2023
Corporate Sponsorship Opportunities

WORLD OF WONDER
CHILDREN’S MUSEUM

110 N. Harrison Avenue
Lafayette, CO 80026
(303) 604-2424

Carly Sargent-Knudson
Director of Community Giving
carly@wowchildrensmuseum.org
About
WOW! Children's Museum

OUR MISSION
WOW! Children’s Museum's mission is to inspire every child's learning and curiosity through play.

OUR VISION
To provide exceptional play-based learning for the diverse families of our communities - inspiring all families to nurture their children's curiosity and spark a lifelong love of learning.

We...
believe in the potential of all children.
champion learning through play.
are dedicated to excellence in play-based learning.
value creative collaboration with our community partners.
celebrate diversity.

WELCOME ALL TO PLAY AND LEARN WITH US!

YOUR OPPORTUNITIES
• Exhibit Sponsorship
• Program Sponsorship
• Event Sponsorship
• In-Kind Sponsorship
About
WOW! Children's Museum

OUR HISTORY

WOW! was founded in Louisville in 1996 by community members who understood the importance of play in children’s learning. WOW! has grown into a beloved community resource and has proudly served over one million children and families throughout the Boulder County community and across Colorado and Wyoming.

OUR COMMITMENT TO INCLUSION

WOW! Children’s Museum is committed to being a gathering place for all children and families. We believe that bringing diverse individuals together allows us to better understand, support, and engage our community. It is our aim, therefore, that our Museum and programs are accessible, meaningful, and welcoming to all audiences.

- In 2022, our Play for All Initiative provided the gift of play to over 6,000 children and families in need
- 40% of our memberships are Play for All families

OUR VISITORS

- Boulder 48%
- Arapahoe 2%
- Weld 6%
- Jefferson 8%
- Denver 3%
- Broomfield 11%
- Adams 10%
- Other 12%
Exhibit Sponsorship

exclusive & non-exclusive

Clinic
Bank
Market
Tinker Shop

Bubbles
Pulley Chairs
Explorer Ship
Make It Go!

Create Space
Discovery Garden
Wind Room
Micro U

Forest of Light

Museum Spaces
Other spaces include: lobby, patio, restrooms, activity rooms, Community Art Garden, workshop
# Exhibit Sponsorship

**$12,500 & $7,500 investment**

<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Exclusive $12,500</th>
<th>Non-Exclusive $7,500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In-museum Recognition:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>company logo prominently featured</td>
<td>on exhibit</td>
<td>on exhibit</td>
</tr>
<tr>
<td>museum rentals at discount</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>guest passes for employees</td>
<td>60</td>
<td>40</td>
</tr>
<tr>
<td>logo on slideshow in museum</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>tickets to annual WOW! on Tap fundraiser</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>onsite presence opportunities</td>
<td>4x annually</td>
<td>1x annually</td>
</tr>
<tr>
<td>member &amp; donor only events</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>one private party free</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td><strong>Social Media Recognition:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>personalized thank you post</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>share resources by sponsor</td>
<td>6x annually</td>
<td>2x annually</td>
</tr>
<tr>
<td>thank you posts</td>
<td>2x annually</td>
<td>1x annually</td>
</tr>
<tr>
<td>share video content by sponsor</td>
<td>2x annually</td>
<td></td>
</tr>
<tr>
<td><strong>Website &amp; Email Recognition:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>in digital communication</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>in annual report</td>
<td>Logo</td>
<td>Name Listed</td>
</tr>
<tr>
<td>on website sponsor page</td>
<td>Logo</td>
<td>Name Listed</td>
</tr>
<tr>
<td>one feature in The WOW! Factor e-newsletter</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>asked to submit a story on &quot;why WOW!&quot; about sponsorship</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>press release announcing sponsorship</td>
<td>X</td>
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</table>
Program Sponsorship
$6,500 for 6 month investment

PLAY FOR ALL INITIATIVE

WOW! is here to meet the needs of children and families in the community. Our donor-supported Play for All Initiative provides:
- $10 annual family memberships to any family receiving public assistance
- Discounted field trips and outreach programs to Title I schools and Head Start programs
- Free or $1 admission to attend special events and programs

LITTLEST LEARNERS (AGES 0-3)

We believe that infants and toddlers are born scientists, critical thinkers, and learners. Littlest Learners is a series of hands-on programs for infants and toddlers (ages 0-3 years) and their caregivers to explore fine motor, gross motor, and cognitive experiences. Littlest Learners also provides parents with resources, workshops, and training with local child development experts. This program will be expanding to weekly beginning Jan. 2023!

SENSORY FRIENDLY PLAYTIME

For some children with autism spectrum or sensory processing disorders, visiting a museum like WOW! is difficult or overstimulating. Sensory Friendly Playtime is a low-sensory event where children with autism spectrum or sensory processing disorders can explore the Museum without the noise, crowds, and stimulation of a typical day. Attendees are limited, lights and sound are dimmed, and adaptive equipment such as noise-reducing headphones and weighted vests are available. Occupational therapists or physical therapists are on hand to help facilitate activities, provide resources, and answer questions.
# Program Sponsorship

<table>
<thead>
<tr>
<th>6-month Program Sponsor</th>
<th>$6,500</th>
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<tbody>
<tr>
<td><strong>In-museum Recognition:</strong></td>
<td></td>
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<tr>
<td>company logo prominently featured</td>
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<tr>
<td>rent museum at 10% discount</td>
<td></td>
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<tr>
<td>20 guest passes for employees</td>
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<tr>
<td>10 tickets to WOW!'s annual fundraiser</td>
<td></td>
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<tr>
<td>invitations to attend Members and Donors-only events</td>
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<tr>
<td><strong>Social Media Recognition:</strong></td>
<td></td>
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<tr>
<td>personalized thank you post</td>
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<tr>
<td>share resources by sponsor</td>
<td></td>
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<tr>
<td>thank you posts</td>
<td></td>
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<tr>
<td>WOW! liking and engaging with sponsor social media</td>
<td></td>
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<tr>
<td>share video content from sponsor</td>
<td></td>
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<tr>
<td><strong>Website &amp; Email Recognition:</strong></td>
<td></td>
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<tr>
<td>logo on website &amp; program materials</td>
<td></td>
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<tr>
<td>name listed in Annual Report</td>
<td></td>
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<tr>
<td>online Announcement</td>
<td></td>
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<tr>
<td>one feature in The WOW! Factor e-newsletter</td>
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<td>may be asked to submit a story on &quot;why WOW!&quot; about sponsorship</td>
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</table>
Looking to make a smaller investment?

*Parts & Pulleys might be for you!*

Parts & Pulleys is our unique sponsorship opportunity for in-kind and other lower-level sponsorships.

email

[carly@wowchildrensmuseum.org](mailto:carly@wowchildrensmuseum.org) for our current needs
Event Sponsorship

WOW! plays a unique role in the lives of children and families in our community, as the sole children’s museum in Boulder County. We foster learning through play by presenting hands-on exhibits and programs for children to learn to explore the world, practice cooperation, and gain confidence as learners. As part of our Play For All initiative, we present a number of annual events to our community!

### Planned & Anticipated 2023 Events
- February 12th: Be My Baby Valentine’s Event
- March 3rd: Girls in Science
- April: Dia del Nino
- May: Family Fundraiser
- July/August: Kindergarten Readiness
- September: WOW! on Tap (separate opportunities!) & Family PRIDE Night
- October: Halloween
LETS CONNECT!
Carly Sargent-Knudson, Director of Community Giving
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(303) 604-2424 x 706

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custom sponsorship opportunities are available!

ONLINE ANALYTICS
Website Users YTD: 70,083 (as of Nov 2022)
Facebook Followers: 6,018 (as of Nov 2022)
Instagram Followers: 1,177 (as of Nov 2022)
E-Blasts: 4,921 with a 41.7% open rate

WOW! is a community supported 501(c)(3) and your sponsorship is tax-deductible