

**For Immediate Release
Dec. 2, 2025**

Birmingham Museum of Art to host program launch party

BIRMINGHAM, Ala. — The Birmingham Museum of Art will host the Art Explorers Club launch party on Dec. 6, 2025, from 1 to 3:30 p.m.

The Art Explorers Club is a new subscription-style membership program created by BMA, designed for young kids and teens of ages 7 to 14.

“We’re excited to unveil this new program, giving our youth an opportunity to learn art while having fun and receiving rewards. It will be a great way to increase ongoing youth engagement at the museum,” BMA Director Graham Boettcher said.

At the event, Boettcher will start the welcome address, explaining the vision of the program and what he hopes it will achieve along with future endeavors if the program becomes a success.

Other museum officials will guide parents and children through the program’s benefits such as workshops, behind-the-scenes museum tours, digital and physical badges, certificates and discounts.

Parents will be able to ask any questions concerning subscription, costs and benefits during the Q&A session.

Meanwhile, children will have the chance to participate in mini activities such as a scavenger hunt and art stations.

There will be free food at the event such as pizza, chips, cupcakes and drinks.

BMA was founded in 1951 and is in the heart of Birmingham’s cultural district.

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Media Advisory

For Immediate Release

Dec. 2, 2025

Birmingham Museum of Art to host upcoming launch party

What: The Birmingham Museum of Art will host their upcoming launch party for their new Art Explorers Club, a fun and educational program for kids and teens.

Who: BMA Director Graham Boettcher and other museum officials will explain an overview of the program and its vision to parents, guardians and children.

When: The event will be on Saturday, Dec. 6, from 1-3:30 p.m.

Where: The location of BMA is 2000 Rev. Abraham Woods Jr. Blvd., Birmingham, AL, 35203.

Why: “Parents and guardians will have a chance for their children to become more involved in the arts by participating in workshops and engaging in other art-related activities within the club. There are also great perks and benefits to offer for members, which will boost engagement,” BMA Director Graham Boettcher said.

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Backgrounder

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Birmingham Museum of Art (BMA)

The Birmingham Museum of Art is a regional museum that carries a multitude of over 29,000 paintings, drawings, sculptures and other forms of art. Some of these artworks date from ancient times while the rest are modern.

The collection carries artworks derived from African, Asian, European, Native American and Ancient American cultures.

BMA started in 1951 and was designed and renovated in 1993 by architect Edward Larrabee Barnes. The museum is 180,000 square feet, made up of a three-story structure and an outdoor garden.

BMA is currently managed by the Museum Board of Birmingham. Because of the City of Birmingham and other funders, people can visit the museum free of charge.

The community can engage and be enlightened by art through cultural events, galleries and exhibitions held at BMA.

Graham Boettcher is currently the regional museum's director, having an expertise in American arts. He has served as director since 2017.

He was honored with the 2018 Metro Birmingham NAACP Community Empowerment Award for his contributions to the community.

BMA's workers are dedicated to celebrating the rich, diverse cultures spotlighted in the museum's art collection.

The museum had a revenue of about \$11.7 million and 77 staff members in 2023.

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Fact Sheet

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Birmingham Museum of Art to hold launch party

WHAT

- There will be a party celebrating the launch of the Art Explorer's Club at the Birmingham Museum of Art.
- The event is open to the public, where parents and children are highly encouraged to come.

WHO

- BMA will host the upcoming launch party.
- BMA Director Graham Boettcher and other museum officials will be speaking.

WHERE

- BMA's location is 2000 Rev. Abraham Woods Jr. Blvd., Birmingham, AL, 35203.

WHEN

- The event will take place Saturday, Dec. 6, from 1-3:30 p.m.

###

Strategic Message Planner: Birmingham Museum of Art

Advertising Goal

To persuade parents and guardians to bring their children more to BMA, boosting youth engagement and appreciation for the arts.

Client: Key Facts

1. BMA was founded in 1951, established with the mission to provide educational experiences for the community.
2. It is governed by the Museum Board of Birmingham, a board started in 1950.
3. The regional museum is located within the heart of Birmingham's cultural district.
4. The current BMA director is Graham Boettcher – an art curator who has served as director for eight years now.
5. BMA has a collection of over 29,000 artworks originated from European, Asian, African, Meso-American, Ancient American and Native American cultures.
6. The museum's size is 180,000 square feet, comprised of a 150,000 square foot three-story building and a 30,000 square foot outdoor garden.
7. In 1983, BMA received accreditation from the American Association of Museums.
8. During 1998, the regional museum was given a grant from the Rockefeller Foundation in support of the Native American exhibit called Chokwe: Art and Initiation among the Chokwe Peoples.
9. BMA received the Sondra Milne Henderson Library, celebrating Japanese paintings in 2006.
10. There were 77 BMA staff members in all during 2023.
11. In 2023, the net contribution (deficit) was \$3.2 million along with a total revenue of nearly \$11.7 million.

Key Insight

In 1996, BMA organized the First Emperor exhibition, which attracted 125,000 visitors to the regional museum over a span of two months. It was because of the Summer Olympics in Atlanta, which led to a lot of people traveling to surrounding states such as Alabama.

Services: Key Features

What is the Program?

1. The Art Explorers Club is a program designed for kids and teens between ages 7 and 14.
2. It is also a membership program with affordable pricing options for families to choose from.
3. Options for a single child are \$3/month or \$30/year. For 2 children they are \$4/month or \$40/year. For those with more than 2 children, they can pay \$10 for each additional child they have.
4. Club members will be able to engage in hands-on art workshops and scavenger hunts, seeing and touching materials through participation.

What is the Purpose of the Program?

1. The purpose of the Art Explorers Club is to educate youth on art appreciation and to encourage them to participate in the arts in a fun, engaging way.
2. The program will give children a sense of belonging by getting to know others and making friends, increasing social engagement as well.
3. The program will inspire the next generation of artists and art enthusiasts and encourage them to explore their creativity.
4. It will also draw in more families to visit BMA, increasing youth engagement.

What the Program Consists of?

1. The Art Explorers Club will be made up of kids aged 7 to 14.
2. There will be art workshops and classes taught by art professionals and art college students.
3. Activities such as scavenger hunting will be offered along with behind-the-scenes tours given by museum officials – with some being in-person and others virtual.
4. For every activity and workshop a child participates in, they will receive either a physical or digital badge, pin, or certificate of their choice.
5. There will be a level system where the more badges a child collects, the higher they move up. Certain levels also have specific benefits such as 10-20% discounts at BMA's Museum Shop and Café and free access to events.

Who and What Made and Distributed the Program?

1. The program was created by the Director of Learning and Engagement Rachel White, who earned a Ph.D. in Art History. Before she became a director, she served as an education coordinator and even a gallery manager.
2. Associate Director of Learning and Engagement Angela May along with Manager of School and Community Programs Lydia Walker also helped.
3. May is an art historian who specializes in Southeast Asian art while Walker specializes in arts programming and creating community murals with local organizations and artists.
4. Parents and guardians will have a chance to pay for membership in-person at BMA or through a secure, online portal.

Key Insight

This upcoming program will be affordable for all families, offering different pricing options. It will also give kids the opportunity to explore the art world through hands-on activities.

Marketplace Trends

1. Art programs remain common in the United States - with many implementing virtual tours and gamified learning experiences.
2. Institutions and organizations are focused on creating affordable subscription-style programs to draw in more participants and push for inclusiveness.
3. Art programs are shifting to a more hands-on approach such as conducting workshops and art classes.
4. Some programs are blending digital and physical experiences such as virtual tours, online and in-person workshops, etc.
5. Environmental awareness is even influencing some programs to implement eco-themed art activities and using sustainable, biodegradable art materials.

Key Insight

Art programs are still popular among children, with shifts in combining physical and digital experiences. Pricing is becoming accessible and affordable for parents and guardians, fostering inclusivity among children.

Target Audience: Demographics, Psychographics and Behaviors

The target audience for this launch campaign is U.S. parents and guardians, ages 28-44, who want their children to engage in interactive yet educational activities. They prefer programs that are affordable and will foster learning, creativity and a sense of belonging for their children.

Demographics

1. The age range for this target audience is between 28 to 44 years old. Specifically, these are the millennial parents and guardians.
2. They tend to have a spouse (or unmarried partner) and children.
3. These parents/guardians have a high school diploma, with some also having a higher education like a college degree.
4. Members of this target audience usually have professional jobs and careers.
5. They tend to live in large cities such as Birmingham and Montgomery.
6. Their median household income is between \$60,000 and \$80,000. Others are above \$80k.

Psychographics

1. Parents and guardians in this target audience highly value and love their careers and families.
2. They value their children's well-being and education, searching for fun, educational programs their children can engage in.
3. They tend to be involved in their children's school life, supporting them in sports, music, theatre and other extracurricular activities.
4. Not to mention, these parents and guardians enjoy the arts, visiting art shops, music halls, local and national theaters, museums and other art locations.
5. They are interested in convenience and affordability.
6. Their families, especially their children, are the most important people in their lives and they spend quality time together.

Behaviors

1. Members of this target audience tend to have a deep understanding and appreciation for the arts. They donate to arts organizations and programs as well.
2. They encourage their children to get involved outside of school and make friends.
3. Some of these parents and guardians are involved in PTO and attend those meetings and host events.
4. They shop in-person and online.
5. They are more accepting of diversity, equity and inclusion practices at their workplace, neighborhood and their children's schools.

Key Insight

Parents and guardians of this target audience are passionate about education, the arts, their careers and spending time with their families. They encourage their children to get more involved, looking for programs that will stimulate learning and creativity.

Program Benefits

1. The Art Explorers Club is a great opportunity for parents to motivate their children to engage in learning and appreciate the arts.
2. The program will have interactive activities children can participate in, making it educational and fun for them.
3. It will instill curiosity and creativity in these children, inspiring the next generation of art lovers – whether they become art enthusiasts or even artists themselves.
4. The program will provide parents and guardians with a sense of relief and comfort knowing their children will have a safe space to learn and grow.
5. The pricing options are affordable and convenient for families.
6. There will be awards such as art kits, coloring books, physical and digital badges and certificates, discounts and free access to events.
7. This program will provide a sense of belonging for children, meeting other children with similar interests and making friends along the way.

Direct Competitors and Brand Images

Direct competitors are local arts organizations in Birmingham.

Art Zone

- This art business offers art classes for kids, teens and adults alike.
- They give gift certificates to participants.
- Art Zone also offers art camps for children during the summer.
- The business doesn't have a subscription-style membership program.
- Customers must pay for each class instead of paying a monthly or yearly fee.

Space One Eleven Arts Center

- This arts center has exhibits, galleries and art classes taught by professional artists.
- They provide a youth art program called City Center Art for Grades 2-12.
- They also have another art program called ART fix! – which is fee-based. Meanwhile, Art in the Making is a program geared towards adults 55+.
- Art class fees are based on a sliding scale, which means qualified families can have their children participate in certain classes for free or at a discounted fee.
- But there are a limited number of seats available for each class.

Indirect Competitors and Brand Images

1. Music and Dance Schools
 - These schools offer ballet, piano and choir programs.
 - The target audience views these schools as a good opportunity for their children to gain structured skill development.
2. YMCA or Parks & Rec Programs
 - These programs offer activities, workshops and camps for youth.

- The target audience views these programs as affordable and accessible for their children to join.

Product Brand Image

Current brand image: The Art Explorers Club is a new and lesser-known program.

Desired brand identity: The program promotes arts education and inspires children to become the next generation of artists and art enthusiasts through interactive activities.

Brand image challenge: The target audience might lack interest in trying a new program that is less well known to them.

Strategic Message: The Promise

The program will spread arts education and instill an appreciation and love for the arts in children. It also supports children in their creative endeavors and encourages them to socially engage with other children.

Supporting Evidence: The Proof

1. The Art Explorers Club is convenient and affordable for families.
2. The program was created by BMA officials who value arts education and community engagement.
3. It has physical & digital features, awards and benefits to children after completing activities.

Tone

Family-friendly, informative and encouraging. Our voice is that of a mentor, guiding families to the best affordable options for their children to engage in the arts.

CREATIVE BRIEF

Client: Birmingham Museum of Art

OVERVIEW

Birmingham Museum of Art is planning a digital advertisement to boost program awareness. This brief clearly outlines the vital elements needed to promote transparency and lead to a successful launch campaign.

SUMMARY

OBJECTIVES:

- Boost awareness of BMA's new youth program: Art Explorers Club.
 - Gain the attention of parents and guardians through digital media.
 - Draw in potential program participants.
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TARGET AUDIENCE: Parents and guardians searching for fun and interactive educational programs for their children.

KEY MESSAGES:

- We celebrate arts education and children's creativity.
 - We want parents and guardians to know BMA is a safe place for children to learn, grow, expand their creativity and imagination and make friends.
 - The new program can inspire a new generation of artists and art enthusiasts, engaging children in art and appreciating it.
-

BRAND TONE AND VOICE:

- Tone and voice are trustworthy, friendly, welcoming and motivational.
-

CALL TO ACTION: Join the Art Explorers Club today. Sign your child up, where their art adventure awaits.

MEDIUMS:

- The digital ad will be created through Canva.
 - Advertisements will be shared on digital media such as websites and social media platforms.
-

Join the Art Explorers Club Today! Ages 7-14



Explore art, expand your creativity
and make friends



Start Your Child's Adventure Now!



Birmingham Museum of Art
To spread the love of art