



# FULL YEAR SPONSORSHIP PACKAGES 2026

Benefit:	CHAMPION OF PLAY \$7,500	MUSEUM HERO \$5,000	CURIOSITY CURATOR \$2,500	CREATIVITY ENTHUSIAST \$1,000	COMMUNITY CARETAKER \$500
LOGO ON MONTHLY CALENDARS & NEWSLETTERS	12 issues - premiere logo placement	10 issues - prominent logo	8 issues - featured logo	6 issues - featured logo	4 issues - included logo
RECOGNITION AT MUSEUM EVENTS	Exclusive signage at all major Museum events	Prominent signage at select events	Featured sponsor at Museum events	Featured sponsor at Museum events	Included sponsor at Museum events
BIG TRUCK DAY PRESENCE	Unlimited vehicles	2 vehicles	1 vehicle	Table at event	—
SOCIAL MEDIA RECOGNITION	12 tagged posts	10 posts	8 posts	6 posts	4 posts
WEBSITE RECOGNITION	Premiere logo + link	Prominent logo + link	Featured logo + link	Featured logo + link	Included logo + link
MUSEUM SIGNAGE	Year-round recognition	Year-round recognition	Year-round recognition	Year-round recognition	Year-round recognition



## OTHER OPPORTUNITIES:

### Private Museum Day – \$2,500

Treat your employees, customers, or community group to a full day of Museum exploration (up to 250 guests).

### Corporate Volunteer Day – Free for Sponsors

Your team completes a meaningful project at the Museum — we'll highlight it on social media.

### Small Business Sponsor – \$250

Logo on our sponsor webpage + one social post + one mention in a newsletter and calendar.

# 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 2025, the Museum served 75,000+ 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 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 at or near capacity crowds</li> </ul>	<ul style="list-style-type: none"> <li>140,000+ targeted digital media impressions/Museum special event</li> <li>Over 10,000 attendees/year at Museum special events, workshops, and programs</li> </ul> <p><b>BIG TRUCK DAY:</b></p> <ul style="list-style-type: none"> <li>4,000+ 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>Exhibit grand openings</li> <li>Museum Donor party</li> </ul>	<ul style="list-style-type: none"> <li>Over 900,000 views/year on Facebook &amp; Instagram</li> <li>Museum website traffic = 200,000 views/year</li> <li>Over 5,000 online calendar views/month</li> <li>Bi-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 2025, the Museum served over 4,800 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: Story Time, 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> <li>~2,000 summer meals provided throughout the Capital Region</li> </ul>