



madison children's museum

MadisonChildrensMuseum.org

LEARN THROUGH PLAY



## Our Signature Winter Tradition!

December 2, 2017 • The Madison Club



Tea & Trains is a holiday tradition for Madison area families, featuring our signature train collection by guest conductors, an enchanting reading, themed arts and craft stations, an exciting silent auction, and of course, our high tea including hot chocolate bar, finger food and dessert bonanza. This holiday tradition is a treat for the young and young at heart.

All proceeds from Tea & Trains support the museum's Access for Everyone programs, helping all families play, create, imagine, and learn together.



Deadline for Sponsorship: October 31, 2017

SPONSORSHIP LEVEL	Presenting	Title	Major	Supporting
<b>ON-SITE RECOGNITION</b>				
Exclusive event naming privilege (i.e., Tea & Trains, presented by Sponsor)	✓			
Program speaking opportunity	✓			
Event welcome signage	Logo	Prominent Name	Name	
Tea & Trains event tickets	15	10	6	4
Program recognition	Logo	Prominent Name	Name	Name
Tea Room table signage	Top Billing	Prominent Name	Name	Name
Gift bag marketing opportunities	✓	✓	✓	✓
<b>MEDIA and PRINT RECOGNITION</b>				
Press release recognition	Top Billing	Prominent Name		
In-museum promotional recognition	Top Billing	Prominent Name	Name	
Social media recognition (over 13,500 Facebook likes & over 1,550 Twitter followers)	Top Billing	Prominent Name	Name	
Event emails (sent to 19,500 email addresses)	Logo	Logo		
<b>ADDITIONAL BRAND EXPOSURE</b>				
Museum Rooftop Cumulative Donor Wall	✓	When total giving surpasses \$5,000	When total giving surpasses \$5,000	When total giving
Museum website special events page (over 220,000 unique visitors annually)	Logo	Logo	Name	Name
Post-event thank you email	Top Billing	Prominent Name	Name	
Museum annual report recognition	✓	✓	✓	✓
<b>SPONSORSHIP AMOUNT</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,500</b>	<b>\$1,000</b>

Note: One Presenting sponsorship is available for this event.

# 2017 SPONSORSHIP COMMITMENT FORM



**\*DEADLINE: October 31, 2017**

## SPONSORSHIP LEVEL

Presenting \$5,000     Title \$2,500     Major \$1,500     Supporting \$1,000

## SPONSOR INFORMATION

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## PAYMENT INFORMATION

Check is enclosed, payable to MCM Foundation, Inc.

Please send an invoice

Please bill my credit card:     Visa     MasterCard     American Express     Discover

Card # \_\_\_\_\_ Expiration date \_\_\_\_\_

Name on card \_\_\_\_\_ Security code \_\_\_\_\_

Signature \_\_\_\_\_

I will make an in-kind donation of: with a value of \$ \_\_\_\_\_

I have enclosed my in-kind donation     Please contact me to arrange pick-up (in Madison area)

I can not attend, but please accept a donation of \$ \_\_\_\_\_

## PLEASE RETURN THIS FORM TO

Madison Children's Museum, Attention: Stephanie Sabo

100 N. Hamilton Street, Madison, WI 53703

Email: [ssabo@madisonchildrensmuseum.org](mailto:ssabo@madisonchildrensmuseum.org) | Phone: 608.354.0536 | Fax: 608.268.1398

Presenting and Title sponsors, please send a .jpg or .png AND an .ai or .eps version of your logo to Stephanie Sabo at [ssabo@madisonchildrensmuseum.org](mailto:ssabo@madisonchildrensmuseum.org)

Thank you for your sponsorship! Sponsorship commitment must be confirmed before October 31, 2017 to guarantee name or logo recognition on print publicity. Event sponsorships are exclusive from corporate membership benefits. Please contact Madison Children's Museum to learn more about becoming a Corporate Member.

Madison Children's Museum is a not-for-profit, 501(c)3 organization (Tax ID: 39-1383497). Your gift is tax deductible to the fullest extent provided by law.