



69 Caroline Street
Saratoga Springs, NY 12866
518-584-5540
www.cmssny.org

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Dear Community Partner,

The Children's Museum at Saratoga is excited to offer your organization a unique partnership opportunity for our premiere summer event, **Big Truck Day**. On **Saturday, August 3, 2019, from 9 am until 1 pm**, an energetic crowd of over 2,300 visitors from the Saratoga Springs community and its surrounding areas will join in the fun at Maple Avenue Middle School!

We invite you to be our partner for this fantastic community-building event by contributing to one of our sponsorship levels. As one of our sponsors, your support plays an integral role in helping the Museum raise funds necessary to provide high quality early childhood programming and exhibits for young children and their families. With the support of sponsors like you, The Children's Museum at Saratoga can continue to meet the needs of our 45,000 plus visitors each year, and moreover we can grow our programs and services. The event will feature trucks of all sizes that will be staffed by the vehicles' owners and truck drivers. There also will be kid centric activities such as a bounce house, face painting and more! Big Truck Day will be an amazingly unique day out for the entire family.

Enclosed please find a form that allows you to select the sponsorship level that meets your needs. We ask that you acknowledge your donation by **Friday, July 5, 2019** so we may properly attribute your generosity within our promotional and event marketing campaigns. **The deadline to be on the promotional posters is June 7, 2019.**

We also appreciate receiving in-kind donations of products and services. If you have a BIG TRUCK to display, we would love to feature you as an exhibitor!

In the coming weeks we will be contacting you to discuss sponsorship levels. In the meantime, if you have questions about The Children's Museum at Saratoga or Big Truck Day, please feel free to contact me at 518-584-5540 or executivedirector@cmssny.org. We sincerely hope that you will be able to join us with your support of this remarkable family event.

Sincerely,

Sarah Smith Syden
Executive Director

*The Museum's tax id is 14-1739210. The Museum is a 501(c)(3) organization.
Sponsorships, ticket purchases and donations are tax-deductible (to the extent allowed by law).*



2019 Big Truck Day Sponsorship Levels

Amount (Cash or In-Kind)	Sponsor Level	Benefits
\$5,000	The Heavy Hauler (One Available)	<ul style="list-style-type: none"> The Big Truck Major Sponsor will be the prominent sponsor in any and all print and media advertising as the headline event sponsor. Recognition and acknowledgement on the Children's Museum at Saratoga's website with a link to "The Heavy Hauler" Sponsor website for one year. Acknowledgement as Presenting Sponsor on the day of event. Opportunity to have a physical presence at the event with a booth, display, or demonstration. 100 complimentary tickets to the event to distribute to employees, family members or families in need.*
\$2,500	The Bulldozer	<ul style="list-style-type: none"> Top-tier billing plus logo on all event related paid marketing (press releases, advertising, signage, banners, broadcast and social media, etc.) Recognition and acknowledgement on the Children's Museum at Saratoga's website with a link to "The Bulldozer" Sponsor website for one year. Opportunity to have a physical presence at the event with a booth, display, or demonstration. 50 complimentary tickets to the event to distribute to employees, family members or families in need.*
\$1,500	The Fire Truck	<ul style="list-style-type: none"> Second-tier billing plus logo on all event related paid marketing (press releases, advertising, signage, banners, broadcast and social media, etc.) Recognition and acknowledgement on the Children's Museum at Saratoga's website with a link to "The Fire Truck" Sponsor website for one year. Opportunity to have a physical presence at the event with a booth, display, or demonstration. 30 complimentary tickets to the event to distribute to employees, family members or families in need.*
\$1,000	The Cement Mixer	<ul style="list-style-type: none"> Third-tier billing plus logo on all event related paid marketing (press releases, advertising, signage, banners, broadcast and social media, etc.) Recognition and acknowledgement on the Children's Museum at Saratoga's website with a link to "The Cement Mixer" Sponsor website for one year. Opportunity to have a physical presence at the event with a booth, display, or demonstration. 20 complimentary tickets to the event to distribute to employees, family members or families in need.*
\$500	The Crane	<ul style="list-style-type: none"> Recognition and acknowledgement on the Children's Museum at Saratoga's website with a link to "The Crane" Sponsor website for one year. 10 complimentary tickets to the event to distribute to employees, family members or families in need.*

Additional Dedicated Sponsorship Opportunities:

Amount (Cash or In-Kind)	Sponsor Level	Benefits
\$1,000	Hard Hat Sponsor	Your name printed on the front of 750 children's giveaway plastic toy hats, either fire fighter or construction worker: 2 available @ \$1,000 each (deadline July 1, 2018)
TBD	Pass It On!	Buy tickets to distribute to the organization, people, or children of your choice who might not otherwise attend the event, or as rewards or incentives to your employees or clients. \$5 each.*

*CMAS staff can assist in distributing any extra tickets to community organizations that serve at risk youth and families.



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I/we would like to support the **2019 Big Truck Day** event on Saturday, August 3, 2019 by being a sponsor:

\$5000 The Heavy Hauler (one available)

\$2500 The Bulldozer

\$1500 The Fire Truck

\$1000 The Cement Mixer

\$500 The Crane

Other - \$_____

_____ **I would like to be a Big Truck Day exhibitor.**

To be included on the event poster we must receive your sponsorship commitment and logo by **June 5, 2019**. Please send logo to executivedirector@cmssny.org.

Contact Name _____ E-mail _____

Address _____

City, State, Zip _____

Phone _____

Pay by credit card: You can also call 518-584-5540 to pay by credit card.

Name on card _____

Card Type _____ Card number _____ Exp. Date _____

Signature _____

Online: at <http://cmssny.org/contribute/> Please indicate BTM sponsorship in the *payment description field*.

Pay by check: Please make checks payable to **The Children's Museum at Saratoga**. Send payment along with this form to the address below:

The Children's Museum at Saratoga
Attn: Sarah Smith Syden, Executive Director
69 Caroline Street
Saratoga Springs, NY 12866

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