

Sponsorship Deck



imagine that





imagine that

WHERE WONDER TAKES ROOT

An Evening of Imagination and Discovery

Join Thinkery for **Imagine That** our annual fundraising gala, an evening where curiosity leads the way. This year, guests will step into an immersive setting inspired by the natural world — layered, vibrant, and full of playful moments waiting to be discovered. Thoughtful details and unexpected touches will transform the familiar into something extraordinary, inviting exploration at every turn.

Imagine That fuels Thinkery's vision that

ALL children cultivate a lifelong love of learning.

On September 17, 2026, your sponsorship will help bring this experience to life while supporting the hands-on learning, creativity, and access that define Thinkery. Together, we can imagine joyful learning for ALL!

Partner with us to create a legacy of joyful learning, empowering the next generation of thinkers and creators!

SAVE THE DATE

Thursday, September 17, 2026

Branch Park Pavilion

2006 Philomena Street

Austin, TX 78723





About Thinkery

Thinkery pursues joyful learning through play-based STEAM exploration to inspire and equip ALL children to cultivate a lifelong love of learning so that they thrive. This work is driven by our core values of playfulness, belonging, innovation, and collaboration.

At our 40,000 square foot museum in the Mueller neighborhood, we offer innovative, hands-on museum exhibits and activations, STEAM education through our summer camps, and community connection through special events. We are proud to now welcome families to our second location, Thinkery-Del Valle – a neighborhood STEAM museum embedded within the Del Valle Independent School District – launched in 2024.

Whether a child is inspired in our iconic big red box or sees themselves as an engineer through a classroom activity with one of the hundreds of educators we partner with annually through professional development, we seek to reflect what happens when play and belonging are prioritized in hands-on, STEAM learning.





Our Vision



Imagine a Central Texas where every child's opportunity matches their limitless potential.

Since 1983, that's the future we've been working to create: one joyful, play-filled moment at a time. Because when children are equipped to dream big and think boldly, the future gets brighter for all of us.

At Thinkery, our mission is to ensure that every child has access to hands-on, play-based STEAM learning experiences that ignite curiosity, spark joy, and inspire a lifelong love of learning. Because when children are given the chance to fall in love with learning, they thrive. They not only experience the wonder and magic of childhood, but begin building the durable skills they'll need to navigate a rapidly changing world and workforce: creativity, critical thinking, collaboration, and communication.

Through joyful exploration, inclusive play, and purposeful innovation, we're working to empower the next generation of confident, creative thinkers, because every child deserves the opportunity to thrive.





A Trusted Community Brand



As Austin's only children's museum, Thinkery has been a fixture in the Central Texas community for more than 40 years! Generations of children and their caregivers have experienced the magic of Thinkery, developing a lifelong love of learning. Our brand is inspiring, strong, and evokes joy and excitement.

- **Monthly Newsletter – over 50K subscribers with more than 50% open rate**
- **60,000+ followers across Instagram, Facebook, and LinkedIn**
- **More than 200,000 annual visitors**
- **Nearly 5,000 member households**
- **Our guests represent a diverse community who travel from all across Central Texas (and beyond!) to learn, play, and explore**





Presenting Sponsor

\$40,000



Exclusive recognition as the Imagine That 2026 Presenting Sponsor



Opportunity to speak during event



Dedicated feature in gala program



Reserved seating for one premium table (10 guests)



Logo on all signage, event website banner, and all email communications



Custom multi-post social media sponsor series on LinkedIn, Facebook, and Instagram



Invitation to the pre-gala reception (10 tickets)



Curated volunteer experience at Thinkery



VIP Early Access Experience



Playfulness Sponsor

\$25,000



Prominent recognition as Playfulness Sponsor on event materials



On-stage verbal recognition during the program



Reserved seating for one priority table (10 guests)



Logo on event signage, website, and select email communications



Two dedicated social media posts on LinkedIn, Facebook, and Instagram



Invitation to the pre-gala reception (8 tickets)



Curated volunteer experience at Thinkery



VIP Early Access Experience



Belonging Sponsor

\$15,000



Recognition as Belonging Sponsor on event materials



Reserved seating for one priority table (10 guests)



Logo on event signage, website, and select email communications



One dedicated social media post on LinkedIn, Facebook, and Instagram



Invitation to the pre-gala reception (6 tickets)



Curated volunteer experience at Thinkery



VIP Early Access Experience



Innovation Sponsor

\$10,000



Recognition as Innovation Sponsor on event materials



Reserved seating for one table (10 guests)



Name inclusion event signage and website



Social media recognition on LinkedIn, Facebook, and Instagram



Invitation to the pre-gala reception (2 tickets)



VIP Early Access Experience

Collaboration Sponsor

\$5,000



Recognition as Collaboration Sponsor on event materials



Reserved seating for one table (10 guests)



Name inclusion on event signage and website



Social media recognition on LinkedIn, Facebook, and Instagram

SPONSORSHIP OPPORTUNITIES

	Presenting \$40,000	Playfulness \$25,000	Belonging \$15,000	Innovation \$10,000	Collaboration \$5,000
 Dedicated feature in gala program	●				
 Recognition during program	Speaking Opportunity	●			
 Logo/Name on Email communications *	●	●	●		
 Curated volunteer experience	●	●	●		
 VIP Early Access Experience	●	●	●	●	
 Invitation to the pre-gala reception	10 Tickets	8 Tickets	6 Tickets	2 Tickets	
 Social media recognition	Custom	2 Posts	1 Post	●	●
 Logo/Name on event signage, and website	●	●	●	●	●
 Reserved Tables (10 guests)	1 Premium Table	1 Priority Table	1 Priority Table	1 Table	1 Table

*All sponsors will be recognized in post-event thank-you communications.

Valet Sponsor

\$15,000

SOLD

- Exclusive recognition as Valet Sponsor
- Logo/name inclusion on "Know Before You Go" emails
- Logo placement on valet signage at arrival
- 4 VIP VIP early access tickets
- Logo/name inclusion on event signage and website

Signature Cocktail/Bar Sponsor

15,000

- Exclusive recognition as Signature Cocktail/Bar Sponsor
- Naming opportunity for the featured cocktail (co-branded signage at bar)
- Logo placement at bar signage and menu display
- Verbal recognition during cocktail hour
- 4 VIP VIP early access tickets
- Logo/name inclusion on event signage and website

Pre-Gala Reception Sponsor

\$15,000

- Exclusive recognition as Pre-Gala Reception Sponsor
- Logo placement at reception entrance, bar signage, and other key areas
- Verbal recognition during the reception
- 10 tickets for pre-gala reception
- 4 VIP VIP early access tickets
- Logo/ name inclusion on event website and reception-related communications

VIP Experience Sponsor

\$10,000

- Exclusive recognition as the VIP Sponsor
- Logo placement at early VIP check-in and throughout the early access experience
- Opportunity to co-create a signature VIP moment
- Verbal recognition during the main program
- 6 VIP early access tickets
- Logo/name inclusion on event website and select signage

Dessert Sponsor

\$7,500 OR IN KIND

- Recognition as Dessert Sponsor
- Logo placement at dessert station and signage
- Verbal recognition during dessert service or program moment
- 4 event tickets
- Name inclusion on event website and select signage

Printed Program Sponsor

\$5,000

- Recognition as Printed Program Sponsor
- Quarter page ad placement in the printed program
- Logo or name placement within the printed program sponsor section
- 2 event tickets
- Name inclusion on event website and select signage

Auction Sponsor

\$5,000

- Recognition as Auction Sponsor
- Logo/name inclusion on auction landing page, auction signage, and auction-related communications
- Verbal recognition during auction moment
- 2 event tickets
- Name inclusion on event website and select signage

Party Favor Sponsor

\$5,000 OR IN KIND

- Recognition as Party Favor Sponsor
- Logo/name inclusion on take home party favor
- 2 event tickets
- Name inclusion on event website and select signage

SOLD

Photo Booth Sponsor

\$5,000

- Recognition as Photo Booth Sponsor
- Logo placement on photo booth signage and opportunity for design input
- 2 event tickets
- Name inclusion on event website and select signage

Floral/Centerpiece Sponsor

\$5,000

- Recognition as Floral / Centerpiece Sponsor
- Logo/name inclusion on centerpiece signage or table cards
- 2 event tickets
- Name inclusion on event website and select signage

Ticket

\$500

VIP Ticket

\$1,000

Getting Involved

Imagine That thrives because of passionate champions who help bring the evening to life. In addition to sponsorship opportunities, there are meaningful ways for individuals and organizations to play an active role in shaping the event and expanding its impact.

Planning Committee

Help guide the vision and guest experience of Imagine That. Planning Committee members partner closely with Thinkery staff to provide input on creative direction, guest engagement, and event execution.

Host Committee

Serve as an ambassador for Imagine That by helping to build excitement and connect Thinkery with new audiences. Host Committee members commit to buying or filling a table and support the event through outreach, guest invitations, and community advocacy.

Advocacy & Ambassadorship

Share Thinkery's mission and the impact of Imagine That within your networks. From spreading the word to inviting friends and colleagues to attend, ambassadors play a vital role in expanding the reach of the event.

Become a Sponsor

CONTACT

The Development Team
development@thinkeryaustin.org

thinkeryaustin.org/ImagineThat



fb.com/TheThinkery



[@ThinkeryATX](https://www.instagram.com/@ThinkeryATX)



[@ThinkeryATX](https://www.tiktok.com/@ThinkeryATX)



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