

Item WS01

# UNMISTAKABLY WEST



SCOTTSDALE'S MUSEUM of the WEST

OPENING WEEK CELEBRATION

# THANK YOU for your partnership

Together, we  
introduced a  
new chapter.



**WS** WESTERN  
SPIRIT  
MUSEUM

SCOTTSDALE'S MUSEUM of the WEST

# CREATING IMPACT

IMPRESSIONS

**10.8 M**

ENGAGED

**121 K**

Visitors

**5,625**

# Campaign Allocation

A coordinated  
strategy to maximize  
reach and impact.

**Total Investment \$232,562**

City Investment \$90,000

Museum Investment \$142,562

# How we **REACHED** the community.

Multi-Channel Campaign

# Campaign Strategy

A phased approach to build awareness before driving attendance.

Awareness & Audience Building	Opening Week Activation
<i>January–February</i>	<i>Five-Week Campaign</i>
Google & Social Ads	Google & Social Ads
Pitch Media	Pitch Media
TV (Awareness)	TV (Awareness + Event)
Website design refresh	Radio
	OOH (Direct Mail, Signage)
	Email
	Partner cross promotions



[VISIT](#) [EXHIBITIONS](#) [PROGRAMS](#) [SUPPORT](#) [EVENTS](#) [ABOUT](#)

[TICKETS](#) [MEMBERSHIP](#) [DONATE](#)



# UNBRIDLED

There is no denying this museum is home to some of the most inspirational art and history and bringing them together in one place has the power to transport us to another.

**Coming face to face with the North American West changes our perspective of an entire culture and leaves us an undeniable impression of an experience that is Unmistakably West.**

OPENING WEEK CELEBRATION



# UNTAMED

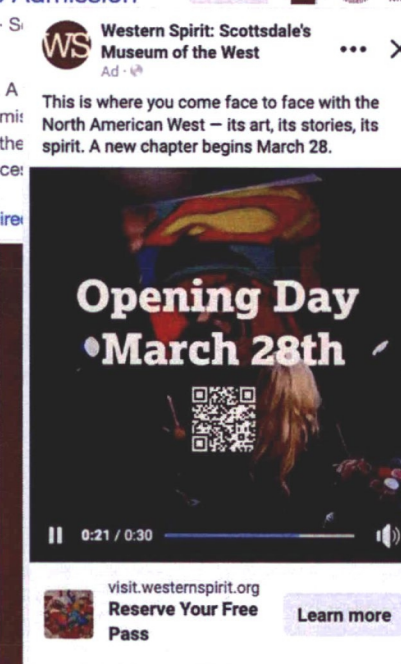
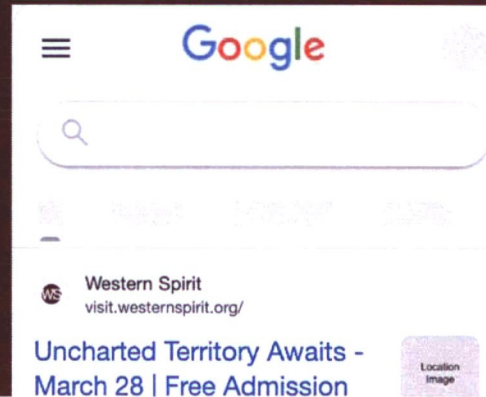
OPENING WEEK CELEBRATION



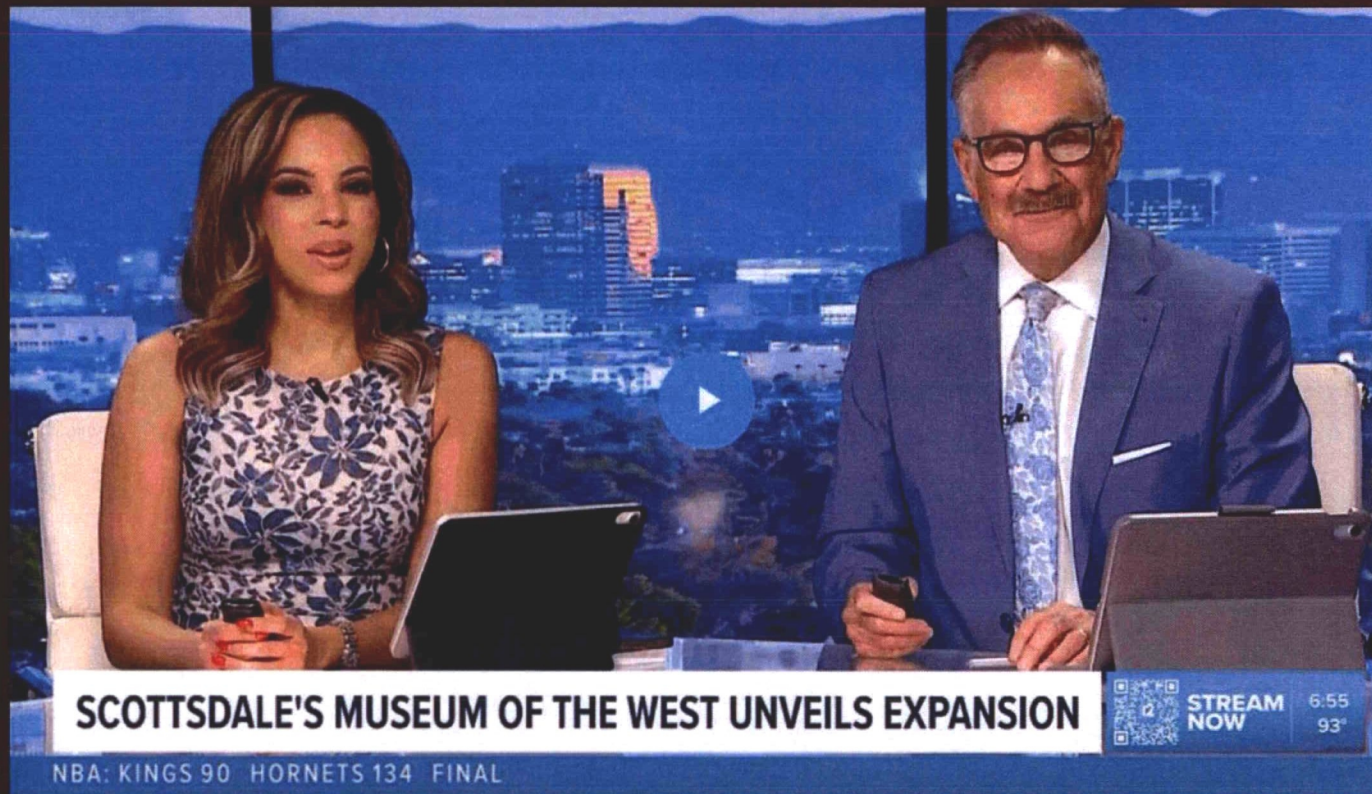
# 5.3M ADS

TV, Radio, Google, Display, YouTube, Social

FOX 10 Arizona Morning



Stories  
**120**  
Audience  
**3.5 M**  
Publicity  
**\$870K**



**IN THE NEWS**

# OOH

Postcard mailers  
Spring Training Programs  
Street Banners



**UNMISTAKABLY WEST**

Discover the West in unforgettable new ways.

Western Spirit Museum unveils the new Louis Sainds IV Center, opening four new exhibitions, including the permanent home of the Eddie Basha Collection. Guests enjoy first access and guided tours.

**Opening Day Celebration:**  
Be there when the museum comes alive.

- Master artisans demonstrating jewelry, pottery and painting
- Live music by Honeygirl, featuring Scotty Johnson of the Gin Blossoms
- Live painting by Katie Von Kral
- Cultural street performers
- Food vendors, wine and whiskey tastings

Scan to reserve your free pass.

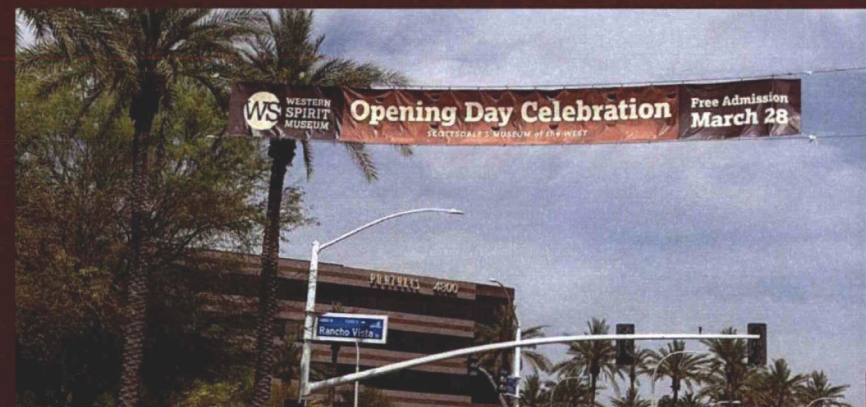
CITY OF SCOTTSDALE

Old Town Scottsdale | Marshall Way & 1st Street

WESTERN SPIRIT MUSEUM

3830 N. Marshall Way  
Scottsdale, AZ 85251  
WesternSpirit.org

Smithsonian



**Uncharted territory awaits.**

On March 28, 2026, the story of the West expands. Explore 12,000 sq. ft. of new space and galleries that deepen the story of the West through new voices and perspectives. Join us for an experience that is unmistakably West.

**UNMISTAKABLY WEST**

WESTERN SPIRIT MUSEUM

3830 N. Marshall Way | Scottsdale AZ | WesternSpirit.org

SCOTTSDALE'S MUSEUM OF THE WEST

Smithsonian



# OUTREACH

Tourism/City Partnerships  
 Scottsdale Ambassadors  
 Hotels

**Experience Scottsdale**  
 Mar 18 · 🌐

at Western Spirit: Museum of the West is celebrating their new exhibits.

**OPEN**

A celebration of art, education, and culture. Old Town Scottsdale's new 12,000-square-foot expansion will bring new voices and perspectives to the West. This is not a festival. It's a cultural experience where coming face to face with the West changes your perspective. Opening Day brings the museum to life—active guests will experience meaningful moments.

**Saturday, March 28:**

- 9:30 AM | Doors open
- 11:00 AM | Official public opening and program
- 11:00 AM to 3:00 PM | Street-side celebration
- 11 AM - 3 PM | Express tours and pop-up talks (hourly)
- All day | Live music and artisan demonstrations inside the museum
- All day | Hands-on creative experiences
- 5 p.m. | Museum closes

**Experiences**

- Express tours of the four new galleries
- Curator pop-up talks and exhibit spotlights
- Artist demonstrations inspired by the exhibits
- Live music and cultural performances throughout the museum
- Hands-on art experiences for all ages

Western Spirit: Scottsdale's... more



**Old Town Scottsdale** · Mar 24 · 🌐

**Opening Day Celebration**  
 Western Spirit Museum unveils the Louis Sands IV Center—a 12,000-sq... See more

Western Spirit: Scottsdale's Museum at the West, 150th Street at 100th, Scottsdale, AZ, USA  
 Saturday, March 28, 2020  
 11:00 AM - 03:00 PM

**Opening Day Celebration**  
 March 28 | Free Admission

oldtownscottsdaleaz.com

**Old Town Scottsdale**

Learn more

115 9 8

**Old Town Scottsdale** · Mar 18 · 🌐

Opening Day Celebration! Western Spirit unveils the Louis Sands IV Center—a 12,000-square-foot expansion with four new galleries that deepen the story of the West through new voices and artists.

enjoy festivities and artist

opening/

**UNMISTAKABLY WEST**

**Opening Day Celebration**  
 You are invited.

**Four New Exhibitions**  
 12,000 Square Feet of Expanded Space

**Saturday March 28**  
 11am - 3pm

**Free Admission**  
 Valid on March 28th or March 29th

Scan to reserve your free pass.

# SOCIAL 60K



# EMAILS 45K

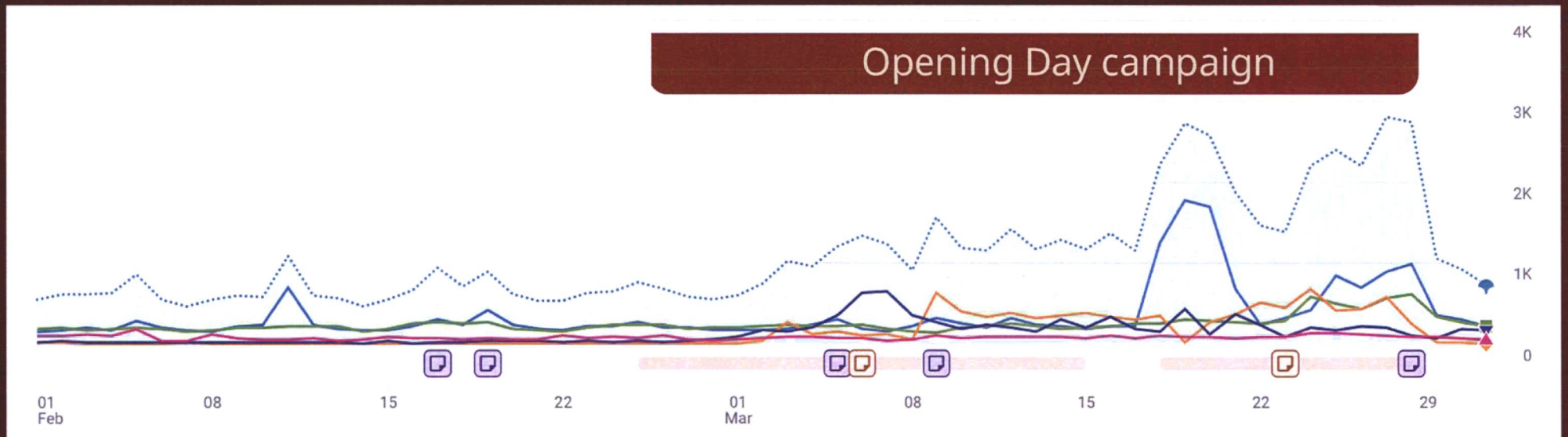


# 121K ENGAGED

Ad Clicks (Google, Display, Search, Social)  
Social- shares, likes, comments, saves

Website visits	+147%
Google searches for "WSM"	+ 60%
Apple Map clicks <i>all time high</i>	+ 23%
Emails opened	+ 5%

**5,311 REGISTERED**  
**5,625 ATTENDANCE** WEEK



**+5,311 Email contacts**  
**1,135 Toured (Docent)**  
**+1,790 Followers**  
**+175 Members**  
**248 Gifts**  
**\$10K+ Donations**

# BUILDING FORWARD

	MAY	JUNE	JULY
TACTICS	Email Marketing (Nurture new contacts) Organic Social (Focus on repeat visit) Google/Search/Social ads (Retarget for repeat visit) Public Relations (+ National)		
CAMPAIGNS			"INSIDE THE EXPANSION" Private Hosted Experiences General Public, Organizations
	Reel West Sundays Arts District Partnership (Movie+Dinner)		
	Summer on the Trail Live Artist Fridays, Scavenger Hunts, Docent Tours		
	Free Admission Mother's Day + Photo	Free Admission Father's Day + Photo	Hosted Member HH
			Annual Report/Mid Year Appeal