






# CHILDREN'S MUSEUM AT SARATOGA

## SCHOOL SPONSORSHIP PACKAGES 2024



	PLAY POWERED \$1,000	MAKER MINDED \$700	EXPLORER \$400	Table Sponsor \$150
 <p><b>MUSEUM PR/MARKETING MATERIALS</b></p>	LOGO PLACEMENT ON MUSEUM MONTHLY EVENT CALENDAR (ONLINE AND PHYSICAL VERSION) FOR 6 MONTHS	LOGO PLACEMENT ON MUSEUM MONTHLY EVENT CALENDAR (ONLINE AND PHYSICAL VERSION) FOR 3 MONTHS	LOGO PLACEMENT ON MUSEUM MONTHLY EVENT CALENDAR (ONLINE AND PHYSICAL VERSION) FOR 2 MONTHS	
 <p><b>MUSEUM EDUCATIONAL EVENTS</b></p>	DEMONSTRATION TABLE AT: <ul style="list-style-type: none"> <li>• CLIMATE DISCOVERY DAY</li> <li>• SUMMER CARNIVAL DAY</li> <li>• FARM DAY</li> <li>• WORKING WITH ANIMALS DAY</li> </ul>	DEMONSTRATION TABLE AT: <ul style="list-style-type: none"> <li>• SUMMER CARNIVAL DAY</li> <li>• FARM DAY</li> <li>• CLIMATE DISCOVERY DAY</li> </ul>	DEMONSTRATION TABLE AT: <ul style="list-style-type: none"> <li>• CLIMATE DISCOVERY DAY</li> <li>• WORKING WITH ANIMALS DAY</li> </ul>	DEMONSTRATION TABLE AT: <ul style="list-style-type: none"> <li>• CLIMATE DISCOVERY DAY <b>OR</b></li> <li>• WORKING WITH ANIMALS DAY</li> </ul>
 <p><b>MUSEUM WEEKLY PROGRAMS</b></p>	6 MONTH SPONSOR OF "STEAM SATURDAYS" - INCLUDES SIGNAGE IN STEAM ROOMS ON SATURDAYS	3 MONTH SPONSOR OF "TUESDAYS FOR TOTS" - (THE MUSEUM'S MOST POPULAR WEEKLY EDUCATION PROGRAM)	SPONSOR OF WEEKLY ART PROGRAMS DURING A MONTH OF YOUR CHOICE	
 <p><b>SOCIAL MEDIA POSTS</b></p>	<ul style="list-style-type: none"> <li>• LOGO FEATURED ON WEEKLY PROGRAM SIGNAGE FOR 6 MONTHS</li> <li>• YOU ARE TAGGED ON EVERY STEAM SATURDAY FOR THOSE 6 MONTHS &amp; PRE AND POST DEMO TABLE EVENTS</li> </ul>	<ul style="list-style-type: none"> <li>• LOGO FEATURED ON WEEKLY PROGRAM SIGNAGE FOR 3 MONTHS</li> <li>• YOU ARE TAGGED EVERY TUESDAY FOR THOSE 3 MONTHS &amp; PRE AND POST DEMO TABLE EVENTS</li> </ul>	<ul style="list-style-type: none"> <li>• LOGO FEATURED ON WEEKLY PROGRAM SIGNAGE FOR 1 MONTH</li> <li>• TAGGED PRE AND POST EVENT FOR DEMO TABLE DAYS</li> </ul>	<ul style="list-style-type: none"> <li>• 1 PRE AND 1 POST EVENT POST ON SOCIAL MEDIA</li> </ul>
 <p><b>COMMUNITY ENGAGEMENT</b></p>	<ul style="list-style-type: none"> <li>• LOGO/LISTING ON MUSEUM SPONSOR WEBPAGE</li> <li>• LISTED ON SCREEN IN MUSEUM LOBBY</li> </ul>	<ul style="list-style-type: none"> <li>• LISTING ON MUSEUM SPONSOR WEBPAGE</li> <li>• LISTED ON SCREEN IN MUSEUM LOBBY</li> </ul>	LISTING ON WEBSITE AS A MUSEUM SPONSOR	

# 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

#### 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

- THE MUSEUM IS DESIGNED FOR CHILDREN AGE 0-10 AND THEIR CARETAKERS
- TYPICAL VISITOR GROUP IS A CARETAKER WITH 2-3 CHILDREN

- THE MUSEUM SERVES 11 CAPITAL REGION COUNTIES
- SATURDAY MUSEUM ATTENDANCE IS ALMOST ALWAYS AT CAPACITY

#### MUSEUM SPECIAL EVENTS

- 132,000+ TARGETED DIGITAL MEDIA IMPRESSIONS /MUSEUM SPECIAL EVENT

- OVER 10,000 ATTENDEES/YEAR AT MUSEUM SPECIAL EVENTS, WORKSHOPS & PROGRAMS

#### 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

- OVER 144,000 VIEWS/YR ON FB, INSTAGRAM, TIKTOK
- MUSEUM WEBSITE TRAFFIC = 162,000+ VIEWS /YEAR

- OVER 5,000 ON-LINE CALENDAR VIEWS/MONTH
- LOBBY DONOR SCREEN SEEN BY OVER 50,000 VISITORS/YEAR

- MUSEUM CALENDAR & NEWSLETTER DISTRIBUTED TO 5,000+ SUBSCRIBERS 2X/MONTH

- CALENDAR IS DISTRIBUTED TO 50,000+ IN-HOUSE VISITORS/YEAR
- 10 WEEKLY MUSEUM SOCIAL MEDIA POSTS

- TV/MEDIA COVERAGE OF LARGE EVENTS
- 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