



September 23rd, 2009

**Dear Sir or Madame:**

I am thrilled to tell you about the exciting new plans already underway for the West Side Children's Museum located in Avon, Ohio. Planning has been in progress for 18 months and exhibit building and fundraising are firmly underway. The new museum is aggressively scheduled to open to the public in early 2010.

The museum's mission and goals are to provide the following:

- To create a location on the west side of Cleveland for tourists and families with children to explore vehicles which stimulate curiosity
- To facilitate learning through hands-on, interactive discovery of the arts, humanities and science
- To target exhibits to reach and appeal to children ranging in age from birth to 12
- To provide an aggressive marketing campaign for our sponsors with a goal of reaching over 1 million households and businesses in the next 60 days
- To provide sponsors with a tax-exempt opportunity to reach millions of potential customers, while helping our community's future through our youth.

I hope you share my enthusiasm for the importance in education for our children, our nation's future. As you know, sponsorship is the cornerstone for a museum's success. As a father of a 4-year old girl, I have a vested interest in giving my daughter, and all children in our region, every possible opportunity to expand their understanding of the world around them in a fun and exciting way, which is the driving force behind the museum's vision. I am optimistic that you will find the cause in alignment with your personal donation program, and look forward to discussing how together, we can make a difference for our youth.

Please review the included sponsorship package brochure at your earliest convenience, or visit our website at [www.explorewithus.org](http://www.explorewithus.org). Feel free to contact me directly with any questions or to secure your sponsorship today. West Side Children's Museum is in the process of applying for tax-exempt status under Internal Revenue Code Section 501(c)(3) and all qualified donations will be tax-deductible upon attainment of such status. Please visit the IRS website for additional information on tax-deductible donations for 501(c)(3) applicants at <http://www.irs.gov/charities/charitable/article/0,,id=164249,00.html>. We welcome contributions of any kind and will gladly construct a customized package to suit your requirements.

I invite you to become part of this exciting ground-floor opportunity for Cleveland's western suburbs. I sincerely thank you for your consideration.

Warm Regards,

**Bracken Danielson**

Founder, West Side Children's Museum

President, Danco Metal Products & Bracken Grills

Phone: 440.821.0780

[bdanielson@explorewithus.org](mailto:bdanielson@explorewithus.org)

1200 center road  
avon, ohio 44011  
phone: 440.821.0780  
fax: 440.930.5014  
[www.explorewithus.org](http://www.explorewithus.org)

## **Fun-raisers and Giving Opportunities**

### **Our success begins with you!**

The ongoing mission for the West Side Children's Museum is to provide state-of-the-art messages and exhibits that allow children to explore, develop and learn in a memorable and exciting environment. Our founding board's belief is that the success in producing healthy and confident young adults that are prepared for the world around them starts at the preschool level. At the same time, offering creative educational parenting tips extends the museum messaging beyond the physical walls and into families' homes.

With your financial support, together we can continue building the dream. Please review our giving opportunities, or contact us with any questions. Visit [www.explorewithus.org](http://www.explorewithus.org) for more information.

100% of all donations will benefit site renovations, exhibit building, fundraising and advertising.

### **Individual Giving**

\*All sponsors who give us their commitment before November 1<sup>st</sup> will receive Founding Sponsor classification, which includes the company or sponsor's name on our Founding Sponsor plaque, which will remain in a prominent location on the grounds for the life of the museum.

#### Supporter - \$100.00

- 2 tickets to the museum to be used anytime
- Printed supporter certificate

#### Advocate - \$250.00

- 2 tickets to the museum to be used anytime
- Printed Building Block Certificate

#### Ally - \$500.00

- 4 tickets to the museum to be used anytime
- Name listing in sponsors section of the VIP Preview Night Program Book
  - Impressions: 800
- 50% discount for one afternoon museum rental for private parties
- Printed & framed Building Block Certificate

**Total Impressions as a Museum Ally: 800**

#### Coach - \$1,000.00

- 1-year pass to the museum for a families of four
- 2 tickets to the VIP Preview Night Event, a \$300.00 value
- Name listing in sponsors section of the VIP Preview Night Program Book
- Name on Individual Sponsor Plaque
  - Impressions: 2,900 visitors/month (700 visitors/week), 34,800 visitors/year
- Name listing on all quarterly newsletters for one year
  - Impressions: 10,000/issue, 40,000/year
- One free afternoon or evening museum rental for private parties
- 2 West Side Children's Museum t-shirts

**Total Impressions as a Museum Coach: 74,800**

#### Counselor - \$1,500.00+

- 2, 1-year passes to the museum for two families of four
- 4 tickets to the VIP Preview Night Event, a \$600.00 value
- Name listing in sponsors section of the VIP Preview Night Event Program Book
- Name on Individual Sponsor Plaque
  - *Impressions: 2,900 visitors/month (700 visitors/week), 34,800 visitors/year*
- Name listing on all quarterly newsletters for two years
  - *Impressions: 10,000/issue, 40,000/year*
- Logo and listing with click-through on our website, [www.explorewithus.org](http://www.explorewithus.org) for two years
  - *traffic projections: 30,000/month (360,000/year)*
- Two free afternoon or evening museum rentals for private parties
- 4 West Side Children’s Museum t-shirts
- One “WSCM Building Block Supporter” plaque with company name engraved

**Total Impressions as a Museum Counselor: 869,600**

## **Additional Giving Opportunities**

### **Title Sponsor– Call to discuss donations**

- Your company’s exclusive name on the museum to replace “West Side”
- Your company’s name on every piece of collateral and digital advertising and media broadcasting

### **Adopt an Exhibit – Call to discuss donations**

- Your company’s exclusive name & logo in raised lettering on the front sign of selected building for a 10 year period:
  - Grocery Store
  - Bank
  - Fire Department
  - Post Office or Shipping Company
  - Garage
  - Hospital
  - Castle
  - Pirate Ship
  - River
  - Waterworks
  - Community Room

### **Adopt Equipment - Call to discuss donations**

- Your company’s exclusive name & logo applied to the equipment of your choice:
  - Small Fixtures (i.e. stop light, window gardens, workbenches, floor mats, tables, signage, etc.)
  - Toys & Toy Cars
  - Wall Murals & Posters
  - Ticket Counter
  - Community Room Equipment
  - A/V Equipment

### **Ticket Sponsors - Call to discuss donations**

- Your company’s exclusive name & logo & optional incentive (i.e. discounts, coupons, etc.) printed on the back of every admission ticket for one year.

**VIP Preview Night Fun-Raiser Sponsorship - Call to discuss donations**

- Your company name and logo mentioned on all promotional materials for the Fun-Raiser event in late November
  - *Projected impressions: 50,000*
- 8 tickets to the VIP Preview Dinner in late November
- 8 season tickets to the museum
- Full page ad in the VIP Event Program Book
  - *Projected impressions: 800*
- Logo on Event Sponsor Banner at the VIP Preview Event Dinner
  - *Projected impressions: 800*
- One free afternoon or one evening museum rental for private parties
- 8 WSCM T-shirts



Sponsor Application Form

Contact Name: \_\_\_\_\_ Business Phone: \_\_\_\_\_  
Business Name: \_\_\_\_\_ Mobile/Home Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ Email Address: \_\_\_\_\_  
City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

Corporate Giving

**Building Block:** \$250.00 Total Amount \_\_\_\_\_  
**Stepping Stone:** \$500.00 Total Amount \_\_\_\_\_  
**Friend of the Museum:** \$1,000.00 Total Amount \_\_\_\_\_  
**Guide:** \$2,500.00 Total Amount \_\_\_\_\_  
**Playmate:** \$5,000.00 Total Amount \_\_\_\_\_  
**BFF:** \$7,500.00 Total Amount \_\_\_\_\_  
**Mentor:** \$10,000.00+ Total Amount \_\_\_\_\_

Individual Giving

**Supporter:** \$100.00 Total Amount \_\_\_\_\_  
**Advocate:** \$250.00 Total Amount \_\_\_\_\_  
**Ally:** \$500.00 Total Amount \_\_\_\_\_  
**Coach:** \$1,000.00 Total Amount \_\_\_\_\_  
**Counselor:** \$1,500.00+ Total Amount \_\_\_\_\_

Additional Giving Opportunities

**Adopt an Exhibit:**

Building Requested (please select one):

- Grocery Store
- Bank
- Fire Department
- Post Office or Shipping Company
- Garage
- Community Room
- Hospital
- Castle
- Pirate Ship
- River
- Waterworks

**Call to discuss pricing**

**Adopt Equipment:**

Equipment Requested (please select one):

- Small Fixture
- Toys & Toy Cars
- Wall Murals & Posters
- Ticket Counter
- Community Room Equipment
- A/V & Computer Equipment

**Call to discuss pricing**

**Ticket Sponsor:**

**Call to discuss pricing**

**VIP Preview Night Fun-Raiser:**

**Call to discuss pricing**

**\* Application Deadline: November 1<sup>st</sup>, 2009**

1200 center road  
avon, ohio 44011  
phone: 440.821.0780  
fax: 440.930.5014  
www.explorewithus.org

**Payment Method:** Payment by check (made payable to *West Side Children's Museum*) or credit card is due in full with application. Check or credit card transaction will not be processed until application has been accepted. Applicants who have not been accepted will have check returned or credit card transaction will not be processed. Visa, MasterCard, Discover, and American Express are all accepted.

**Logo/Graphics:** You must include a high-res file for your logo or brand (TIF, EPS or Press Quality PDF). The purpose for the logos is to allow museum developers to ensure a reasonable understanding of how/where your logo will be placed within the exhibits.

**Acceptance of West Side Children's Museum Specifications & Requirements for Sponsors and the Application and Contract:** If accepted, I/we the applicants have read this application, and museum specifications and requirements (listed in the application packet pages), and agree to abide by them in full. I/we further agree that if accepted, I/we are responsible for the entire selected fee. The undersigned sponsor and his/her agent/s or assign/s do expressly release the West Side Children's Museum, their agents, producers, management and employees, and the owners of the museum sites of and from any liability for any damage, injury or loss to any person or merchandise which may arise from the licensing and occupation of the museum space by the applicant/s, and agree to hold and save them harmless of any loss or damage to property or person. Sponsor agrees that this is not a lease but only allows the sponsor to use the space provided in accordance with the chosen sponsorship level. If this licensing application is accepted, I/we give permission to use my name and/or company name, logos submitted and any photographs or videotape taken at the West Side Children's Museum of me or my brand for the purposes of marketing and promotion. West Side Children's Museum reserves the right to accept or reject any application for sponsorship at their sole discretion. Sponsor payments not received within 2 weeks of the museum opening (scheduled for December 14<sup>th</sup>) forfeits my sponsorship, and the space will be filled with a 'wait list' sponsor. This is a violation of the contract and applicant will be held responsible for all fees and charges at the discretion of the museum founding board. All checks returned for non-sufficient funds (NSF) will be assessed a \$36.00 service fee for each check. Festival management at their discretion may change the public opening or closing dates and/or hours. Sponsors may not display or promote another company's logo or brand or share their sponsorship with another sponsor unless approved by the museum founding board. West Side Children's Museum reserves the right to have offenders of any of these specifications and requirements and application and contract removed from the museum without refund. If West Side Children's Museum cancels the opening, a full refund of sponsorship fees will be returned to the sponsor with no further financial obligation or penalty to the museum board.

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

West Side Children's Museum Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Have you included the following with your application?

1. Fully completed application, must be signed and dated.
2. A sample of the logo/brand that you wish to display.
3. Check (made payable to *West Side Children's Museum*) for payment in full or credit card information.

**Mail all completed applications along with payment to:**

**West Side Children's Museum  
ATTN: Museum Giving – Annual Funds Drive  
1200 Center Road  
Avon, Ohio 44011**

**\* Application Deadline: November 1<sup>st</sup>, 2009**