



Cheshire Children's Museum

# Sponsorship Opportunities

**Play**  
**Explore**  
**Imagine**

●  
**Play**  
to  
learn

●  
**Explore**  
with  
curiosity

●  
**Imagine**  
anything  
is possible



These three words encompass the vision of the **Cheshire Children's Museum**. Play to learn, explore with curiosity, and imagine anything is possible. CCM is a play-based museum designed to help nurture the children of today, so they can become our community leaders of tomorrow.

**Established in 2012**, the museum has served as significant resource for families, educators, and other non-profit organizations in the region. Offering free admission for nine local family-based agencies is one of the many ways CCM encompasses diversity, equity, and the inclusion of all community members.

Prior to the pandemic, CCM welcomed over **30,000 visitors annually**. It is our hope that with increased funding opportunities and building meaningful partnerships in both the profit and non-profit sectors, the organization can again flourish.

**We need your help!** The museum is dedicated to enhancing our collaborative impact for families and youth. Individual and corporate sponsorships are critical for this cross-organizational collaboration and teamwork to occur.

Sponsorships and donations fund exhibits, programs, events and all other aspects of the organization and museum. Without these funds, CCM is limited to the number of children and families we can positively impact.

With your support, we are looking to rejuvenate the museum, develop new exhibits in the next 6 months, and launch pilot after-school and field trip programs.

**We hope you share the same vision for the families and youth and become part of the Cheshire Children's Museum community.** We are happy to work with you to find a great fit for your organization and be part of developing the leaders of tomorrow.

Your time and interest in the Cheshire Children's Museum are greatly appreciated. As a community we are stronger together.





## Our Mission

We are dedicated to enriching our community by providing unique hands-on educational experiences for children that ignite their creativity and awaken their curiosity about the world. Our dynamic exhibits and programs integrate the arts, science, math, and literature for children to discover, explore, and learn through the power of play.

## Our Vision

Cheshire Children's Museum will inspire children to play to learn, explore with curiosity and imagine anything is possible.

## Did you know

Research indicates the 80% of a child's brain is developed by age of 3, and 90% by the age 5. These early years are critical for building the foundation for learning and developing social and emotional skills. Play is one of the most important elements of early development. Play-based learning, or free-play is self-chosen, enjoyable and process-orientated.

## Cheshire Children's Museum is one of 234 Children's Museums in the United States.

Children's museums are a unique community asset. Sadly, the effects of the pandemic on museums and other cultural organizations have been devastating, with nearly one-third of them closing permanently. As a 501© non-profit, CCM is reliant upon the support and generosity of our local communities. Corporate, and individual sponsorships as well as donations, allow the museum to welcome thousands of visitors annually helping to meet the needs for school learning and early childhood learning.

August 2022, signifies 10 years of the Cheshire Children's Museum serving children in our region... and our determination to enter a period of rejuvenation and growth!

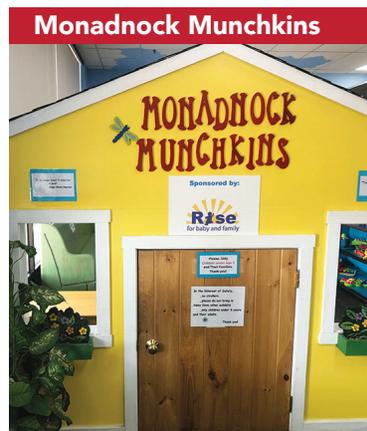
By developing new exhibits, programs, events and arts integrations, the CCM will be able to expand the age range that we currently serve. This will also allow us to serve our community inside the museum, but outside as well by allowing us to participate in events outside of the CCM.



# Discovery Station Sponsorships

\$3,500–7,500

The Cheshire Children’s Museum offers unique hands-on interactive exhibits designed for play-based learning. Your sponsorship allows CCM to maintain the exhibit’s quality, safety, and cleanliness by providing routine maintenance, replacing missing pieces, and ensuring the upkeep of each component. Many of our exhibits need to be updated, painted or even replaced post-Covid. Exhibit sponsorships are typically a 3-year agreement and include recognition on a name plaque on the exhibit, CCM website, newsletter, social media and all other printed marketing materials.



## Events Room – \$7,500

Birthday parties, family events, programs, field trips and more all enjoy access to the event room. Sponsorship includes your businesses name above the Event Room and will display your commitment to the CCM in a highly visible way.

## Monadnock Munchkins – \$5,000

Young children can play, explore and imagine in the Monadnock Munchkin zone. A toddler size kitchen, large soft blocks, slide and mirrors, allow children to expand their curiosities through sight, touch and sound. Designed for children ages 0-2 years.

## Space Station – \$5,000

“Houston, can you hear me?” Let your imagination take over as you press buttons and flip switches to guide a space mission from the command center. Fellow astronauts strap into the space capsule to ascend into the sky. Children learn about our solar system through the interactive wall and telescope.

## Food Market – \$5,000

Imitate the role of a shopper, stocker, customer and more in this child-sized grocery store. Filled with a wide assortment of realistic play food in the store setting, complete with a cash register and shopping carts! Children engage in creative play while developing fine and gross motor skills, explore new foods, sorting, counting and learning cooperation and social skills.



## News Anchor Desk – \$5,000

Report the latest community news in our brand-new News Anchor Desk! Equipped with a camera, sound equipment, lights and a green screen, children bring the latest news and happenings to the CCM community. This exhibit will be developed during the Summer and launched just in time for the new school year.

## Auto Repair Shop – \$5,000

Hands-on fun allows children to fix our Jeep! Young mechanics change spark plugs, replace the oil, switch tires and fill up the tank with gas. Children also race cars on our track to see which ones are the fastest, and play a xylophone made from wrenches.

## Veterinarian Clinic – \$5,000

Put on your lab coat and head into the CCM veterinarian clinic! Children examine pets, look at animal x-rays and watch over them as their wait for their owners to pick them up. All animals are transferred safely in our pet carriers!





**Construction Zone** – \$5,000

Build anything you can dream of in our construction zone. Building materials are interchanged regularly to encourage unstructured, child-directed play where they are the architects. Children can also hop in the Cat to do some digging. Perfect for a variety of ages, the construction zone encourages open-ended play while fostering intellectual, social, physical and emotional development.

**Post Office** – \$3,500

In our post office children use their imaginations as they sort mail, weigh packages and run mail delivery routes throughout the museum. Post cards from around the world have been sent to CCM over the past 10 years. Enjoy all the pictures and letters.

**Food Truck** – \$5,000

Hop on a swivel stool to have your order taken or be the chef! Serving up only the finest pizzas and ice cream in the city. At our food truck, children use critical thinking skills as well as creativity as they take orders, prepare food, make change and wash dishes.



**NH Cog Railway** – \$3,500

All aboard, the Mt. Washington Cog Railway and train depot. Children role-play being a conductor, while they ring the bell, and chug up the mountain. Fellow passengers roll train cars around the town, up and over bridges, through the trees, and around the curves on our train tables. Children naturally gather to play as they imitate noises and immerse themselves into the wonderful world of trains.

## A Day on the Lake – \$5,000

Grab a life jacket, fishing pole and hop in the boat for a paddle around the lake! Visitors have the opportunity to catch fish, spot the native wildlife or just enjoy sitting on the dock watching the world pass by. It is a favorite spot in the museum to take photos.

## A Day on the Lake

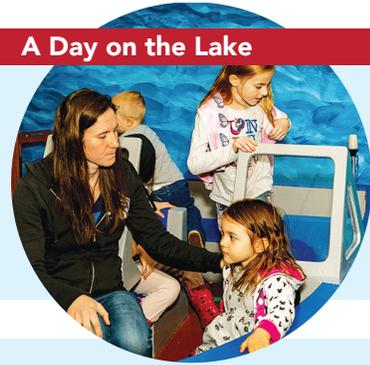


Photo: Jeff Newcomer

## Bank/ Spiral Wishing Well



## Bank and Spiral Wishing Well – \$5,000

Young bankers role-play as the bank teller or customer in the CCM Bank. Making deposits and withdrawals, using the ATM, matching currency and opening the safe, are all fun activities children engage in to build financial vocabulary, basic math concepts, problem solving and social skills.

## NH State Park



## New Hampshire State Park – \$5,000

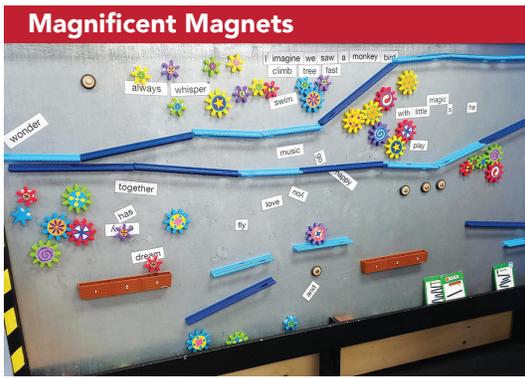
Go camping in the Lakes Region and take in the fresh air! In our state park, children go fishing in a boat, row a canoe, sit around the campfire, explore animal tracks and identify the wildlife.

## School Bus and School House



## School Bus and School House – \$5,000

Grab your backpack and get ready for a ride! Families of all ages love to go over the bumps and hills on their way to school. No fooling around in the back of the bus. The bus driver can see you in the mirrors, call your name over the speaker and even report you to base. As the bus screeches to a halt, students arrive at the CCM Schoolhouse. Children practice their handwriting, matching letters, shapes and colors or even write a poem on our **new interactive white board!**



**Magnificent Magnets** – \$5,000

On our large magnetic wall, children explore force and motion by linking together colorful gears and ball chutes. Problem solving, gravitational pull, and cause and effect will engage curious learners of all ages.

**Come Fly Away** – \$3,500

Jump in our full-size airplane and soar through the air! Young pilots love pretending they can fly with the birds and look down on the world below. This spectacular discovery station is truly an epitome of the CCM vision, “play to learn, explore with curiosity, and imagine anything is possible.”

**Lego Station** – \$3,500

Build it small, build it tall! The possibilities are limitless once kids get their hands on the LEGO and Duplo blocks in the Lego station! With a large assortment of LEGO and Duplo blocks at their disposal, kids make friends with other children, while building their creations on the Lego walls and free-standing stations.



**Recycling Center** – \$3,500

What happens when the garbage truck picks up the recycling? Where does it go? How does it get reused? What new products are made from old? Learn about the recycling process while sorting items and making noise!



Photo: Jeff Newcomer



**Fire Truck**



**Artist Corner**

### **Fire Truck** – \$5,000

Quick, call 911 the house is on fire! Jump on the fire truck to race across town to put out the blaze. Realistic sounds and flashing lights bring young fire fighters to the burning building. You must crawl through the smokey tunnel before using the fire hose to put out the fire. A favorite at CCM, the fire truck exhibits truly foster imagination and builds self-confidence.

### **Artist Corner** – \$3,500

Create a new project each day with the materials in our artist corner. Following the seasons and holidays, diverse art projects are designed to allow young artists to explore a wide variety of mediums and techniques. Artistic expression and creativity are encouraged while children develop fine motor skills and abstract thinking.

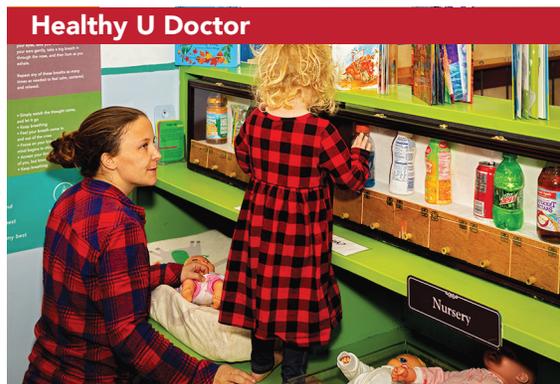
### **Healthy U Dental** – \$5,000

Visit the dentist to make sure you're taking proper care of your teeth and gums! Children sit in the dentist chair to brush a puppet's teeth or examine the sets of chompers on the counter.



**Healthy U Dental**

Photo: Jeff Newcomer



**Healthy U Doctor**

### **Healthy U Doctor** – \$5,000

Check your height, weight, strength and flexibility at the doctor's office. Young caretakers can also tend to the babies in the nursery. Shhh, please keep the noise down.... They're finally sleeping!



### **Puzzle Center** – \$3,500

Puzzled? Me too! Check out our large assortment of all things puzzles at the puzzle station. Mazes, number puzzles, matching, word puzzles and more keep kids engaged while enhancing their problem-solving skills.



### **Farm** – \$7,500

There are so many jobs to do on farm! At the CCM farm, children care for animals and learn about life on a farm. From making sure all the animals are in their stalls, to planting a garden and caring for the horse, children take pride in making sure life on the farm runs smoothly.

**Renovated Exhibit**

# Additional Sponsorship Opportunities

## Program Sponsorship

Providing educational and exciting programs for children ages 1-10 is one of the foundations of the Cheshire Children's Museum. Your corporate or individual sponsorship funds these incredible programs through the purchasing of materials, paying staff and other necessary resources. Please consider sponsoring one of our existing programs or submitting ideas for a new one.

### Benefits to your organization

1. Recognition in CCM newsletter, social media, website and printed marketing.
2. Organization name will be included on benefactor wall.
3. Organization will have a table set-up at the museum to display a banner, brochures and other promotional materials at the event.

### Preschool Story-Time

– \$1,500 annual sponsorship

Your annual sponsorship funds our weekly story-time. Activities include a new story, craft and snack each week. Held in our event room, up to 20 children and their families participate weekly.

Preschool Story-Time



### Toddler Time – \$1,500 per program

Your annual sponsorship covers a once-a-week program bringing toddlers and their caregivers together at the CCM. Weekly programs include Music and Motion, Fancy Dress Friday and Casual Coffee.

Toddler Time



## **After School Programs** – \$1,500 per program

CCM is working to develop afterschool programs targeted towards elementary and middle school children. Ideas include Lego® Club, Programming, Robotics, Cooking, and Arts. If your organization has an idea or would like to lead a club, please let us know.

## **Urban Gardening** – \$1,500 per program

Children and their families learn that planting and growing a garden is not limited to soil found in the back yard. Using creativity and ingenuity participants will cultivate seeds and plant them raised beds to be grown throughout the summer. Fruits of labor can be enjoyed as they are ready for harvest.



## **Sponsorship Opportunities**

### **Outreach Sponsorship**

#### **Museums for All**

Discount admission for families participating in the EBT program as well as free admission to nine local family-based non-profits.

#### **Field Trips for All**

Free field trips to the museum for Pre-K- Grade 5 students for economically disadvantaged schools and childcare programs.

Outreach sponsors and volunteers are needed to help sustain program expenses. Through your support we can reach children and families who may not otherwise be able to enjoy the museum experience and learning through play. For additional information on outreach opportunities please contact Alexa Plewa.

### **Digital Sponsorship**

With the support of our Digital sponsors, the Cheshire Children's Museum is able to reach an audience well beyond the Monadnock Region. Through this partnership your business can be proud as it helps Increase awareness of programs, events and happenings at the museum.

Business can also sponsor ...

- Monthly Newsletter – 3 months for \$500
- Facebook Ads – 3 months for \$250
- Shopper News Ads – 3 months for \$2000
- Website Sponsor - \$5,000

# Airwave.... Coming Summer 2023



## Individual/Family Sponsorships

### A-Mazing Airwaves Discovery Station

Together We Can Fund This! One dollar at a time, the members of the Cheshire Children's Museum will raise enough money to build this airmazing exhibit! Members and visitors alike can take pride that you helped to make this community project possible!

Featured in many children's museums with TV personality Blippi, children will learn about velocity, air pressure, and valves all while jumping up and down in joy!

- Friend ..... \$50
- Supporter ... \$100
- Star ..... \$250
- Superhero... \$500
- Angel..... \$1000

**Air and wind energy is an important topic for children and all citizens of the 21st century.**

Your generosity means the world to us. The support from individual and family sponsors will fully fund the Amazing Airways exhibit, in addition to help cover operating costs so children can continue to get a unique hands-on experience of the exhibits at the Cheshire Children's Museum... igniting their creativity and awakening their curiosity about the world!

**A-Mazing Airways has proven to be successful, intrinsically motivating, and engaging to visitors of all ages and backgrounds.**

# Corporate Partnership Opportunities

Please consider becoming a partner of the Cheshire Children’s Museum Community! Your business name will be proudly displayed on the benefactor wall in the museum, on social media and other promotional materials. Corporate partnerships are vital to the sustainability of the Cheshire Children’s Museum, providing opportunities to explore pilot programs, expand resources, and develop long-term strategic planning, each aiding in the growth of the organization. As a community we can help nurture the children of today become the leaders of tomorrow.



## Pilot Level – \$7,001 to \$10,000

### Community Recognition

- Top Tier listing on promotional materials, advertising, PSA’s, and other media, CCM website and newsletter and Donor Wall
- Top tier listing in advertising, PSA’s, or other media

### Museum Access

- 100 Single Guest Passes
- 20 Tickets to selected fundraising events
- Exclusive company field trips for employees and families



## Conductor Level – \$5,000 to \$7,000

### Community Recognition

- Listing on promotional material
- Recognition on Donor Wall
- Recognition on CCM website and newsletter
- Link in CCM website to your business website

### Museum Access

- 75 single guest passes
- 15 tickets to selected fundraising events
- Sponsor an afternoon club or field trip



## Driver Level – \$3,501–\$5,000

### Community Recognition

- Recognition in newsletter and website
- Link in CCM website to your business website

### Museum Access

- 50 single guest passes
- 10 tickets to selected fundraising events



## Cyclist Level – \$1,501–\$3,500

- Recognition in newsletter and website
- Recognition in any print materials pertaining to exhibits
- Link in CCM website to your business website

### Museum Access

- 25 single guest passes
- 8 tickets to selected fundraising events



## Walker Level – \$500–\$1,500

### Community Recognition

- Recognition in newsletter and website
- Recognition in any print materials pertaining to exhibits
- Link in CCM website to your business website

### Museum Access

- 20 single guest passes



## Annual Operating Giving

Help sustain current and new exhibits, on-site programs, outreach, events. Together, they reach thousands of families from southern NH and beyond. Support includes our Annual Appeal, which provides funding for sustainable operations throughout the year.

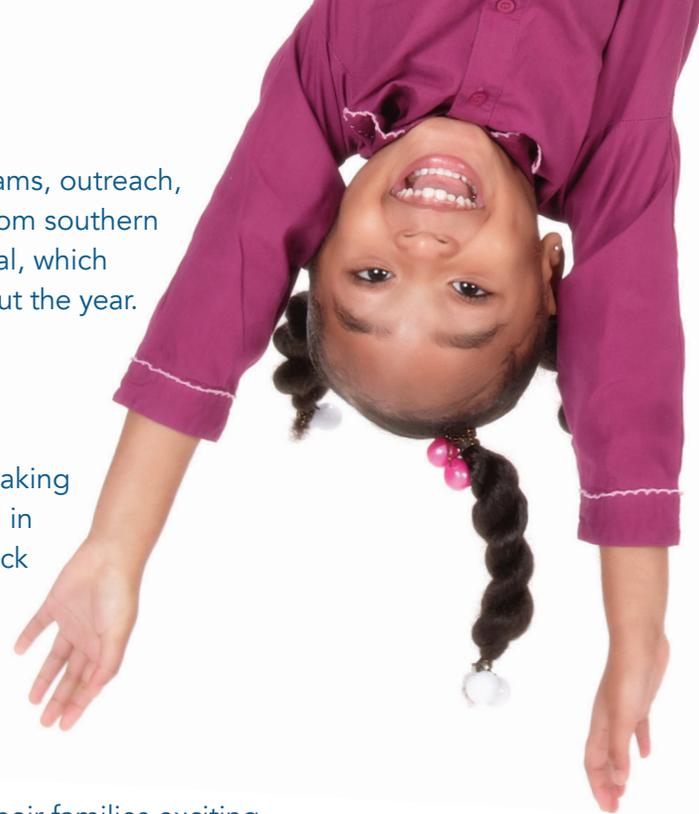
## Event Sponsorship

CCM is a busy place, with activities and fundraisers taking place year-round. Event sponsorships supports CCM in connecting to targeted audiences. From the Shamrock Shuffle to Noon-year's Eve and the Witch's Ride, we have events for the entire family.

## Corporate Membership

Corporate Memberships offer your colleagues and their families exciting opportunities to play, explore and imagine together! Discover our full list of benefits, including employee discounts on admission and membership to special facility rentals rates and exposure on our website.

- 1-10 Employees..... \$500/year
- 11-20 Employees..... \$750/year
- 21-30 Employees..... \$1000/year
- 31-40 Employees..... \$1250/year



### WINDOW OPPORTUNITIES now available

You now have the opportunity to be seen on the outside FULL-Pane windows at CCM.

For just \$1,500 more added to any of the levels on page 14, you can have your logo and message on one of 8 full-pane windows at our location on Emerald Street – right beside the DMV! This is a huge advertising opportunity for your business!



Your sponsorship is the foundation of the mission of the Cheshire Children Museum. Without you, we cannot continue to give the children in our community a place to play, explore, and imagine that anything is possible!

Sponsorships can be paid in installments for up to 3 years.

**Please consider a sponsorship today!**

**603-903-1800**

We would be happy to answer any questions, discuss your ideas, or give you a tour of the museum!

Contact **Alexa Plewa** at [info@CheshireChildrensMusuem.org](mailto:info@CheshireChildrensMusuem.org)



**Cheshire Children's Museum**

The Center at Keene  
149 Emerald Street  
Keene, NH 03431

[CheshireChildrensMuseum.org](http://CheshireChildrensMuseum.org)