

Corporate Partner Program

The Muse Knoxville, now beginning its fourth year, served 135,989 people through our educational programs, exhibits, and events. Our membership has grown to over 650 households. We are partnered with science centers across the state of Tennessee as part of the Science Alliance which encourages a greater state-wide impact of our efforts. We provide economic and cultural value within our community and beyond and we are passionate about providing educationally enriching experiences. Our continued growth is staggering and cannot continue without the generous support of our Corporate Partners.

By supporting The Muse Knoxville, your organization can help provide our region with a resource for early-childhood education and STEAM (science, technology, engineering, arts and math) enrichment, and help make East Tennessee a great place to live, work and do business.

The Muse Knoxville's **Corporate Partnership Program** supports all facets of the museum's educational mission, which directly benefit the children and families of our community, including:

- Development and maintenance of our hands-on, educational exhibitions and in-house programs
- Subsidizing reduced or free programs and admissions to low-income families and outreach and field trip programs for underserved students and schools
- Improvements to our building as an anchor in East Knoxville, continuing to spur revitalization
- Continuation of the annual Robotics Revolution, STEM Awareness event
- Additional community outreach events

By participating in the **Corporate Partnership Program**, your organization will be recognized by museum visitors and community partners and will have increased visibility within East Tennessee and beyond. Sponsorship of The Muse Knoxville will provide your organization with well over 200,000 marketing impressions annually and will help you achieve your company's strategic marketing objectives, community outreach and philanthropic goals. This program enables you to maximize brand awareness and show your significant support of educational opportunity in our community and beyond.

Corporate Partnership Program Benefit Levels

\$100,000+

- Sponsorship of a mutually agreed upon week which recognizes your corporation's contribution to the Museum through programming that will draw attention to your sponsorship (includes employee volunteer opportunities)
- One complimentary Corporate Day at the Museum for employees
- Sponsor a Field Trip for a School of your choice

- 50% Discount on ALL Muse Memberships (including gift memberships) for employees with ID
- Quarterly Recognition with a Company Bio and Recognition as a Corporate Partner on The Muse Social Media (Facebook and Twitter)
- Logo Recognition in Muse printed marketing materials including Brochure, Program Guide, Quarterly Calendar and Special Event Materials
- 200 Family Admission Day Passes
- Special event passes for select events per request
- Recognition on Annual Donor Wall in museum lobby
- Logo Recognition in Annual Report
- Logo Recognition on The Muse Website

\$50,000+

- Sponsorship of a mutually agreed upon week which recognizes your corporation's contribution to the Museum through programming that will draw attention to your sponsorship (includes employee volunteer opportunities)
- One complimentary Corporate Day at the Museum for employees
- Sponsor a Field Trip for a School of your choice
- 25% Discount on ALL Muse Memberships (including gift memberships) for employees with ID
- Quarterly Recognition with a Company Bio and Recognition as a Corporate Partner on The Muse Social Media (Facebook and Twitter)
- Logo Recognition in Muse printed marketing materials including Brochure, Program Guide, Quarterly Calendar and Special Event Materials
- 150 Family Admission Day Passes
- Special event passes for select events per request
- Recognition on Annual Donor Wall in museum lobby
- Logo Recognition in Annual Report
- Logo Recognition on The Muse Website

\$25,000+

- One complimentary Corporate Day at the Museum for employees
- Sponsor a Field Trip for a School of your choice
- 10% Discount on ALL Muse Memberships (including gift memberships) for employees with ID
- Quarterly Recognition with a Company Bio and Recognition as a Corporate Partner on The Muse Social Media (Facebook and Twitter)
- Logo Recognition in Muse printed marketing materials including Brochure, Program Guide, Quarterly Calendar and Special Event Materials
- 100 Family Admission Day Passes
- Special event passes for select events per request
- Recognition on Annual Donor Wall in museum lobby
- Logo Recognition in Annual Report
- Logo Recognition on The Muse Website

\$15,000+

- One-time Recognition with a Company Bio and Recognition as a Corporate Partner on The Muse Social Media (Facebook and Twitter)
- Logo Recognition in Muse printed marketing materials including Brochure, Program Guide, Quarterly Calendar and Special Event Materials
- 60 Family Admission Day Passes
- 10 Special event passes for select events
- Recognition on Annual Donor Wall in museum lobby
- Logo Recognition in Annual Report
- Logo Recognition on The Muse Website

\$10,000+

- One-time Recognition with a Company Bio and Recognition as a Corporate Partner on The Muse Social Media (Facebook and Twitter)
- Text Recognition in Muse printed marketing materials including Brochure, Program Guide, Quarterly Calendar and Special Event Materials
- 40 Family Admission Day Passes
- 6 Special event passes for select events
- Recognition on Annual Donor Wall in museum lobby
- Text Recognition in Annual Report
- Text Recognition on The Muse Website

\$5,000+

- Text Recognition in Muse printed marketing materials including Brochure, Program Guide, Quarterly Calendar and Special Event Materials
- 20 Family Admission Day Passes
- 4 Special event passes for select events
- Recognition on Annual Donor Wall in museum lobby
- Text Recognition in Annual Report
- Text Recognition on The Muse Website

\$2,500+

- Text Recognition in Muse printed marketing materials including Brochure, Program Guide, Quarterly Calendar and Special Event Materials
- 10 Family Admission Day Passes
- 2 Special event passes for select events
- Recognition on Annual Donor Wall in museum lobby
- Text Recognition in Annual Report
- Text Recognition on The Muse Website

[Special Event Sponsorship Opportunities](#)

*Event sponsorship opportunities based on each event

**Exclusive sponsorship opportunities available based on each event i.e. T-shirts, activities, goodie bags

***See inserts for sponsorships available by specific event.

Cheer in the New Year December 31, 2016

This exciting event allows families in the community to celebrate the upcoming New Year in a kid-friendly environment without disturbing their bedtime! Enjoy holiday inspired, educational crafts and activities! Don't miss the balloon and ball drop at Noon!

Way Late Play Date

This 21 and up event is sure to bring out the kid in all who attend with playful offerings that put an adult twist on the usual play date! Each play date will feature a different theme and new set of activities. January 2017 (Love Sense: Exploring the 5 Senses), April 2017 (People's Choice), July 2017 (Minute to Win-It), October 2017 (Marvel v. DC)

Scholarship Luncheon April 2017

This year will mark our 4th annual scholarship luncheon to raise money for our Muse For All Programs. All funds raised allows us to offer our educational programming and exhibits to children regardless of economic, physical, or social barriers at no cost.

Art Slam at Dogwood Arts Festival April 2017

Dogwood Arts partners with the Muse Knoxville to produce Art Slam at the Dogwood Arts Festival, now in its 4th year. Art Slam is a live art competition among Knoxville's up and coming artists. Artists have 3 hours to paint an extra large artwork with a colorful and inspiring design. We have painted doors, canvases and adirondack chairs. There are no design limits, but each artwork must celebrate the art, culture and natural beauty of our region.

Muse Member Month May 2017

Each year The Muse teams up with local community partners to offer special discounts and giveaways to Muse Membership holders. This special month allows us to say 'Thank You' to all the families who have invested in The Muse and it allows local businesses to reach out directly to this important demographic (families with young children) in our area.

Robotics Revolution October 2017 (part of the New Tennessee STEAM Festival)

This STEM (Science, Technology, Engineering, Math) awareness event is both entertaining and academic and GEARED to inspire young minds toward a college and career interest in a variety of STEM fields. The event will showcase connections that exist between K-12 STEM educational opportunities, university and training institutions, applied research and product development and the companies that benefit from these educational investments.

Muse For All Scholarship Programs

These programs ensure every child access to the Museum regardless of regardless of economic, physical, or social barriers.

Family Fun Night (\$1,000 per month or \$15,000 for full year)

Family Fun Night is a once-monthly event when museum admission is reduced to \$3 (from \$9). Family Fun Night takes place from 4:00 pm until 7:00 pm on the second Saturday of every month and is open to the general public. Your organization will receive recognition in printed and digital materials promoting the event. If your organization signs up for 3 or more family fun nights, you will also qualify for Corporate Partnership benefits. If your organization is interested in focusing on a specific barrier facing families, we can incorporate that into the theme of the evening. Example: Autism Spectrum Family Night

School Programs (Various)

Field Trip (\$250.00) Field trip for up to 90 students, includes educational program, planetarium program and play on the exhibit floor.

Field Trip with Transportation (\$500) Field trip for up to 90 students, includes educational program, planetarium program and play on the exhibit floor and round-trip bus transportation.

After-School Program (\$500) Special activities for up to 150 students to receive a hands-on educational program.

Outreach Programs (\$100 each, bulk sponsorship available--sponsor a program for every grade at your local school!) Bring our educational programs directly to students in their classrooms. Help teachers expand the hands-on on learning they offer as part of their regular curriculum planning.

Family Access Memberships (\$2,500)

By becoming a Family Access Membership Sponsor, you will allow us to offer this reduced-cost membership to 30 local families that would otherwise not be able to afford this option.

The Family Access Membership is a reduced cost membership for qualifying families.

- Cost: \$10

- UNLIMITED admission to The Muse Knoxville for one full year

- UNLIMITED planetarium programs for one full year

- Good for two named adults and four named children, two free guests with each visit, one named caregiver

- Discounts on intersession programs, summer camps and special events

- Discounts on one-of-a-kind birthday parties

- 10% off in the Gift Shop store & Cafe

[Additional Sponsorship Opportunities](#)

Planetarium Sponsor (\$20,000-\$30,000)

- Paint and repair of planetarium dome
- Updated Lighting
- Removal of old A/V/Electronics board to allow for more seating
- New Show
- Naming Rights of the Planetarium available for an additional sponsorship

New Mobile Planetarium (\$40,000)

Help us take an improve astronomy education program on the road! This portable, inflatable dome and digital projector allows over 60 children to take in a planetarium program at one time, right in their school or at community events. Highly impactful branding available on the large inflatable dome.

City-Wide Play Spaces--various, (\$5,000 to \$25,000)

Join us in promoting the importance of play for all ages with various play spaces throughout the city. We have designs for bus-stop interactives, walk-path inspiration, park interactives and more.

Mobile Muse (\$100,000)

The Muse Knoxville has the opportunity to convert a decommissioned Knoxville Area Transit bus into a mobile museum! This concept will allow us to take a wider array of programming and exhibit activities out to rural communities, schools and community events to broaden the impact of our STEAM learning. The Mobile Muse will offer a science lab and maker-space all in one and will be able to serve as a pop-up classroom. This mobile museum will also allow us to expand our teacher professional development right where teachers are located--at school!

MakeSpace 2.0 (\$25,000-\$50,000)

Update of existing MakeSpace to be tech-enabled and program driven. We would like to dive deeper and bring in more tools, more technology and a facilitator to manage the educational programming in this area. The space would then offer a schedule of events/activities (EX: Mon--Soldering Circuitry, Tue-Sewing Tech into Textile, Wed--3D Printing Design, Thur--Chibitronics Paper Crafting, Fri--Laser Cutting 101, etc...

Discovery Shuttle and Space Lab (Estimated Budget \$50,000 to \$75,000)

The beloved Discovery Shuttle needs a modernized update. This experience is a visitor's favorite and we want to expand the educational impact by updating the interactive experiences within the shuttle and creating a Space Lab in connection to the Shuttle. The Space Lab will feature experiments in materials science, biomedical science and plant science with hydroponic

growing areas. The hope is to make a strong connection to a variety of science topics in connection with space exploration...this is also a ripe opportunity to connect to research and innovation here in East TN in these areas.

REACTable Music Experience (\$10,000)

This exhibit experience allows multiple users join together around an interactive table in creating an electronic musical composition. This experience will inspire visitors to actively experiment and learn about sound generation while visually following the process on its tangible surface.

Everbrite Art Wall (\$17,500)

Everbright is an interactive exhibit for all ages. Inspired by the Light-Brite, it's a huge grid of hundreds of adjustable LED dials that rotate endlessly in either direction through the color spectrum. Designed to withstand the relentless enthusiasm of 10-year-old boys, Everbright is one of the few STEAM-inspired exhibits that fascinates their parents as well.

Quiet Space (\$5,000)

The new Quiet Space at The Muse will offer a sensory respite for children that are over-stimulated and needing a quiet break and will also serve as a quieter spot for nursing moms. This room will provide comfy seating, a reading nook, soft lighting, decompression interactives, a weighted blanket, etc...along with acoustic muffling of the excited sounds from the museum floor.

Outdoor Lighting (\$5,000 to \$10,000)

The exterior spaces of The Muse need improved lighting and a new exterior sign to help visitors identify the building and to help provide visibility and security in the evenings. Enhancements to the exterior of the building could also offer an artistic upgrade to the space to help create a special 'awe' factor for children in our community.

[In-Kind Sponsorship Opportunities](#)

In-kind gifts help the museum by providing the important services and products necessary to present high-caliber exhibitions, engaging programming, and fun-filled events. Please consider if your business has an item or service that it would like to donate to The Muse Knoxville.

- Banners and Printing
- Office Supplies
- Art Supplies
- Auction items
- Gift Cards
- Landscaping/Mowing

[Way Late Play Date Sponsorship Opportunities](#)

*Exclusive sponsorship opportunities available based on each event i.e. T-shirts, activities, goodie bags

\$2,000 Title Sponsor for one event or \$10,000 for Title Sponsor for event series

Logo recognition on all event materials including social media, poster, website event signs

Inclusion in press release

Business banner (provided by host) on stage

Table set-up at event for business promotion

Mentions from stage

15 complimentary event tickets

*Title Sponsor for Event Series is an exclusive sponsorship. They will receive benefits for each event and will receive Corporate Partner benefits for 1 Year

\$1,000

Logo recognition on all event materials including social media, poster, website event signs

Inclusion in press release

Business banner (provided by host) displayed in museum during event

Mentions from stage

10 complimentary event tickets

\$500

Text recognition on all event materials including social media, poster, website event signs

Inclusion in press release

Mentions from stage

5 complimentary event tickets

\$250

Text recognition on event materials including social media, poster, website

2 complimentary event tickets

Treasure Box In-Kind

Recognition on sign at the treasure box

Recognition on event page on Muse website

[Cheer in the New Year Sponsorship Opportunities](#)

*Exclusive sponsorship opportunities available based on each event i.e. T-shirts, activities, goodie bags

\$2,000 Title Sponsor

Logo recognition on all event materials including social media, poster, website event signs
Inclusion in press release
Business banner (provided by host) on stage
Table set-up at event for business promotion
Mentions from stage
15 complimentary event tickets

\$1,000

Logo recognition on all event materials including social media, poster, website event signs
Inclusion in press release
Business banner (provided by host) displayed in museum during event
Mentions from stage
10 complimentary event tickets

\$500

Text recognition on all event materials including social media, poster, website event signs
Inclusion in press release
Mentions from stage
5 complimentary event tickets

\$250

Text recognition on event materials including social media, poster, website
2 complimentary event tickets

In-Kind

[Robotics Revolution Sponsorship Opportunities](#)

Presenting Sponsor \$10,000

Logo Placement--at venue, on Muse website, Muse Newsletter
Logo Placement on full media package--TV, movie theaters, and print
Logo promotion on Social Media
Inclusion in press releases
Business banner near stage at event
Prime booth /exhibit location, with a minimum 20'X20' footprints
Full color ad in event program
Mentions from stage
20 complimentary event t-shirts and event tickets
50% coupon to the event at your business location(s)
Participation in Corporate Partner Program for 1 Year

Gold Sponsor \$5,000

Logo Placement--at venue, on Muse website, Muse Newsletter

Logo Placement on full media package--TV, movie theaters, and print
Logo promotion on Social Media
Inclusion in press releases
Business banner near stage at event
Prime booth /exhibit location, with a minimum 10'X20' footprint
Full color ad in event program
Mentions from stage
10 complimentary event t-shirts and event tickets
50% coupon to the event at your business location(s)
Participation in Corporate Partner Program for 1 Year

Silver Sponsor \$2500

Logo Placement--at venue, on Muse website, Muse Newsletter
Logo Placement on full media package--TV, movie theaters, and print
Logo promotion on Social Media
Business banner near stage at event
Prime booth /exhibit location, with a minimum 10'X10' footprint
Full color ad in event program
Mentions from stage
5 complimentary event t-shirts and event tickets
Participation in Corporate Partner Program for 1 Year

Activity Area Sponsor \$750

Business banner at activity (provided by sponsor)
10X10 space at event
Thank you in event program
Mention from stage
Posts on social media
2 complimentary event t-shirts and event tickets

Volunteer T-Shirt (exclusive) \$750

Logo on back of event volunteer shirts (50+)
Logo in event program
Business banner near volunteer check-in (provided by sponsor)

Event T-Shirt \$500

Logo on back of event shirts with other event t-shirt sponsors (300+)
Logo in event program
Business banner near event gift shop (provided by sponsor)

Event Sponsor \$250

Logo in event program
2 tables, table cloths and 2 chairs
Business banner hung in event area (provided by sponsor)

Exhibitor \$75

Name in event program
2 tables, table cloths and 2 chairs

*Exhibitors must provide a demonstration or hands-on activity.

In-Kind Prize Donor

Seeking give-away prizes such as products, tickets, gift cards to winners of Sumo Bot challenges. In-kind donors will receive:

Recognition on prize area signage and in event program

Mentions from stage

April Luncheon Sponsorship Opportunities

\$2,500 Presenting Sponsor of Event

Corporate Partnership Benefits for 1 Year

Banner with company logo hung on stage (provided by company)

Logo Recognition on Slides at Event

Mentions from Podium

Can provide an item with business logo to be placed on each table

Logo Recognition on event program

\$1000 Table Sponsorship (table + Family STEAM Night)

100 Mini Flyer home with Families on Sponsored STEAM Night

Mentions from Podium

Can provide an item with business logo to be placed on the table you sponsored

Logo Recognition on event program

\$750 Table Sponsorship (table + field trip)

100 Mini Flyer home with Students on Sponsored Field Trip

Mentions from Podium

Can provide an item with business logo to be placed on the table you sponsored

Logo Recognition on event program

\$500 Table Sponsorship (straight sponsorship of table)

Can provide an item with business logo to be placed on the table you sponsored

Text Recognition on event program

\$250 (sponsorship)

Text Recognition on event program

Field Trip Sponsorship