COCKTAILS AT THE CASTLE SPONSORSHIP OVERVIEW
One of the biggest ‘be there or be square’ events in town

Star Tribune
About the American Swedish Institute

Since its founding in 1929, the American Swedish Institute has become one of the leading museums and cultural centers in the region. ASI’s unique collections highlight more than 100 years of Nordic culture, immigrant history, and remarkable craftwork, offering resources for local and global visitors alike.

ASI presents a rich array of exhibitions based on their permanent collections as well as on works from public and private collections around the world. Educational programs for all ages provide inclusive, transformative experiences for learning, reflection, and collaboration. Additional programs and major events throughout the year, including Cocktails at the Castle, reflect ASI’s commitment to be a gathering place for all people to share unique and memorable experiences around themes of culture, migration, the environment and the arts, informed by enduring links to Sweden.
Cocktails at the Castle

Awarded ‘Best Event Concept’ multiple years by MSP Magazine, Cocktails at the Castle is one of the most innovative and exciting party events in the Twin Cities. Taking over ASI twice a year, Cocktails at the Castle is a night of art, craft, live music, food and drink that provides experiences that resonate with audiences long after they leave the campus.

- Consistently sells out, with 1,300+ attendees
- Held twice a year, in the fall and spring
- 66% of attendees ages 21-49
- Major social media engagement and press coverage
- Live music, unique entertainment, local food and drink
Unique Programming

From fire-dancers to fashion shows, DJs to log rollers, each Cocktails at the Castle features a new and unique lineup of artists, musicians, exhibits and more, making for an event series that keeps attendees coming back time and again.

- 43% of attendees have previously attended Cocktails at the Castle
- Event partners and participants are selected to align with the museum’s ongoing exhibitions and annual themes
- Event attractions are co-concepted and co-created by ASI staff with event partners and sponsors
Cocktails at the Castle Sponsorship

To help present the diverse array of happenings at Cocktails at the Castle, ASI invites the support of the corporate and business community. In return, sponsors find that a partnership with ASI:

- Strengthens corporate branding and public awareness with an influential group of socially active adults
- Provides excellent sampling and consumer engagement, with significant and flexible on-site activation opportunities
- Offers one of the best entertainment options in the region, perfect for providing staff, clients, or VIPs a memorable night out
- Positions your brand side by side with one of Minnesota’s longest-standing, fastest growing and nimble cultural institutions
- Provides a means of community engagement and community development through a partnership with one of the region’s leading non-profit, mission-driven organizations
Sponsor Recognition

The American Swedish Institute provides prominent recognition to Cocktails at the Castle sponsors in materials produced in conjunction with the event. These can include:

- Sponsor recognition signage
- Posten newsletter, sent to 4,500+ subscribers
- Klipp e-newsletter, sent to 20,000+ subscribers
- Online recognition on ASI’s website, asimn.org
- On-site booth and activation space
- 'Step and Repeat’ photo backdrops
- Creative social media activations
- Press releases and media alerts
Exclusive Access

Cocktails at the Castle sponsors can benefit from top-tier hospitality and hosting. From VIP event admissions, behind-the-scenes and back-stage access, to opportunities that extend access benefits throughout the year, these opportunities can be effective means of engaging important customers, clients and employees, and more. Access benefits can include:

- VIP Cocktails at the Castle admissions including complimentary drink tickets and more.
- Free or discounted event admissions for company employees
- Exclusive Meet-the-Artist opportunities for clients, customers, and staff
- After-hours guided tours of ASI exhibitions and the Turnblad Mansion
- Private curator-led tours of ASI’s collections
- ASI Memberships for senior executives and/or sponsorship personnel, who receive ASI publications, select invitations, free museum admission, and more
- Creative VIP experiences tailored to the needs of the sponsor
Media Relations

The American Swedish Institute’s communications team is made fully aware of a sponsor’s public relations needs. In addition to leveraging their own internal marketing efforts, ASI can work with a sponsor’s public relations representatives to develop coordinated press efforts when applicable.

Press Releases
The marketing team distributes a press release to local, national and international press in advance of each Cocktails at the Castle event. Sponsors are recognized in all relevant press releases, and may support additional mailings or communications from ASI by providing a list of parties who should receive the information.