CORPORATE SPONSORSHIP

THE CHILDREN'S MUSEUM AT SARATOGA

ROI, IMPACT, DEMOGRAPHICS

MUSEUM AUDIENCE

- In 2025, the Museum served 79,000 individuals
- The Museum has over 4,000 members

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 0-10 and their caregivers
- Typical visitor group is a caregiver with 2-3 children
- The Museum serves 11 Capital Region Counties
- Saturday is the Museum's busiest day with at or near capacity crowds

MUSEUM SPECIAL EVENTS

- 140,000+ targeted digital media impressions/Museum special event
- Over 10,000 attendees/year at Museum special events, workshops, and programs

BIG TRUCK DAY:

- 4,000+ attendees
- Spring of each year
- In the SPAC parking lot

NOON YEARS EVE

- 500 attendees
- Sold out each year

OTHER EVENTS:

- Halloween Party
- Working with Animals Day
- Exhibit grand openings
- Museum Donor party

MUSEUM MARKET REACH & SOCIAL MEDIA PRESENCE

- Over 900,000 views/year on Facebook & Instagram
- Museum website traffic = 200,000 views/year
- Over 5,000 online calendar views/month
- Bi-monthly Museum blog posts with insightful resources
- Calendar & newsletter distributed to 6,000+ subscribers 2X month
- Calendar is distributed to 50,000+ in-house visitors/year
- 10 weekly Museum social media posts
- Your logo on the Museum website is directly linked to your website

MUSEUM EDUCATION

- In 2025, the Museum served over 4,800 students on school trips and over 25,000 with weekly education programs
- Museum weekly education programs are designed for grades Pre-K to 6
- Weekly Museum education programs include: Story Time, Art, STEM, History, Reading, and Literacy
- The Museum serves Title I schools with free or reduced cost programs made possible by our sponsors
- The Museum delivers outreach education at schools in all 11 Capital Region counties
- ~2,000 summer meals provided throughout the Capital Region