







# FULL YEAR SPONSORSHIP PACKAGES 2025

	CHAMPION OF PLAY \$7,500	MUSEUM HERO \$5,000	CURIOSITY CURATOR \$2,500	CREATIVITY ENTHUSIAST \$1,000	COMMUNITY CARETAKER \$500
 <b>MUSEUM MARKETING MATERIALS</b> MUSEUM NEWSLETTERS & MONTHLY CALENDARS	<ul style="list-style-type: none"> <li>PREMIERE LISTING AS SPONSOR OF MUSEUM SPECIAL EVENTS</li> <li>YOUR LOGO ON ALL MUSEUM MONTHLY CALENDARS AND NEWSLETTERS</li> </ul>	<ul style="list-style-type: none"> <li>PROMINENT LISTING AS SPONSOR OF MUSEUM SPECIAL EVENTS</li> <li>YOUR LOGO ON 9 MUSEUM MONTHLY CALENDARS AND IN 9 NEWSLETTERS</li> </ul>	<ul style="list-style-type: none"> <li>LISTED AS A SPONSOR OF MUSEUM SPECIAL EVENTS</li> <li>YOUR LOGO ON 6 MUSEUM MONTHLY CALENDARS AND IN 6 NEWSLETTERS</li> </ul>	<ul style="list-style-type: none"> <li>NOON YEARS EVE AND HALLOWEEN SPONSOR</li> <li>YOUR LOGO ON 3 MUSEUM MONTHLY CALENDARS AND IN 3 NEWSLETTERS</li> </ul>	<ul style="list-style-type: none"> <li>LISTED AS A SPONSOR OF NOON YEARS EVE AND HALLOWEEN</li> <li>YOUR LOGO ON 1 MUSEUM MONTHLY CALENDAR AND IN 1 NEWSLETTER</li> </ul>
 <b>MUSEUM SPECIAL EVENTS</b>	<ul style="list-style-type: none"> <li>PREMIERE SPACE AT BIG TRUCK DAY FOR VEHICLES</li> <li>DEMO TABLE/SPACE AT NOON YEARS EVE AND HALLOWEEN</li> <li>EXCLUSIVE CORPORATE SIGN AT MUSEUM SPECIAL EVENTS</li> </ul>	<ul style="list-style-type: none"> <li>PROMINENT SPACE FOR 2 VEHICLES AT BIG TRUCK DAY</li> <li>DEMO TABLE/SPACE AT ALL EVENTS, INCLUDING: NOON YEARS EVE AND HALLOWEEN</li> </ul>	<ul style="list-style-type: none"> <li>DEMO TABLE/SPACE AT: ALL EVENTS, INCLUDING: BIG TRUCK DAY, HALLOWEEN AND NOON YEAR'S EVE</li> </ul>	<ul style="list-style-type: none"> <li>DEMONSTRATION TABLE AT BIG TRUCK DAY, HALLOWEEN AND NOON YEAR'S EVE</li> </ul>	<ul style="list-style-type: none"> <li>DEMONSTRATION TABLE AT HALLOWEEN AND NOON YEAR'S EVE</li> </ul>
 <b>EDUCATION PROGRAMS</b>	<ul style="list-style-type: none"> <li>YEAR-LONG SPONSORSHIP OF A WEEKLY EDUCATION PROGRAM WITH SIGN ACKNOWLEDGEMENT</li> </ul>	<ul style="list-style-type: none"> <li>9 MONTH SPONSORSHIP OF A WEEKLY EDUCATION PROGRAM WITH SIGN ACKNOWLEDGEMENT</li> </ul>	<ul style="list-style-type: none"> <li>6 MONTH SPONSORSHIP OF A WEEKLY EDUCATION PROGRAM WITH SIGN AND PROMOTION</li> </ul>	<ul style="list-style-type: none"> <li>3 MONTH SPONSORSHIP OF A WEEKLY EDUCATION PROGRAM WITH SIGN AND PROMOTION</li> </ul>	<ul style="list-style-type: none"> <li>1 MONTH SPONSORSHIP OF A WEEKLY EDUCATION PROGRAM WITH SIGN AND PROMOTION</li> </ul>
 <b>SOCIAL MEDIA &amp; WEBSITE</b>	<ul style="list-style-type: none"> <li>TAGGED 12X/YEAR</li> <li>PREMIER LOGO LISTING ON MUSEUM 2025 SPONSOR WEBPAGE</li> </ul>	<ul style="list-style-type: none"> <li>TAGGED 9X/YEAR</li> <li>PROMINENT LOGO LISTING ON MUSEUM 2025 SPONSOR WEBPAGE</li> </ul>	<ul style="list-style-type: none"> <li>TAGGED 6X/YEAR</li> <li>LOGO ON MUSEUM 2025 SPONSOR WEBPAGE</li> </ul>	<ul style="list-style-type: none"> <li>TAGGED 3X/YEAR</li> <li>LOGO ON MUSEUM 2025 SPONSOR WEBPAGE</li> </ul>	<ul style="list-style-type: none"> <li>TAGGED 1X/YEAR</li> <li>LOGO ON MUSEUM 2025 SPONSOR WEBPAGE</li> </ul>

## OPTIONAL SPONSOR OPPORTUNITIES

- BRANDED CUSTOM ADMISSION TICKETS FOR DISTRIBUTION TO YOUR EMPLOYEES OR CUSTOMERS - **\$15/TICKET**
- AN EXCLUSIVE DAY AT THE MUSEUM FOR YOUR EMPLOYEES AND/OR CUSTOMERS - **\$2,500 PER 100 GUESTS**

- SPONSOR AN ARTICLE ON OUR BLOG - **\$150 PER ARTICLE** (LIMIT 3 PER YEAR)
- SPONSORSHIP OF EQUITY, ACCESS AND INCLUSION PROGRAMS:
  - VETERAN'S/MILITARY NOVEMBER - **\$250**
  - EBT ADMISSIONS - **\$500**
  - TITLE I SCHOOL FIELDTRIPS - **\$1,000**

- YOUR CORPORATE VOLUNTEER TEAM CAN DO A MEANINGFUL PROJECT AT THE MUSEUM & WE'LL HIGHLIGHT IT ON SOCIAL MEDIA - **FREE TO ANY MUSEUM CORPORATE SPONSOR!**
- WEEKLY EDUCATION PROGRAM SPONSOR - FOR 1 MONTH, INCLUDES SIGN AT PROGRAM - **\$250**
- TABLE SPONSOR - TABLE AT ANY EVENT OR ON A SATURDAY AT THE MUSEUM - **\$150**

**WE WOULD BE HAPPY TO CREATE A CUSTOM SPONSORSHIP PACKAGE (starting at \$500 or more)**

# CORPORATE SPONSORSHIP



## ROI, IMPACT, DEMOGRAPHICS

MUSEUM AUDIENCE	MUSEUM SPECIAL EVENTS	MUSEUM MARKET REACH & SOCIAL MEDIA PRESENCE	MUSEUM EDUCATION
<ul style="list-style-type: none"> <li>• IN 2024, THE MUSEUM SERVED 70,000+ INDIVIDUALS</li> <li>• THE MUSEUM HAS OVER 4,000 MEMBERS</li> </ul> <p><b>VISITORS:</b></p> <ul style="list-style-type: none"> <li>• 70% OF MUSEUM VISITORS ARE FROM SARATOGA COUNTY</li> <li>• 25% FROM THE CAPITAL REGION</li> <li>• 5% ARE TOURISTS</li> <li>• SARATOGA IS THE FASTEST GROWING COUNTY IN THE CAPITAL REGION</li> <li>• SARATOGA IS THE WEALTHIEST COUNTY IN THE REGION</li> <li>• THE MUSEUM IS DESIGNED FOR CHILDREN AGED 0-10 AND THEIR CAREGIVERS</li> <li>• TYPICAL VISITOR GROUP IS A CAREGIVER WITH 2-3 CHILDREN</li> <li>• THE MUSEUM SERVES 11 CAPITAL REGION COUNTIES</li> <li>• SATURDAY IS THE MUSEUM'S BUSIEST DAY WITH NEAR CAPACITY CROWDS</li> </ul>	<ul style="list-style-type: none"> <li>• 132,000+ TARGETED DIGITAL MEDIA IMPRESSIONS / MUSEUM SPECIAL EVENT</li> <li>• OVER 10,000 ATTENDEES/YEAR AT MUSEUM SPECIAL EVENTS, WORKSHOPS &amp; PROGRAMS</li> </ul> <p><b>BIG TRUCK DAY</b></p> <ul style="list-style-type: none"> <li>• 6,000 ATTENDEES</li> <li>• SPRING OF EACH YEAR</li> <li>• IN THE SPAC PARKING LOT</li> </ul> <p><b>NOON YEARS EVE</b></p> <ul style="list-style-type: none"> <li>• 500 ATTENDEES</li> <li>• SOLD OUT EACH YEAR</li> </ul> <p><b>OTHER EVENTS:</b></p> <ul style="list-style-type: none"> <li>• HALLOWEEN PARTY</li> <li>• WORKING WITH ANIMALS DAY</li> <li>• CLIMATE KIDS DISCOVERY DAY</li> <li>• STUFFED ANIMAL SLEEPOVER</li> <li>• STORYTELLING EVENT - "TIMELESS TALES"</li> </ul>	<ul style="list-style-type: none"> <li>• OVER 144,000 VIEWS/YR ON FB &amp; INSTAGRAM</li> <li>• MUSEUM WEBSITE TRAFFIC = 162,000+ VIEWS / YEAR</li> <li>• OVER 5,000 ON-LINE CALENDAR VIEWS/MONTH</li> <li>• MONTHLY MUSEUM BLOG POSTS WITH INSIGHTFUL RESOURCES</li> <li>• CALENDAR &amp; NEWSLETTER DISTRIBUTED TO 6,000+ SUBSCRIBERS 2X/MONTH</li> <li>• CALENDAR IS DISTRIBUTED TO 50,000+ IN-HOUSE VISITORS/YEAR</li> <li>• 10 WEEKLY MUSEUM SOCIAL MEDIA POSTS</li> <li>• YOUR LOGO ON THE MUSEUM WEBSITE IS DIRECTLY LINKED TO YOUR WEBSITE</li> </ul>	<ul style="list-style-type: none"> <li>• IN 2024, THE MUSEUM SERVED 5,000+ STUDENTS ON SCHOOL TRIPS AND OVER 25,000 WITH WEEKLY EDUCATION PROGRAMS</li> <li>• MUSEUM WEEKLY EDUCATION PROGRAMS ARE DESIGNED FOR GRADES PRE-K TO 6</li> <li>• WEEKLY MUSEUM EDUCATION PROGRAMS INCLUDE: STORYTIME, ART, STEM, HISTORY, READING AND LITERACY</li> <li>• THE MUSEUM SERVES TITLE I SCHOOLS WITH FREE OR REDUCED COST PROGRAMS MADE POSSIBLE BY OUR SPONSORS</li> <li>• THE MUSEUM DELIVERS OUTREACH EDUCATION AT SCHOOLS IN ALL 11 CAPITAL REGION COUNTIES</li> </ul>