

Join the Thinkery Clubhouse

Business Sponsorship
Opportunities
2018



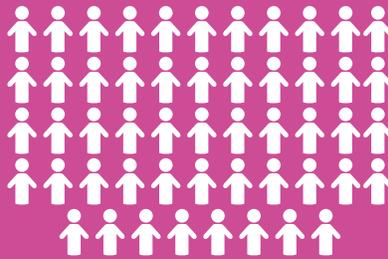
CLUBHOUSE BUSINESS SPONSOR OPPORTUNITIES

Align your business with Austin's most exciting and engaging place for children and families. Thinkery offers a variety of partnership options to meet the diverse strategic goals for corporate philanthropy.

BECOME A CLUBHOUSE BUSINESS SPONSOR TODAY. Your support will equip and inspire the next generation of creative problem solvers through innovative learning experiences.

"This is the best children's museum we've been to. Lots of organized activities and very well designed."

*Dominic C.
Thinkery parent*



Attendance of more than 450,000 during 2017

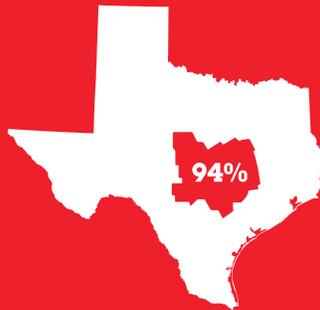


More than 10,000 Member households

1,331



Business group volunteers in 2016



94% of visitors are from Central Texas



29,500 children visited through school tours during 2017



29,000+ Facebook followers & growing



4,500+ Twitter followers & growing



About 75,000 unique visitors to thinkeryaustin.org each month



More than 60% of web visitors use mobile phones and tablets

*As of January 2018

 = 10,000 visitors

REASONS TO INVEST WITH THINKERY

– Make Austin and Central Texas a better place for children and families

- Thinkery is a critical partner with schools and educators
- Adults and children strengthen their relationships while learning together
- Thinkery's Open Door Initiative provides free admission & scholarships for families in need

– Affiliate your business with excellence and innovation

- Thinkery expands on the 30 year reputation of Austin Children's Museum as a trusted advisor to parents
- Thinkery is respected as a national innovator with its unique approach to informal STEAM education
- Your commitment to strengthening STEAM education helps build tomorrow's work force

– Attract, retain and reward employees and clients with guest passes, discounts and meaningful volunteer opportunities



SPONSORSHIP OPPORTUNITIES AT THINKERY

Thinkery strives to create unique sponsorship recognition that aligns with the philanthropic and strategic goals for each business sponsor.

Exhibits & Programs

- **Baby Bloomers** – weekly program exclusively for 0-3 year olds
- **Early Learners' Series** – child development classes for 0-3 year olds
- **EdExchange** – professional development partnership for local educators
- **Think Labs** – in-depth, advanced learning sessions for adult/child pairs
- **Gingerbread Workshops** – a perennial holiday tradition
- **School Tours** – interactive experiences for Pre-K to 5th grade
- **Spring Break & Summer Camps** – full & half day camps for Pre-K to 5th grade
- **Volunteens** – career readiness program for 12-18 year olds

Events

- **Thinkery21** – an adults-only night of fun at the museum
- **IMAGINARIUM** – the museum's signature annual gala (September 21, 2018)
- **Member-only hours and events** – marketing to 14,000 households
- **Family Nights** – special-themed events hosted quarterly
- **Gingerbread Fun Run** – an all abilities (almost) 1K event to kick off the gingerbread season

SPONSORSHIP BENEFITS

Business Sponsor Levels	\$5,000 - 9,999	\$10,000 - 14,999	\$15,000 - 19,999	\$20,000+*
Marketing Opportunities and Recognition				
In museum, logo recognition at Thinkery entrance donor wall for one year			✓	✓
In-museum recognition at Thinkery upstairs donor wall	✓	✓	✓	✓
Mentions on Thinkery social media (29,000+ Facebook followers & 4,500+ twitter followers)	1 per year	2 per year	3 per year	4 per year
Featurette in <i>Do + Make</i> electronic newsletter (circulation 38,000+)				✓
Listing for one year in the Thinkery's online Business Supporter Directory that is promoted to members and in general museum communications	✓	✓	✓	✓
Recognition in onsite promotional materials for specific programs		✓	✓	✓
Employee Engagement and Access				
Admit-one guest passes to give to employees or clients	25	50	75	100
Family fun passes (admits 4) to give to employees or clients			10	25
10% off Family and Premier Family memberships for employees for one year	✓	✓	✓	✓
Option to purchase block (10+) admission passes and memberships at 10% discount	✓	✓	✓	✓
Employee volunteer opportunities	✓	✓	Customized	Customized
One date per year for your employees and their families to enjoy a free day at the museum (includes complimentary private hospitality room)				✓
One complimentary weekday use of meeting space**	✓	✓	✓	✓
10% discount on facility event rentals			✓	✓
Invitations and discounted pricing to exclusive special events				✓

* Presenting sponsorship gifts (\$20,000+) have additional program or event-specific marketing opportunities.

** Based on availability. Thinkery's Program Rooms may not be available during the months of December, June, July, and August. Other calendar restrictions apply during AISD school holidays and at Thinkery's discretion to accommodate museum programming.

Each of Thinkery's programs and events include independent marketing opportunities. Presenting sponsorship opportunities can be crafted to fit your philanthropic goals and objectives.

For more information about Clubhouse Business Sponsor opportunities or to schedule a private tour and meeting, please contact:

Jessica Hernandez
 Director of Development & Marketing
 512.469.6212 | jhernandez@thinkeryaustin.org

