

SANTA CRUZ CHILDREN'S MUSEUM



# 2024 SPONSORSHIP OPPORTUNITY

The Santa Cruz Children's Museum of Discovery (MOD) invites you to invest in the future of Santa Cruz families by helping us bring creative, joyful, and imaginative childhood experiences to thousands of local families.

Sponsor MOD to expand our vision for the children of this county into the next *Decade of Discovery*.

## Our Mission

**MOD cultivates curiosity, creativity, and exploration for children and caregivers of our community**

MOD is a 501(c)(3) nonprofit and an Equal Opportunity Employer. This information can be provided in an alternate format upon request.

SCCMOD.ORG | 1855 41ST AVE, CAPITOLA, CA 95010 | (831)316-5200







## Sponsorship Opportunity

# INCREASE YOUR REACH

**48,000**  
visitors  
annually

**4,000**  
email  
inboxes  
reached

**5,000**  
social  
media  
followers

**33,000**  
website  
viewers

**30%**  
engage-  
ment  
rate

**1200**  
member  
families

*Celebrating*

— 10 YEARS —

with the  
growing families,  
business owners, and  
educational institutions  
of Santa Cruz County!

*Save THE Date*

November 16th, 2024  
TIME TO PLAY GALA



## Sponsorship Opportunity

# YOUR SPONSORSHIP GIVES BACK

In the last year, more than 35,000 visitors and school children explored our hands-on exhibits, attended our science, arts, and engineering programs, and discovered the joy childhood offers through play and discovery.

Together with our donors and volunteers, we are driving growth at the county's only museum devoted to children and you can help.

Over the next decade, we plan to expand our facilities, continue developing our exhibits and programming, and grow into the kind of museum our community needs to be a beacon for the young families who will drive the future of our county.

Your dollars help MOD focus on our everyday, core services while enabling us to look to the future of childhood, science learning, innovation, and discovery in our county!

### Impact by the numbers\*



**150**  
classroom  
science visits



**7500**  
free or reduced  
price visits



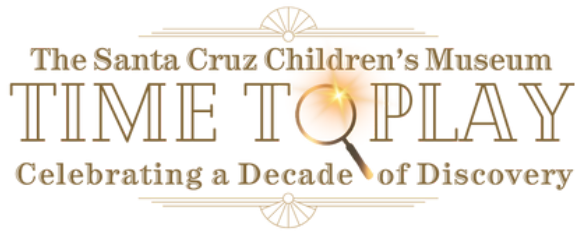
**5000**  
community  
engagements



**250**  
Medi-Cal  
families  
served

\*uncountable moments of discovery





# 2024 Sponsorship Benefits

	<b>PLAYMAKER</b> \$650	<b>DISCOVERER</b> \$2500	<b>EXPLORER</b> \$5000	<b>VISIONARY</b> \$8000	<b>PRESENTING SPONSOR</b> \$12000
<b>Tickets to Time to Play Gala</b>		<b>2 GUESTS</b>	<b>2 GUESTS</b>	<b>4 GUESTS</b>	<b>8 GUESTS</b>
<b>Recognition from the podium</b>			✓	✓	✓
<b>Casino Table Sponsor. Signage</b> <i>limited to 8</i>	LOGO				
<b>Presenting Sponsor Recognition</b> <ul style="list-style-type: none"> <li>Podium Signage</li> <li>Auction Bid Paddles</li> </ul>					✓
<b>Printed Material Acknowledgement</b> <ul style="list-style-type: none"> <li>Invitation &amp; Program</li> <li>Event Sponsor Recognition Signage</li> </ul>		LOGO	ENHANCED LOGO	PREMIUM LOGO	PREMIER LOGO
<b>Online Recognition</b> <ul style="list-style-type: none"> <li>Event webpag</li> <li>Event e-blasts (5,000+ Active Subscribers)</li> </ul>		✓	✓	✓	✓
<b>Social Media Recognition</b> (FB (3k Followers) and IG (2k Followers))			3X	3X	6X (3 EXCLUSIVE MENTIONS)
<b>MOD "Pathway to Discovery"</b> <ul style="list-style-type: none"> <li>One year recognition on lobby donor wall</li> <li>Invitation to annual "Pavers" donor event</li> </ul>		✓	✓	✓	✓
<b>Passes to the children's museum</b>				10 passes	20 passes

**Sponsorship must be confirmed by July 31st, 2024 for inclusion on the invitation and initial marketing**

The Santa Cruz Children's Museum of Discovery is 501(c)3 nonprofit organization (IDL 46-1699711).  
Your sponsorship will be tax deductible to the full extent by the law.



## Discover. Imagine. Access for All.