

SILK ROAD VIRTUAL MUSEUM SPONSORSHIP PROPOSAL



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 20 different exhibits, this virtual museum covers two key periods: 500-1000 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 SILK ROAD VIRTUAL MUSEUM MISSION

Our mission is to create and maintain a collection of exhibitions and virtual museums that showcases the rich art and culture of the regions along the ancient trade routes between Europe and Asia, known as the Silk Road.

By highlighting the deep historical connections between East, West, and the lands in between, we aim to foster a greater understanding and appreciation of the diverse cultures that shaped the Eurasian continent.

We encourage individuals to explore their heritage at their own pace, inspiring visits to physical museums and libraries, sparking curiosity for further knowledge, and appreciating the cultural exchanges that transcend borders.

AUDIENCE REACH

Since the official launch event on 23 September 2024, we are already seeing increasing interest in the project. Not only did more than 2500 people sign up to the event, we have cultivated a mailing list of over 3500 interested people, we've surpassed 15k page views in the last two weeks with over 8000 new visitors, and Professor Griffiths has been invited to speak on various stages, which will further grow the visibility of the virtual museum and its various exhibits.

The museum attracts 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.

SPONSORSHIP OPPORTUNITIES

The museum 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 the platform, 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 landing pages, in brochures and within the museum's marketing materials.

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 website itself.

NEXT STEPS

We invite you to partner with us in making the virtual museum a memorable experience that will inspire and educate audiences around the world. By supporting the Silk Road Virtual Museum, 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:

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