

SILK ROAD VIRTUAL MUSEUM: LAUNCH EVENT SPONSORSHIP PROPOSAL

Event Date: 23 September 2024

Event Time: 2:00 PM CET (online)

Event Description: The Silk Road Virtual Museum is an innovative digital platform that allows visitors to explore the rich history and cultural heritage of the ancient Silk Road trade routes from the comfort of their living room. Featuring over 900 artefacts and 600 e-library resources across 29 different exhibits, this virtual museum covers two key periods: 600-900 CE and 1000-1500 CE. Conceived by retired Economic Historian Professor Richard Griffiths, the museum leverages cutting-edge virtual technology to allow users to explore the interconnectedness of ancient civilizations that spanned from China to the Middle East and beyond.

The official launch event will introduce a brand-new exhibit centred around a recently discovered set of tombs from the early Tang Dynasty, providing an in-depth look at ancient Chinese beliefs, rituals, and art. Renowned guest speakers will also share their expertise on various exhibits, discussing the profound cultural exchanges that took place along the Silk Road.

The event will attract a global audience of historians, educators, cultural enthusiasts, and those passionate about preserving and understanding world heritage.

KEY SPEAKERS

Professor Richard Griffiths – Founder, Silk Road Virtual Museum (Presenting the museum's new collection of Tang Dynasty tombs)

Dr. Jane Kirby – Oxford University, UK (Researcher on Viking silver hoards, with findings featured in the museum)

Professor Sarah Ward – Dalian University, China (Expert in Maritime Archaeology, previewing future underwater exhibits)



SPONSORSHIP OPPORTUNITIES

The launch event offers a unique opportunity for sponsors to align their brand with a groundbreaking cultural initiative that promotes cross-cultural understanding and historical preservation. By sponsoring this event, you can reach a global, diverse audience of thought leaders, academics, and cultural enthusiasts.

SPONSORSHIP BENEFITS

Brand Visibility

Your brand's logo prominently displayed on all event materials, including the event registration page, email communications, and during the virtual event.

Recognition as an event sponsor in the commemorative magazine that will be distributed to attendees after the event.

Event Presence

Opportunity to feature a short video or message during the event, introducing your organisation to the audience.

Mention of your sponsorship by the event host during key moments of the event.

Content Collaboration

Potential for collaborative content opportunities with the Silk Road Virtual Museum team, such as featured articles or interviews on the museum's website, extending your brand's reach beyond the event.

AUDIENCE REACH

The launch event is expected to attract a broad international audience, including:

Academics and Researchers: Historians, archaeologists, and scholars specialising in ancient civilizations, trade routes, and cultural exchanges.

Educators and Students: Teachers and learners interested in ancient history, world heritage, and cross-cultural studies.

Cultural Enthusiasts: Individuals passionate about history, art, and archaeology who seek to deepen their knowledge of the Silk Road.

Tech and Innovation Enthusiasts: Early adopters and professionals interested in the intersection of history, culture, and digital technology.

We are approaching 1900 registrations to date (9/9/'24) and are still actively promoting the event in the press, on social media and through historic communities.

NEXT STEPS

We invite you to partner with us in making this event a memorable experience that will inspire and educate audiences around the world. By supporting the Silk Road Virtual Museum launch, your organisation will be associated with a visionary project that seeks to bridge the past and the future, bringing ancient history to life in a dynamic, accessible way.

For more information about sponsorship packages and to discuss how we can collaborate, please contact:

Louisa Stewart - Project Manager, Silk Road Virtual Museum

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Thank you for considering this exciting opportunity to support a landmark moment in the preservation and sharing of world history.

