# Children’s Museum at Saratoga
## School Sponsorship Packages 2024

<table>
<thead>
<tr>
<th>Package Description</th>
<th>$1,000</th>
<th>$700</th>
<th>$400</th>
<th>$150</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Play Powered</strong></td>
<td>LOGO PLACEMENT ON MUSEUM MONTHLY EVENT CALENDAR (ONLINE AND PHYSICAL VERSION) FOR 6 MONTHS</td>
<td>LOGO PLACEMENT ON MUSEUM MONTHLY EVENT CALENDAR (ONLINE AND PHYSICAL VERSION) FOR 3 MONTHS</td>
<td>LOGO PLACEMENT ON MUSEUM MONTHLY EVENT CALENDAR (ONLINE AND PHYSICAL VERSION) FOR 2 MONTHS</td>
<td>DEMONSTRATION TABLE AT: CLIMATE DISCOVERY DAY OR WORKING WITH ANIMALS DAY</td>
</tr>
<tr>
<td><strong>Maker Minded</strong></td>
<td>DEMONSTRATION TABLE AT: CLIMATE DISCOVERY DAY, SUMMER CARNIVAL DAY, FARM DAY, WORKING WITH ANIMALS DAY</td>
<td>DEMONSTRATION TABLE AT: SUMMER CARNIVAL DAY, FARM DAY, CLIMATE DISCOVERY DAY</td>
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<tr>
<td><strong>Explorer</strong></td>
<td>6 MONTH SPONSOR OF “STEAM SATURDAYS” - INCLUDES SIGNAGE IN STEAM ROOMS ON SATURDAYS</td>
<td>3 MONTH SPONSOR OF “TUESDAYS FOR TOTS” - (THE MUSEUM’S MOST POPULAR WEEKLY EDUCATION PROGRAM)</td>
<td>SPONSOR OF WEEKLY ART PROGRAMS DURING A MONTH OF YOUR CHOICE</td>
<td>1 PRE AND 1 POST EVENT POST ON SOCIAL MEDIA</td>
</tr>
<tr>
<td><strong>Museum PR/Marketing Materials</strong></td>
<td>6 MONTH SPONSOR OF “STEAM SATURDAYS” - INCLUDES SIGNAGE IN STEAM ROOMS ON SATURDAYS</td>
<td>DEMONSTRATION TABLE AT: SUMMER CARNIVAL DAY, FARM DAY, CLIMATE DISCOVERY DAY</td>
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<td><strong>Museum Educational Events</strong></td>
<td>DEMONSTRATION TABLE AT: CLIMATE DISCOVERY DAY, SUMMER CARNIVAL DAY, FARM DAY, WORKING WITH ANIMALS DAY</td>
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<td><strong>Museum Weekly Programs</strong></td>
<td>DEMONSTRATION TABLE AT: CLIMATE DISCOVERY DAY, SUMMER CARNIVAL DAY, FARM DAY, WORKING WITH ANIMALS DAY</td>
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<td><strong>Social Media Posts</strong></td>
<td>LOGO FEATURED ON WEEKLY PROGRAM SIGNAGE FOR 6 MONTHS</td>
<td>1 PRE AND 1 POST EVENT POST ON SOCIAL MEDIA</td>
<td>LISTING ON MUSEUM SPONSOR WEBPAGE</td>
<td>LISTING ON WEBSITE AS A MUSEUM SPONSOR</td>
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<tr>
<td><strong>Community Engagement</strong></td>
<td>LOGO/LISTING ON MUSEUM SPONSOR WEBPAGE</td>
<td>LISTING ON MUSEUM SPONSOR WEBPAGE</td>
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# Children’s Museum at Saratoga

## Sponsorship

## ROI, Impact, Demographics

### Museum Audience

- **Who does the Museum Serve?**
  - In 2023, the Museum served 72,000+ individuals.
  - The Museum has 1,000 membership families.

### Museum Special Events

- **Visitors:**
  - 70% of Museum visitors are from Saratoga County.
  - 25% from the Capital region.
  - 5% are tourists.
  - Saratoga is the fastest growing county in the Capital region.
  - Saratoga is the wealthiest county in the region.

- **Big Truck Day**
  - 6,000 attendees.
  - Spring of each year.
  - In the SPAC parking lot.

- **Noon Years Eve & Halloween**
  - 500 attendees.
  - Sold out each year.

- **Other Events:**
  - Farm Day.
  - Working with animals Day.
  - Climate Kids Discovery Day.

### Museum Market Reach & Social Media Presence

- **Museum Website Traffic:**
  - 162,000+ views/year.

- **Museum Calendar & Newsletter:**
  - Distributed to 5,000+ subscribers.
  - 2x/month.

- **Museum Calendar & Newsletter Distributed to 50,000+ in-house visitors/year.**

- **10 Weekly Museum Social Media Posts**

- **50,000+ impressions per month.**

- **132,000+ targeted digital media impressions/museum special event.**

- **Over 10,000 attendees/year at museum special events, workshops & programs.**

- **Over 5,000 on-line calendar views/month.**

- **Lobby donor screen seen by over 50,000 visitors/year.**

- **Over 144,000 views/yr on FB, Instagram, TikTok.**

- **162,000+ views/year.**

- **Museum Website Traffic = 162,000+ views/year.**

- **10 Weekly Programs posted to community calendars region wide.**

### Optional Community Engagement Initiatives

- **For you to consider:**
  - A volunteer team from your school can do a meaningful project at the museum & we’ll highlight it on social media.
  - Sponsorship of equity, access and inclusion programs.
  - Sponsorship of a workshop with your school as an expert, panelist or participant.
  - Available sponsorship of children’s workshop program that align with your organization.
  - Plan an exclusive day at the museum for your employees, student families, or as a promotion.
  - Create custom admission tickets for distribution to your employees or customers.