



Monthly Sponsorships With The Children's Museum of Fond du Lac

Description of the Monthly Sponsorship Program:

The monthly sponsorship program enables organizations to team up with the Children's Museum to promote awareness to families about the importance of high quality learning opportunities while providing a means to enable all children to be able to access to the museum regardless of economic circumstance.

Our generous monthly sponsors provide access to children by funding programs or free admission days during a particular month. Participating organizations may choose their month of sponsorship, subject to availability. Participating organizations may also work with museum staff to define the parameters of a program, provided it meets an educational need for the children in our community. Sponsorship rates vary based on the free admission policy defined, or the program being offered. (See below) Generally, monthly sponsorship is \$3,000 for two free admission days between the hours of 1:00 and 6:00 on Thursdays. It is estimated that 800 - 1,000 visitors will take advantage of free admission. Monthly sponsorship is also \$3,000 for most monthly programs, however this is subject to estimates of program participation.

Benefits of Monthly Sponsorships:

Monthly Sponsors celebrate their month many different ways. Below are several ideas for you to in defining the parameters of your monthly sponsorship.

Community Benefits:

- Offer free admission to the public on specific days at specific times during the sponsored month
- Support exhibit specific educational programs
- Choose to participate in the Scholarship Fund

Monthly Corporate Sponsorship cost is based upon programming selections.

Marketing of Monthly Sponsors, Events and Programs

By participating in the Monthly Sponsorship Program, your organization demonstrates support of quality, educational endeavors for all children, directly to its employees and to visitors of the museum. The following marketing tactics will be employed to communicate your support for to the community:

- The Children's Museum of Fond du Lac will send out a press release announcing your sponsorship to all of its media contacts; including local newspaper (Reporter and Action Advertiser) and radio advertising with 3 major local stations (Sunny 97.7 / The Mix, Mountain Dog Media, Cumulus Radio stations).
- The program / event will be announced in the museum's quarterly newsletter, which is e-blasted to nearly 500 persons.
- Our monthly sponsors will be featured on the front page of the museum's website.
- Sponsors name / logo will be printed on all passports utilized by museum visitors during the month of program sponsorship.
- Sponsors name will also be featured on our display board in our lobby as the month's featured supporter.

For more information on how
YOUR Organization
can participate, please call the museum today: 920-929-0707.