

# Sponsorship Opportunities



## Stepping Stones at Twenty-Five

### Support the 25<sup>th</sup> Birthday of Stepping Stones Museum for Children

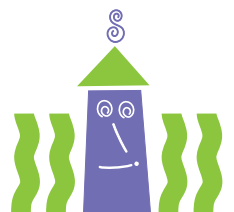
Since 2000, **Stepping Stones** Museum for Children has provided a dynamic environment for curiosity, connection and growth, helping to shape the lives of millions of children and families.

As we celebrate the museum's milestone 25<sup>th</sup> birthday in 2025, our supporters have an opportunity to rejoice in the playful learning and magical memories shared at Stepping Stones and make a gift to ensure future generations have the same opportunity.

In 2025 and beyond, we will introduce the many ways that Stepping Stones will expand its mission impact to serve the greatest needs of our region – building literacy, engaging communities and enriching our cultural landscape. This includes the unveiling of the new *Healthyville*®, U.S.A. exhibit in the fall of 2025 and a new, improved *Tot Town*® in 2026.

#### **We need your help! Leave a legacy for future generations of children to enjoy.**

The museum depends on the generosity of our donors to provide critical funding for our ongoing operational needs. From programs and exhibits to staff and facilities, **it costs about \$20 more than the price of admission** to support every visit and field trip to Stepping Stones Museum for Children. Become a leader in the Stepping Stones community and create lasting impressions for our guests.



## Join the 25<sup>th</sup> Anniversary Leaders Circle – Be a Forever Friend to the Museum

Individuals, businesses and corporate entities who contribute major gifts of \$15,000 or more will be recognized as “**25<sup>th</sup> Anniversary Leaders Circle**” supporters and gain opportunities for impactful, customized collaboration throughout our 25<sup>th</sup> year and beyond, including inclusion on a **highly-visible museum plaque** to be permanently displayed, a special 25<sup>th</sup> birthday web page and in the 2025 annual report.

**Sponsorship visibility includes a full year of recognition starting from the date a pledge is received. The festivities began with circus-themed birthday celebrations in March 2025.**

### **25<sup>th</sup> Birthday Bash – March 8, 2025**

The museum hosted a family-friendly celebration featuring a professional circus-themed performance and exciting related learning experiences from 3:00 – 7:00 pm.

### **The Kaleidoscope Circus Celebration – March 29, 2025**

This mesmerizing after-hours event brought the wonder of the circus to an adult audience. Featuring food, drink and a variety of circus-themed performances, the Kaleidoscope Circus Celebration brought our community together in celebration of the storied history and bright future of Stepping Stones.

**The festivities will continue with other high-profile celebrations including:**

### **Healthyville, U.S.A. Exhibit – Fall 2025 Grand Opening**

25<sup>th</sup> Anniversary Leaders Circle sponsors of \$15,000 or more are automatically recognized as supporting the *Healthyville, U.S.A.* exhibit, in addition to being permanently recognized on a 25<sup>th</sup> Anniversary plaque outside of the museum. Sponsorships are still available at all levels and run for a full year from the date of donation. Promotion includes an October 2025 Grand Opening and robust integrated marketing plan.

### **About Healthyville, U.S.A.**

*Healthyville, U.S.A.* is a new exhibit associated with the museum’s Healthy Children, Healthy Communities® initiative. The fictional city of Healthyville and all educational programming and learning experiences focus on the key elements that make up a healthy community and the ways in which children can contribute as healthy community citizens. Special curriculum will be developed as a part of seasonally-focused events, camps, group and school workshops and home extension experiences.

For more information, please contact Carolyn Knott at 203 899 0606, ext. 225 or [Carolyn@steppingstonesmuseum.org](mailto:Carolyn@steppingstonesmuseum.org) or Shira Tarantino at [Shira@steppingstonesmuseum.org](mailto:Shira@steppingstonesmuseum.org).

## **Your Sponsorship Dollars Make a Difference**

Sponsors at every level power the museum’s ability to continue providing transformational learning experiences for children and families in the community. We invite you to join the milestone celebration through sponsorship or by making a donation to commemorate the museum’s 25-year community legacy and ensure its mission continues for generations to come.

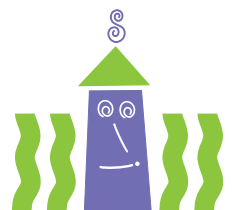
The 25<sup>th</sup> birthday of **Stepping Stones** Museum for Children includes extensive marketing communication throughout the year, including general social and digital advertising; radio promotion; a creative email campaign, dedicated webpage visibility and social media marketing.

The **Stepping Stones at 25 campaign** was advertised through digital billboards, MTA Metro-North Railroad station kiosk ads and in-railcar posters as well as through extensive promotion at Norwalk's SoNo Collection.

**For details about the marketing benefits associated with each sponsorship level, please see the attached rubric.**

### Museum Reach Statistics

- Visitation: 250,000+ site visits annually
- Location: Primarily from Fairfield County, CT and Westchester County, NY
- Webpage Traffic: 37,000+ guests monthly
- E-Blast Distribution: 20,000 highly-engaged users
- Facebook: 23,000+ followers
- Instagram: 6,300+ followers
- X: 2,800+ followers



# Sponsorship Levels and Benefits

## Titanium Sponsorship – \$50,000+ (2 available)

### Branding

- **Official designation as a Presenting Sponsor** of Stepping Stones at 25 on all digital and printed promotional materials and signage (includes brochures, banners, signage, digital signs and plasma screens in the museum)
- Premium recognition and inclusion in the 25<sup>th</sup> Anniversary Leaders Circle
- Premium placement of company LOGO in all e-blasts throughout 2025 to 20,000+ recipients
- Exclusive sponsorship of a weekend day in 2025 (i.e., “Today’s Day of Play brought to you by YOUR COMPANY”)

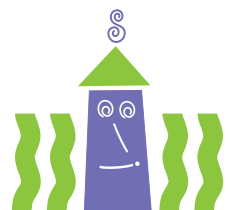
### Marketing/Media

- Premium placement of Company LOGO with a direct link on Stepping Stones at 25 web page
- Premium recognition on the Stepping Stones homepage
- Custom content creation (e.g. social media posts, emails, photo testimonials, etc.)
- **Identification as a Presenting Sponsor in Stepping Stones at 25 radio advertisements**
- Digital promotion kit for organization media
- Permanent company name recognition on outdoor plaque as part of the museum’s 25<sup>th</sup> Anniversary Leaders Circle
- Premium recognition on Stepping Stones Museum for Children’s 2025 annual report

### Engagement

- **Complimentary Facility Rental for Company Reception at Stepping Stones**
- Premium Birthday Bundle – Pack of 50 museum guest passes
- Employee engagement opportunities

The items in **bold** indicate the additional benefits offered for this sponsorship tier.



# Sponsorship Levels and Benefits

## Platinum Sponsorship – \$25,000+ (5 available)

### Branding

- **Priority LOGO placement** on select Stepping Stones at 25 digital and printed promotional materials and signage (includes brochures, banners, signage, digital signs and plasma screens in the museum)
- Priority recognition and inclusion in the 25<sup>th</sup> Anniversary Leaders Circle
- Priority placement of company LOGO in all e-blasts throughout 2025 to 20,000+ recipients
- Exclusive sponsorship of a weekend day in 2025 (i.e., “Today’s Day of Play brought to you by YOUR COMPANY”)

### Marketing/Media

- Priority placement of company LOGO with a direct link on Stepping Stones at 25 web page
- **Custom content creation (e.g. social media posts, emails, photo testimonials, etc.)**
- Digital promotion kit for organization media
- Permanent company name recognition on outdoor plaque as part of the museum’s 25<sup>th</sup> Anniversary Leaders Circle
- Priority recognition in Stepping Stones Museum for Children’s 2025 annual report

### Engagement

- Premium Birthday Bundle – Pack of **50** museum guest passes
- Special Friends and Family Day at Stepping Stones for company employees
- Employee engagement opportunities

The items in **bold** indicate the additional benefits offered for this sponsorship tier.



# Sponsorship Levels and Benefits

## Gold Sponsorship – \$15,000+ (10 available)

### Branding

- **LOGO placement** on select Stepping Stones at 25 digital and printed promotional materials and signage (includes brochures, banners, signage, digital signs and plasma screens in the museum)
- Recognition and inclusion in the 25<sup>th</sup> Anniversary Leaders Circle
- Company LOGO in select e-blasts to 20,000+ recipients
- **Company LOGO and/or tag in select shared Stepping Stones at 25 social media posts**
- **Exclusive sponsorship of a weekend day in 2025 (i.e., “Today’s Day of Play brought to you by YOUR COMPANY”)**

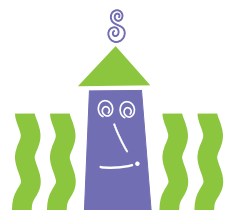
### Marketing/Media

- Company LOGO on Stepping Stones at 25 web page
- DEDICATED social media thank you (museum Instagram STORY)
- Digital promotion kit for organization media
- Permanent company name recognition on outdoor plaque as part of the museum’s 25<sup>th</sup> Anniversary Leaders Circle
- Recognition in Stepping Stones Museum for Children’s 2025 annual report

### Engagement

- Preferred Birthday Bundle – Pack of **25** museum guest passes

The items in **bold** indicate the additional benefits offered for this sponsorship tier.



# Sponsorship Levels and Benefits

## Silver Sponsorship – \$10,000+ (Unlimited)

### Branding

- **NAME placement** on select Stepping Stones at 25 digital and printed promotional materials and signage (includes brochures, banners, signage, digital signs and plasma screens in the museum)
- Opportunity to sponsor a Get Into It! FREE Night in 2025 featuring your company's branding and products
- Company NAME in select Stepping Stones at 25 e-blasts to 20,000+ recipients
- Company NAME and tag in SHARED post-event social media post

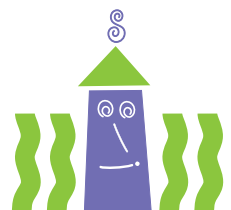
### Marketing/Media

- Company NAME on Stepping Stones at 25 web page
- Digital promotion kit for organization media
- Recognition in Stepping Stones Museum for Children's 2025 annual report

### Engagement

- Preferred Birthday Bundle – Pack of **15** museum guest passes

The items in **bold** indicate the additional benefits offered for this sponsorship tier.



# Sponsorship Levels and Benefits

## Bronze Sponsorship – \$5,000+ (Unlimited)

### Branding

- **NAME placement** on select Stepping Stones at 25 digital and printed promotional materials and signage (includes brochures, banners, signage, digital signs and plasma screens in the museum)
- Company NAME in select Stepping Stones at 25 e-blasts to 20,000+ recipients
- Company NAME in SHARED post-event social media post

### Marketing/Media

- Organization NAME on Stepping Stones at 25 web page
- Digital promotion kit for organization media
- Recognition in Stepping Stones Museum for Children's 2025 annual report

### Engagement

- Preferred Birthday Bundle – Pack of 10 museum guest passes

The items in **bold** indicate the additional benefits offered for this sponsorship tier.

