

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

OUR VISITORS

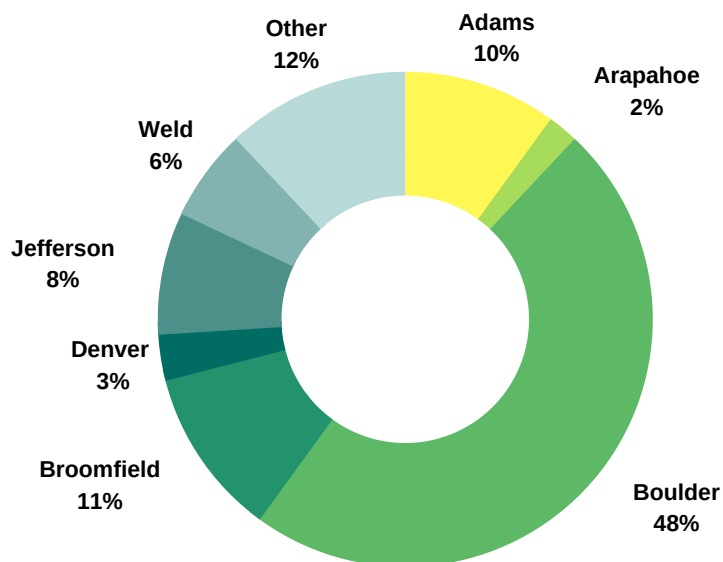


Exhibit Sponsorship

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

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

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

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

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

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!

Sponsor Benefits	Presenting Sponsor \$5,000	Supporting Sponsor \$2,500	Community Sponsor \$1,000	Patron of WOW! \$500	Friend of WOW! \$250
Digital and Print Materials Recognition:					
on website for event	Logo	Logo	Logo	Logo	Logo
in program	Logo	X	X	X	X
on social media	X	X	X	X	
in Press Release	X	X	X		
in promotional material	Logo				
Event Recognition:					
event signage	Logo	Logo	Logo	Name Listed	Name Listed
verbally at the event	X	X	X		
on a display table	X				
Post-Event Recognition:					
in digital communication	Logo	Logo	Logo	Name Listed	Name Listed
in annual report	Name Listed	Name Listed	Name Listed	Name Listed	Name Listed
customized social media post	X				

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



LET'S CONNECT!

Carly Sargent-Knudson, *Director of Community Giving*

carly@wowchildrensmuseum.org

(303) 604-2424 x 706

WOW! Children's Museum

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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