

**Alliance of
Natural History
Museums of Canada**



**Alliance des
musées d'histoire
naturelle du Canada**

Alliance of Natural History Museums of Canada (ANHMC) - Reciprocal Membership Agreement

Among the Members of the ANHMC:

Beaty Biodiversity Museum
Canadian Museum of Nature
Nova Scotia Museum of Natural History
The Manitoba Museum
The New Brunswick Museum
Royal Ontario Museum
Royal Saskatchewan Museum
Yukon Beringia Interpretive Centre

1. Objectives

- Promote the ANHMC to its membership.
- Promote membership visitation among ANHMC institutions.
- Strengthen the ties among members of the ANHMC and improve our ability to serve and educate all Canadians.

2. Background

- This agreement is based on co-operation among participating members of the ANHMC.
- This agreement shall benefit the ANHMC by providing an opportunity for increased visitation to their facilities thus increasing the knowledge of the Canadian public on what these institutions offer and their connection to the ANHMC.

3. Members of the ANHMC will:

a) For members of the AMHMC who have admission prices:

- Offer discounted admission to visiting members in good standing from participating ANHMC institutions as detailed in Appendix A.
- Provide samples of all membership cards for ANHMC identification of member museums.

b) For members of the AMHMC who do not have admission prices:

- Offer museum (being visited) membership discount rates in gift shops to visiting members in good standing from participating ANHMC institutions as detailed in Appendix A.
- Provide samples of all membership cards for ANHMC identification of member museums.

c) All participating ANHMC members will do at minimum the following to promote the reciprocal membership agreement:

- Individual membership programs will promote the ANHMC reciprocal via their regular methods of promoting benefits and train any sales people to discuss the ANHMC reciprocal. No stickers, overprint of cards or the like will be required to identify members of visiting institutions. Members of visiting

institutions must present valid membership identification in order to take advantage of the reciprocal at a participating museum. This will be re-evaluated in 2016 or early 2017.

- Mention of the ANHMC reciprocal agreement in membership newsletters or other external communications to members at least once per year.
- Post information of ANHMC reciprocal membership on each museum web site and the ANHMC web site.

d) All ANHMC members will track use of the offer at each institution and report back to the ANHMC to use in documentation/reporting once per year.

4. Financial Considerations

There is no financial obligation to any museum as a result of entering into this Membership Agreement.

5. Administration

On behalf of the parties, this agreement will be administered by the AMNHC membership or Friends departments. The decision of who manages the agreement on behalf of the participating institution is to be decided by the institution and the names and position title will be forwarded to the AMNHC to maintain on its list of contacts.

6. Terms

- Duration of this Reciprocal Membership Agreement will be based on the Members compliance to their obligations. The Agreement is effective as of May 1, 2016 and will be revisited at the annual meeting of the ANHMC in October 2016.
- Any institution of the ANHMC may forward concerns concerning this agreement to the Board. All concerns will be considered by the Board.
- No amendment or variation of the provision of this agreement shall be made except in writing by an authorized representative of the ANHMC.
- The ANHMC acknowledges that this agreement is not intended to create and does not create any legal relationship among the Parties.
- A list of institutions participating in the Reciprocal Membership Program will be distributed in February 2016.
- Reciprocity extends only to regular admission to permanent galleries only—it does not include special surcharged programs or exhibitions. For those institutions that do not charge admission, reciprocity extends to gift shops. Restrictions will be clearly laid out in the attached grid for distribution.
- Member institutions may discontinue their participation in this program with 6 months written notice to ANHMC.
- Member institutions will be contacted to confirm and/or make changes to their participation for the following calendar year. A new benefits grid will be issued each year to be shared with members of participating institutions.