

GRAM Affinity Partners Program

About the Grand Rapids Art Museum

As a beacon of the arts in an art-loving city, GRAM is more than a world-class museum. We believe art is essential for everyone. It connects and inspires. It gives us a greater understanding of different perspectives and experiences. It helps us reflect on current issues. And it expresses universal themes that help us see each other as one human community. Our exhibitions, events, and educational programming span topics, mediums, and genres to connect with and invite a wide variety of audiences. We are an arts venue, resource, and educational institution for the entire Grand Rapids community, the State of Michigan, and beyond. Welcome to your art museum.

Purpose for this Program

GRAM Affinity Partners Program aims to foster a deeper connection between our museum and the vibrant Grand Rapids community. By partnering with local businesses and organizations around Grand Rapids, we seek to create opportunities for our members to feel more engaged within their city, strengthening the bond between GRAM and the city of Grand Rapids. Ultimately, the program's focus is to ensure that both our members, your patrons, and the community benefit from a mutually enriching relationship. .

Requirements to Participate:

- Give GRAM Members a discount of your choosing, off products or services.
Example: GRAM Members get __% or \$__ off their purchase at _____ store/restaurant.
- Placement of "GRAM Affinity Partner" sticker, provided by GRAM, must be visible at business' storefront.

Benefits:

- Name recognition on GRAM Affinity Partners Program website.
- A link to the business' website and the discount offered will also be listed under the recognition.
- Name recognition on related printed materials.
- 10 Guest passes to the Grand Rapids Art Museum for clients, guests, employees annually.

GRAM Affinity Partners Program Agreement

The business identified below has provided the following discount as an agreement to participate in the GRAM Affinity Partner Program on the date and as specified below.

Affinity Partner Name: _____

Address: _____ City/State/ZIP: _____

Phone: _____ Email: _____

Discount or Service being provided: _____ Start Date: _____

The agreement of the program listed above is ongoing until otherwise notified.

In return of the discount/service provided, GRAM agrees to provide the benefits listed above to the company/organization signing this document.

Partner Signature: _____ GRAM Signature: _____

Date: _____ Date: _____