



## 2018-2019 Corporate Partner Program

The Muse Knoxville is a non-profit children's museum that inspires and empowers all children through transformative learning experiences. Last year we served **176,333 people** through our educational programs, exhibits, and events. In the past five years, we have served a total of **631,445 people!** Our membership has grown to over **1,200 households**. We are partnered with science centers across the state of Tennessee as part of the Science Alliance which encourages a greater statewide 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 us provide learning experiences with excellence through the power of play with a focus on STEM, the arts, wellness, and emergent literacy. Join us to help make East Tennessee a great place to live, work, and play.

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:

- Development and maintenance of our hands-on, educational exhibitions and in-house programs
- Subsidizing reduced or free programs and admissions to low-income families, as well as 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 STEAM Carnival and TN STEAM Festival
- Additional community outreach events

By participating in the Corporate Partnership Program, your organization will have increased visibility within East Tennessee and beyond. Corporate Partners receive almost 300,000 marketing impressions annually, helping your company achieve strategic marketing, community outreach, and philanthropic goals.

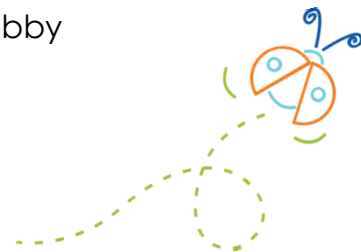
## Corporate Partnership Program Benefit Levels

### \$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
- Sponsorship of a Field Trip for a School of your choice
- 25% Discount on ALL Muse Memberships (including gift memberships) for employees with ID
- One-day on-site membership sign-up at your place of business with a Muse staff member
- Quarterly Recognition as a Corporate Partner on The Muse Social Media (Facebook and Twitter), including a Company Bio
- Logo Recognition in Muse printed marketing materials, including Brochure, Program Guide, and Monthly Calendar
- 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
- Sponsorship of a Field Trip for a School of your choice
- 10% Discount on ALL Muse Memberships (including gift memberships) for employees with ID
- One-day on-site membership sign-up at your place of business with a Muse staff member
- Quarterly Recognition as a Corporate Partner on The Muse Social Media (Facebook, Instagram, and Twitter), including a Company Bio
- Logo Recognition in Muse printed marketing materials, including Brochure, Program Guide, and Monthly Calendar
- 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 as a Corporate Partner on The Muse Social Media (Facebook, Instagram, and Twitter), including a Company Bio
- Logo Recognition in Muse printed marketing materials, including Brochure, Program Guide, and Monthly Calendar
- 60 Family Admission Day Passes
- 10 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

### **\$10,000+**

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

## Special Event Sponsorship Opportunities\*

- All Donors receive recognition on our annual website listing at [www.themuseknoxville.org](http://www.themuseknoxville.org)
- All donors of \$100+ receive recognition on our annual donor wall listing in our museum lobby for 1 full year
- Event sponsorship opportunities based on each event
- Exclusive sponsorship opportunities available based on each event (i.e. T-shirts, activities, goodie bags)

*\*More information on special event sponsorship on pages 8-11*

### **STEAM Carnival October 13, 2018**

The Muse Knoxville is excited to host the 2nd annual STEAM Carnival on Saturday, October 13th. STEAM Carnival is part of the statewide Tennessee STEAM Festival, bringing science, technology, engineering, art, and math to life at events across Tennessee with over 80 partners. At this free family event, guests will enjoy interactive science and art demonstrations, robotics competitions, and more! Inspiring the “aha!” around STEAM concepts, the carnival embodies our mission to inspire and empower all children through transformative learning experiences.

### **GrandFriends & Gingerbread Breakfast on December 1, 2018**

Grandparents play such an important role in the lives of our children, and we want to invest in those relationships and partner with grandparents to get their perspective on learning through play. We love seeing grandparents play with their grandchildren as if they were kids again themselves! In pursuit of this, grandparents and their grandchildren are invited to join us for a morning of make-and-take Gingerbread Engineering, plus the opportunity for their friends at The Muse Knoxville to get to know them a little better.

### **Cheer in the New Year December 31, 2018**

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

### **Muse for All Luncheon April 9, 2019**

This year will mark our 6th annual scholarship luncheon to raise money for our Muse For All Programs. All funds raised allow us to offer our educational

programming and exhibits to children regardless of economic, physical, or social barriers at no cost to them.

### **Muse Member Month May 2019**

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.



### **Muse For All Scholarship Programs**

- All Donors receive recognition on our annual website listing at [www.themuseknoxville.org](http://www.themuseknoxville.org)
- All donors of \$100+ receive recognition on our annual donor wall listing in our museum lobby for 1 full year
- These programs ensure that every child has access to the Museum regardless of economic, physical, or social barriers

### **Free Family Nights (\$1,000 per month or \$10,000 for full year)**

Free Family Night takes place on the fourth Friday of every month from 5-8pm. During these hours, the museum is open for FREE to the public for open play on the exhibit floor, special programs, and planetarium shows.

Your organization will receive recognition on printed and digital materials promoting the event. You will also have the opportunity to set up a booth during the event. If your organization signs up for 3 or more free family 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

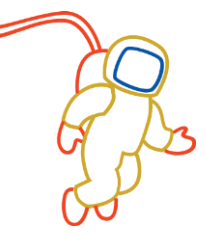
- **Field Trip (\$250)** Field trip for up to 90 students including educational program, planetarium program, and play on the exhibit floor.
- **Field Trip with Transportation (\$500)** Field trip for up to 90 students including educational program, planetarium program, play on the exhibit floor, and round-trip bus transportation.
- **After-School Program (\$500)** Special hands-on, educational activities for up to 150 students.
- **Outreach Program (\$100 – 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 learning they offer as part of their regular curriculum.
- **Mobile Planetarium (\$300)** We have a NEW inflatable planetarium with all new programming, a walk-in entrance, and greater seating capacity! Programs focus on constellations and mythology, the size and scale of the solar system, observable objects, motions and patterns in the night sky, and the Earth/Moon/Sun system. Special programming, such as short movies about space, the sun, and phases of the moon, is available upon request.
- **STEAM Event (\$350)** Our Family STEAM Events are a great addition to fundraising events or PTA/PTO meetings to bring in the crowds! These events include 2 hours of 5 different STEAM stations for about 150 students.

## Family Access Memberships (\$2,500)

By becoming a Family Access Membership Sponsor, you will allow us to offer this reduced-cost membership to 40 local families that would not otherwise be able to afford a Muse membership.

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 an Adult couple, plus one additional named adult, and all same-household children
- Discounts on summer camps and special events
- Discounts on one-of-a-kind birthday parties
- 15% off in the Gift Shop & Cafe



## **Additional Sponsorship Opportunities**

All Donors receive recognition on our annual website listing at [www.themuseknoxvile.org](http://www.themuseknoxvile.org), and all donors \$100+ receive recognition on our annual donor wall listing in our museum lobby for 1 full year.

### **City-Wide Play Spaces (Multiple Opportunities – \$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.

### **MakeSpace Program Partner (\$10,000 financial or in-kind annually)**

The newly updated MakeSpace features a variety of tools and creative materials to inspire all ages to Make it NEW, Make it DO, Make an IMPACT, and Make it YOU! We need a MakeSpace program partner to help with the financial or in-kind donation of consumable materials and durable tools and hardware to help keep MakeSpace programming up-to-date and full of accessible materials!

### **REACTable Music Experience (\$10,000)**

This exhibit experience allows multiple users to come together around an interactive table in creating an electronic musical composition. Such an 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 through the color spectrum in either direction. 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.

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

The exterior spaces of The Muse need improved lighting to help provide visibility and security in the evenings, and a new exterior sign to help visitors identify the building. 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

All Donors receive recognition on our annual website listing at [www.themuseknoxville.org](http://www.themuseknoxville.org), and all donors \$100+ receive recognition on our annual donor wall listing in our museum lobby for 1 full year.

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
- And More!



## Cheer in the New Year Sponsorship Opportunities

All Donors receive recognition on our annual website listing at [www.themuseknoxville.org](http://www.themuseknoxville.org), and all donors \$100+ receive recognition on our annual donor wall listing in our museum lobby for 1 full year.

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

### **\$1,500 Title Sponsor**

- Logo recognition on all event materials, including social media, posters, website, and 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



### **\$250 Vendor Booth**

- Text recognition on event materials, including social media, posters, and website



- Table set-up at event for business promotion
- 2 complimentary event tickets



## STEAM Carnival

All Donors receive recognition on our annual website listing at [www.themuseknoxville.org](http://www.themuseknoxville.org), and all donors \$100+ receive recognition on our annual donor wall listing in our museum lobby for 1 full year.

### \$5,000

- Logo recognition in Muse and STEAM Carnival printed marketing materials, including Brochure, Monthly Calendar, and Special Event Materials
- Logo Recognition on The Muse Website
- Custom banner indicating sponsorship of the “Edutainment” stage
- Custom wristband with company name for each attendee
- Corporate partner benefits at the \$2,500 level for one year:
  - Text Recognition in Muse printed marketing materials, including Brochure, Program Guide, and Monthly Calendar
  - 40 Family Admission Day Passes
  - 2 Special event passes for select events per request
  - Recognition on Annual Donor Wall in museum lobby
  - Text Recognition in Annual Report
  - Text Recognition on The Muse Website



### \$2,500

- Logo recognition in Muse and STEAM Carnival printed marketing materials, including Brochure, Monthly Calendar, and Special Event Materials
- Logo Recognition on The Muse Website
- Custom banner indicating sponsorship of Science and Art a la Carte
- Corporate partner benefits at the \$2,500 level for one year:
  - Text Recognition in Muse printed marketing materials, including Brochure, Program Guide, and Monthly Calendar
  - 10 Family Admission Day Passes
  - 2 Special event passes for select events per request
  - Recognition on Annual Donor Wall in museum lobby
  - Text Recognition in Annual Report
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## Muse for All Luncheon Sponsorship Opportunities

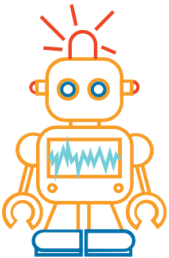
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### **\$2,500 Presenting Sponsor of Event**

- 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
- 2 Tables of 10 Reserved (20 people)

### **\$1,500 Table Sponsorship (Table + Free Family Night Sponsorship)**

- 1 Table of 10 Reserved
- Logo Recognition on event program and slides
- Mentions from Podium
- Can provide an item with business logo to be placed on the table you sponsored
- Special Bonus Program Impact:
  - Sponsorship of One Free Family Night at The Muse which provides free admission to the museum for families on the 4th Friday of your sponsored month from 5-8 pm
  - Booth set-up at sponsored Free Family Night
  - Inclusion of sponsor name on social media and website promotion of event



### **\$1,000 Table Sponsorship (Table + Family STEAM Event Sponsorship)**

- 1 Table of 10 Reserved
- Logo Recognition on event program and slides
- Mentions from Podium
- Can provide an item with business logo to be placed on the table you sponsored
- Special Bonus Program Impact:
  - Sponsorship of popular Family STEAM Event for up to 200 attendees at school of your choice
  - Mini flyer including sponsor logo sent home with students impacted by sponsorship

## **\$500 Community Supporter Sponsorship (School Field Trip Sponsorship)**

- Text Recognition on event program
- Special Bonus Program Impact:
  - Sponsorship of a Field Trip for 90 local school students
  - Mini flyer including sponsor logo sent home with students impacted by sponsorship

