craft Council
 - AmericasMart Atlanta
 - Association for Cultural Enterprises, UK
 - Andoniadis Retail Services
 - Bonnie Mackay Consulting
 - Book Expo America
 - Columbia River Maritime Museum
 - Crystal Bridges Museum of American Art
 - Cummer Museum of Art & Gardens
 - David Howell & Company
 - Doyle & Associates
 - Emergent Workshop
 - Fine Arts Museums of San Francisco
 - Galison/Mudpuppy
 - High Museum of Art
 - Las Vegas Market
 - Japanese American National Museum
 - Milwaukee Art Museum
 - Museum of Fine Arts, St. Petersburg
 - Museum Shops Association of Australia & New Zealand
 - National Building Museum
 - National Museum of American Jewish History
 - Perez Art Museum Miami
 - Popcorn Custom Products
 - Stewart/Stand
 - The Barnes Foundation
 - The National World War II Museum
 - The New-York Historical Society Museum & Library
 - The Preservation Society of Newport County
 - The Walters Art Museum
 - VIELA Jewelry
 - Virginia Museum of Fine Arts

About MSA: The Museum Store Association is a 501(c)3 international organization with the mission of advancing the non-profit retail industry, its museum stores, and the success of the professionals engaged in it. MSA offers educational information and programs throughout the year culminating in an annual conference and trade show highlighting the best in the industry. By advocating for and encouraging high standards of curated products, knowledge, and professionalism, MSA helps museum stores and their non-profit retail professionals better serve their institutions and the public. For more information visit www.MuseumStoreAssociation.org.

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Founding Sponsors

- AmericasMart Atlanta
- Museum Store Products, Inc.
- NY NOW
- Popcorn Custom Products

Charter Sponsors

- 1000Museums powered by Art Authority
- Andoniadis Retail Services
- Applewood Books, Inc.
- Ari Lowenstein, Emergent Workshop
- Art of Museums
- Boston Exclusives
- Crystal Bridges Museum of American Art
- David Howell and Company
- Dona Scarves
- doyle & associates retail consultants
- Found Image Press
- Gabriel Ofiesh Jewlery
- Galison/Mudpuppy
- Haggin Museum
- Ione Saroyan, MSA VP 2017-18
- Julie Steiner, MSA President 2017-18
- Kamibashi
- Karine Sultan
- Lane Sanson
- MP Barcelona Inc.
- Museum Masterworks Inc.
- Paul Stewart-Stand & Nik Castronova
- Schiffer Publishing
- Susan Tudor, MSA 2nd VP 2017-18
- The Barnes Foundation
- Virginia Museum of Fine Arts



Museum Store Sunday Participants

Participants from three continents, five countries, and 47 states are currently slated to partake in **Museum Store Sunday**. More than 300 museums will be celebrating with special events, promotions, and other unique experience that only their stores can offer.

Current Participants:

Addison Gallery of American Art
Ah-Tah-Thi-Ki Museum of the Seminole Tribe
Air Force Museum Foundation
Albany Pine Bush Preserve Commission
Albuquerque Museum
Allentown Art Museum
Altoona Railroaders Memorial Museum
American Craft Council
AmericasMart Atlanta
Amerind Museum
Amgueddfa Cymru National Museum Wales
Amon Carter Museum of American Art
Andoniadis Retail Services
Annenberg Retreat at Sunnyslans, The
Annenberg Space for Photography
Artis-Naples
Ashmolean Museum, UK
Asian Art Museum
Association for Cultural Enterprises, UK
Auburn Cord Duesenberg Auto Museum
Auckland Museum, NZ
Aullwood Audubon Center & Farm
Barbican Centre, UK
Barnes Foundation, The
Batucada USA
BeadWorks Kenya
Bergstrom-Mahler Museum of Glass
Berkshire Museum, The
Birmingham Museum Store
Birmingham Museums Trust, UK
Birthplace of Country Music Museum, The
Blanton Museum of Art
Boca Raton Museum of Art
Bodleian Libraries, UK
Bonnie Mackay Consulting
Book Expo America
Boston Exclusives
British Museum, UK
Butler Institute of American Art
Cabrillo Marine Aquarium
Calvert Marine Museum
Carnegie Museum of Art
Carnegie Museum of Natural History
Carnegie Science Center
Charles Morse Museum of American Art
Chazen Museum of Art
Children's Museum of Indianapolis, The
Children's Museum of Pittsburgh
Chrysler Museum of Art
Clark Art Institute, The
Clinton Presidential Museum
Clyfford Still Museum
Columbia River Maritime Museum
Columbus Area Visitors Center
Conner Prairie
Contemporary Craft
Coos History Museum
Cosmosphere
Country Music Hall of Fame and Museum
Craft & Folk Art Museum
Crocker Art Museum
Crystal Bridges Museum of American Art
Cummer Museum of Art & Gardens
Currier Museum of Art
Dali Museum, The
Dallas Museum of Art
David Howell & Company
Decorative Arts Center of Ohio, The
deCordova Sculpture Park and Museum
Delaware Art Museum
Denno's Museum Center
Denver Art Museum
Detroit Institute of Arts
Door County Maritime Museum
Doyle & Associates
Durham Museum, The
Eastern National
Eastern State Penitentiary Historic Site
Eastgate House, UK
Eiteljorg Museum of American Indians and Western Art
Encampment Store at Valley Forge, The
Emergent Workshop
Fabric Workshop and Museum, The
Fairhope Graphics
Figge Art Museum
Fine Arts Museums of San Francisco
Florence Griswold Museum
Folger Shakespeare Library
Fred Jones Jr. Museum of Art
Frick Pittsburg, The
Friends of Iolani Palace, The
Funnybone Toys
Galison Mudpuppy
Gallopade International
Garden Museum, UK
Georgia O'Keeffe Museum
Gilcrease Museum
Glasgow School of Art Enterprises Ltd, UK
Grand Rapids Art Museum
Graycliff Conservancy
Great Parks of Hamilton County
Guildhall Museum, UK
Gumbo Limbo Nature Center
Harn Museum of Art
Haggin Museum
Hayward Area Historical Society
Henry Clay Estate (The Henry Clay Memorial Foundation)
Heritage Society, The
High Museum of Art
Hill-Stead Museum
Hillwood Estate, Museum & Gardens
Historic Arkansas Museum
Historic Deerfield Museum
Historic Huguenot Street
Historic General Dodge House
Historic Railpark & Train Museum
History of Diving Museum
Honolulu Museum of Art
House of the Seven Gables Settlement, The
Huntington Library, Art Collections, and Botanical Gardens, The
Huntsville Museum of Art, The
Indiana Historical Society
Imagine Museum of Glass
Imperial War Museum, UK
Italianissimo
James Monroe Museum, The
Japanese American National Museum
Joslyn Art Museum
J. Paul Getty Museum
Kalamazoo Institute of Arts, The
Kamibashi
Kennedy Center, The
Kentucky Derby Museum
Key West Art & Historical Society
Kidspace Children's Museum,
Kilmartin Museum, UK
Kinzoku Custom
Knoxville Museum of Art, The
Kolling Cards
Landis Valley Village and Farm Museum
Las Vegas Market
Lauren Rogers Museum of Art
Library Foundation of LA/The Library Store
Library Friends Shop
Lizzadro Museum of Lapidary Art
Locust Grove
Longway Planetarium
Los Angeles Philharmonic
Lost City Museum
Louisiana Art & Science Museum,



Lowell Observatory
Madison Museum of Contemporary Art
Made 4 Museum
Maine Audubon
Mall Galleries, UK
Manassas Museum System, The
Manchester Art Gallery, UK
Mark Twain House & Museum
Mary Rose Museum
Mattress Factory, The
McNay Art Museum
Meadows Museum
Metropolitan Museum of Art, The
Milwaukee Art Museum
Mingei International Museum
Minnetrista Cultural Center
Mint Museum, The
MiSci - Museum of Innovation and Science
Missouri History Museum
Modern Art Museum of Fort Worth
Monona Terrace
Montshire Museum of Science
Morehead Planetarium & Science Center
Morikami Museum and Japanese Gardens
Munson-Williams-Proctor Arts Institute
Museum of Contemporary Art, Tucson
Museum of East Asian Art, UK
Museum of Fine Arts, Boston
Museum of Fine Arts, St. Petersburg
Museum of Flight
Museum of International Cultures
Museum of Northwest Art
Museum of Russian Icons
Museum Shops Association of Australia & NZ
Museums Wellington
Musical Instrument Museum
Music Gifts Company, The
National Building Museum
National Cowgirl Museum & Hall of Fame
National Czech & Slovak Museum & Library
National Football Museum, UK
National Gallery of Art, Washington DC
National Geographic Museum Store
National Museum of American Jewish History
National Mus of the Mighty Eighth Air Force
National Museum of Wildlife Art
National Portrait Gallery, UK
National World War II Museum, The
National Zoo, The
Natural History Museum, UK
Nevada Board of Museums & History

Nevada Museum of Art
Nevada State Museum, Carson City
Nevada State Museum, Las Vegas
New Britain Museum of Art
New England Ski Museum
New Jersey State Museum
Newark Museum
Newport Historical Society
North Carolina Museum of History
NY Historical Society Museum & Library, The
Oakland Museum of California
Office of Historic Alexandria
Ogden Museum of Southern Art
Oregon Historical Society
Oriental Institute
Original Source, The
Palm Springs Art Museum
Pasadena Museum of History
Patrick Henry Memorial Foundation
Pavilion Books, UK
Pensacola Children's Museum
Pensacola Museum of Art
Peoria Riverfront Museum
Perez Art Museum Miami
Permian Basin Petroleum Museum
Phipps Conservatory and Botanical Gardens
Phoenix Art Museum
Pittock Mansion
Polk Museum of Art
Popcorn Custom Products
Preservation Society of Newport County, The
Putnam, The
Racine Art Museum
Ringling Museum of Art, The
Roald Dahl Museum & Story Centre, UK
Rochester Castle, UK
Rockwell Museum, The
Royal Air Force Museum Enterprises Ltd, UK
Royal Armouries, UK
Saint Louis Art Museum
San Antonio Museum of Art
San Diego Museum of Art
San Francisco Museum of Modern Art
San Noble Oklahoma Mus of Natural History
Santa Barbara Museum of Natural History
Schiffer Publishing
Science Center of Iowa
Science Museum of Virginia
Science Museum, UK
ScienceWorks Museum
Shakespeare Birthplace Trust, UK

Shop at Farthing's Ordinary, The
Sigal Museum
Sioux City Public Museum
Skirball Cultural Center
Sloan Museum
Soane Museum Enterprises, UK
Society for Contemporary Craft
Solomon R. Guggenheim Museum
South Dakota Agricultural Heritage Museum
Southern Mus of Civil War & Locomotive History
Steilacoom Historical Museum Association
Stewart/Stand
Storm King Art Center
Sunnylands Visitors Center and Gardens
Tampa Museum of Art
Teign Heritage Centre, UK
Tempe History Museum
TeNeues Stationery
Texas Historical Commission
Torquay Museum, UK
Tower Hill Botanic Garden
T.T. Wentworth, Jr. Museum
United States Holocaust Memorial Museum
University of Alaska Museum of the North
University of Michigan Mus of Natural History
University of Michigan Museum of Art
University of Pittsburgh Nationality Rooms
Upnor Castle, UK
U.S. Capitol Historical Society
USS Hornet Museum
Utah Museum of Fine Arts
UWF Historic Trust
Vero Beach Museum of Art
Vesterheim Norwegian American Museum
Victoria & Albert Museum, UK
VIELA Jewelry
Virginia Aquarium & Marine Science Center
Virginia Living Museum
Virginia Museum of Fine Arts
Vizcaya Museum and Garden
Waddesdon Manor, UK
Wadsworth Atheneum Museum of Art
Walters Art Museum, The
Warhol, The
Watts Gallery, UK
Wexner Center for the Arts
Wheaton Arts
Wildling Museum of Art and Nature
World of Speed Motorsports
Yale Center for British Art Museum, The
Yankee Air Museum