



WORLD OF WONDER
CHILDREN'S MUSEUM

Sponsorship looks good on you!

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(303) 604-2424

Carly Sargent-Knudson
Director of Community Giving
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OUR MISSION

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.

CELEBRATE diversity.

WELCOME ALL TO PLAY AND LEARN WITH US!



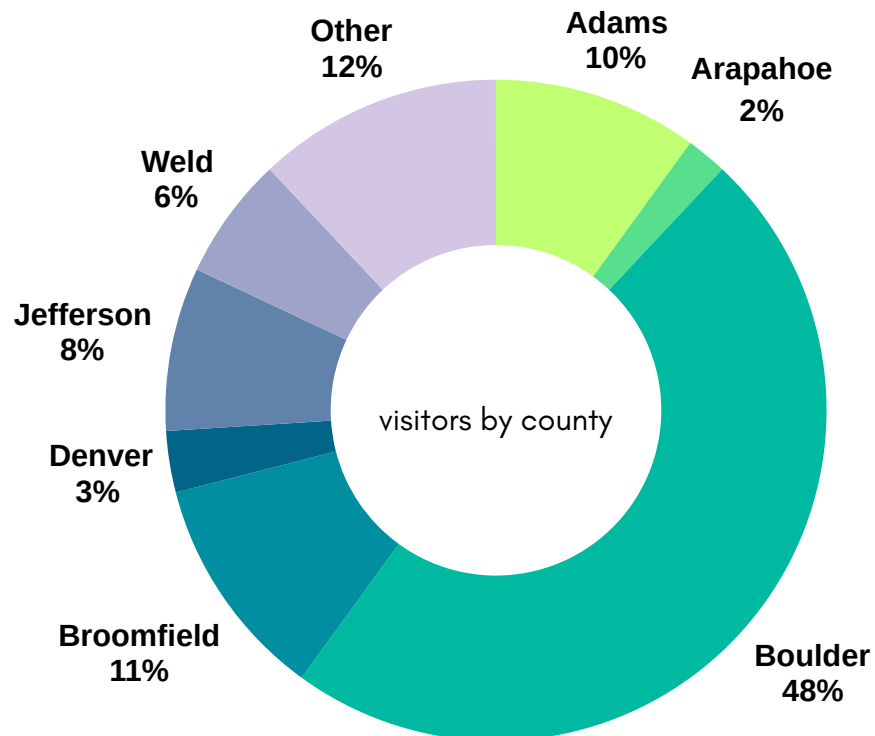
You

WANT TO MAKE A DIFFERENCE WITH YOUR DOLLARS AND BE RECOGNIZED FOR YOUR SUPPORT

- Exhibit Sponsorship
- Play For All Event Sponsorship
- Program Sponsorship
- Fundraiser Sponsorship



OUR VISITORS ARE YOUR CUSTOMERS FROM ACROSS THE FRONT RANGE



1 MILLION SERVED

Since 1996, WOW! has proudly served over one million children and families throughout the Boulder County community and across Colorado and Wyoming. We are the sole children's museum north of Denver, and we foster learning through play with hands-on exhibits and programs that help children learn to explore the world, deepen social-emotional skills, and gain confidence as learners.

70,000

museum
visitors

700+

Play For All
event visitors

200+

educational
outreach
programs

OUR

2024

IMPACT

604

Sensory
Friendly
Playtime
visitors

3,851

outreach
participants

967

Littlest
Learners
visitors

2025 SAMPLE OF ON-SITE VISIBILITY OPPORTUNITIES



Play for All (PFA) Events are \$1 for everyone with pre-registration.

PFA Free Days are free for everyone and include a cultural celebration, these typically occur on holidays when the Museum would normally be closed.

January

Martin Luther King Jr., Day - Open

February

Be My Baby - ticketed event
Lunar New Year

March

Girls in Science - PFA event

April

Día del Niño - PFA Free Day

June

Family Pride Night

July

Kindergarten Readiness
Kids Carnival



Exhibit Sponsorship

Thirteen exhibits including an outdoor space, each with their own unique learning components and ample brand visibility. All sponsors have their logo on our lobby slideshow, and are prominently featured on our website.

Brand Benefits	\$5,000	\$12,000
exhibit branding and design opportunities	✓	✓
on-site presence opportunities at events	✓	✓
personalized social media thank-yous with tagging and crossposting	✓	✓
tagged posts highlighting sponsorship	2/year	6/year
WOW! shares sponsor resources	✓	✓
sponsorship recognized in e-newsletter	✓	✓
annual report recognition	name	name + logo
featured in e-newsletter	once	bi-annually
guest blog contributions		✓
press release announcing sponsorship		✓
ribbon cutting		✓
exclusive sponsorship rights		✓
Company Benefits		
museum rentals at discount	5%	15%
guest passes	20	60
tickets to WOW! on Tap	10	25
member and donor only events	✓	✓
one free private party		✓

Available Exhibits



Exhibit	Date
Little Market	January 2025
Micro U	
Forest of Light	
Make it Go	
Discovery Garden	
Pulley Chairs	
Create Space	
Bubble Machine	
Wind Room	
Explorer Ship	
Bank	
Tinker Shop	March 2025
Clinic	April 2025

We love collaboration! WOW! will dedicate a percentage of sponsorship funds to regular exhibit maintenance and upkeep. Any additional changes or upgrades desired by the sponsoring company can be considered in consultation and collaboration with WOW! and at the sponsor's additional expense.

Fundraiser Sponsorship

WOW! on Tap: September 6, 2025

Guests 21+ enjoy live entertainment, local culinary treats, beer, wine and craft N/A options, and a silent auction that gets better each year! In 2024 we raised \$50,000 for our Play For All Initiative. With over 200 attendees from across the Denver Metro area - this event is a wonderful choice for brand exposure. (And the event is super fun, too!)

Brand Benefits	Patron of WOW!	Community Sponsor	Supporting Sponsor	Presenting Sponsor
	\$600	\$1,000	\$2,500	\$5,000
website recognition	✓	✓	✓	✓
printed materials for event	✓	✓	✓	✓
recognition on social media	✓	✓	✓	✓
mention in press release		✓	✓	✓
recognition in reminder emails		✓	✓	✓
recognition in event promotional material			✓	✓
recognition in annual report	name	name	name + logo	name + logo
Company Benefits				
muesum rentals at dicount			5%	5%
guest passes			10	15
Tickets to Family FUNdraiser		8	10	12
Tickets to WOW on Tap!		6	8	10

2024 sponsors include: Elevations Credit Union, Staffscapes, Melton Design & Build, Matt Dolan - Raymond James, Tammy Sandoval - State Farm, Lucky Pie, and more

Program Sponsorship

Brand Benefits	\$4,000
logo featured during events	✓
personalized thank-you post at contract signing	✓
logo on posts and e-blasts advertising program events	✓
WOW! shares sponsor resources	✓
logo on website and program materials	✓
name in Annual Report	✓
press release announcing sponsorship	✓
Company Benefits	
museum rentals at discount	5%
guest passes	15
tickets to WOW! on Tap	8
member & donor only events	✓

SENSORY-FRIENDLY PLAYTIME

For children with autism spectrum or sensory processing disorders, a visit to a museum can be difficult or overstimulating. Sensory Friendly Playtime allows children and their families to explore the Museum without the noise, crowds, and stimulation of a typical day. We limit the number of families who can attend, turn down sounds and lights, and provide adaptive equipment. We partner with a variety of local therapists and specialists to facilitate activities, provide resources, and answer questions for families. Admission to Sensory Friendly Playtime is \$1.

LITTLEST LEARNERS is a weekly drop-in series of hands-on programs for infants and toddlers from birth through 3 years of age. A chance for children and caregivers to explore gross motor, fine motor, and cognitive experiences in a designated space. This weekly series provides the space for caregivers to build community while spending time with the little learners in their lives. There is no additional fee for Littlest Learners and it is included in museum admission.

Play For All Event Sponsorship

THE HEART OF OUR MISSION is our Play For All Initiative. Providing \$10 annual memberships to families receiving public assistance and discounted field trips/outreach programs to Title 1 schools is only a part of this powerful umbrella initiative. Our special Play For All (PFA) Events inspire families with free or \$1 admission. These include Lunar New Year, Dia Del Niño, Girls in Science, Kindergarten Readiness, and more!

Brand Benefits for each event	\$10,000
logo on website calendar	✓
recognition on social media	✓
recognition in press releases	✓
recognition in newsletter announcements and reminders	✓
recognition on event signage	✓
recognition at fundraisers	✓
logo in annual report	✓
Company Benefits	
museum rentals at discount	10%
guest passes	15
tickets to WOW! on Tap	14

Lunar New Year: Mon 2/17

Girls in Science: Fri 3/7

Dia del Niño: Sat 4/26

Family Pride Night: Fri 6/6

Kindergarten Readiness Night: Fri 7/25

Indigenous People's Day: Mon 10/13

Interested in sponsoring only one event? Let's chat!

You're in good company!





LET'S CONNECT!

Carly Sargent-Knudson, *Director of Community Giving*

carly@wowchildrensmuseum.org

(303) 604-2424 x 706

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custom sponsorship opportunities are also available!

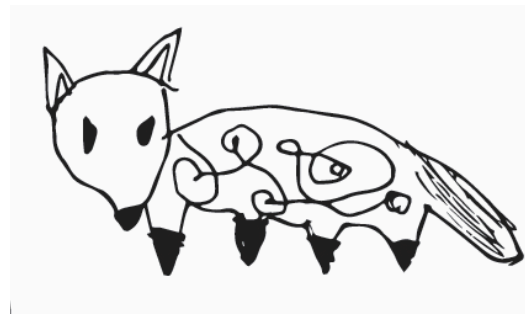
ONLINE ANALYTICS

Website Users 2024: 74,083

Facebook Followers: 6,148

Instagram Followers: 1,522

E-Blasts: 9,525 with a 48.7% open rate



ALL DRAWINGS WERE SUBMITTED TO OUR DOODLE CONTEST BY AREA YOUTH AGED 5-11

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