

Calling all Museum Store Association Vendor Members

MUSEUM STORE SUNDAY “EVENT SPECIAL”

Show your support and actively participate in MSA’s signature advocacy event, *Museum Store Sunday*, which will take place this year on **November 30, 2025**.

BE SPECIAL!

The Museum Store Sunday Committee invites all MSA vendor members to offer a **Museum Store Sunday “Event Special”** to museum stores, particularly MSA institutional members who are independently operated by their parent institution. Similar to offering a “Trade Show Special”, the **Museum Store Sunday “Event Special”** can be any of the following or more:

- Discounts on your products
- Free Freight on your products
- Buy some, get some free
- Any other ideas you can suggest

CREATE AN OPPORTUNITY!

New Product Launch Opportunity

Another “**Event Special**” you can offer is the release and/or launch of a new product to be celebrated on **Museum Store Sunday**. Collaborate with a museum store to generate excitement and increase sales by offering a new product to launch on Museum Store Sunday!

PROMOTE YOURSELF!

Utilize Our Promotion Resources

The Museum Store Sunday Committee and the MSA Marketing Team will communicate your **Museum Store Sunday “Event Special”** to all MSA members well in advance of **November 30** so museum stores have time to order and stock your items for the event.

Here is the working timeline:

- **May 15 through June 15** - send your Event Special information to: info@museumstoresunday.org
- **July 1 to July 15** - MSA will compile the Vendor Event Specials information into a single document.
- **July 15 through November 15**– The Marketing Team communicates your event specials to all Museum Store Sunday participants and MSA institution members.
- Communication channels include:
 - Museum Store Sunday website.
 - MSA News Briefs (monthly) and Museum Store Sunday emails (minimum twice monthly).

Please also take advantage of available Museum Store Sunday sponsorships. Visit museumstoresunday.org/sponsorships for further details.