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CORPORATE PARTNERSHIP PROGRAM

2023 - 2024





FIRSTLY

THANK YOU

FOR CONSIDERING US!

Muse Knoxville is a dynamic nonprofit children's museum dedicated to inspiring and empowering young minds through transformative learning experiences. In the fiscal year 2022-2023, our onsite impact reached an astounding 92,782 children and caregivers. Through our extensive outreach educational programs, we reached 42,839 individuals across 19 counties in East Tennessee through captivating museum exhibits and engaging events. Our commitment to inclusivity remains unwavering as our membership has grown to include over 3,704 active households. Regardless of economic, social, or physical barriers, we strive to provide deeply enriching educational experiences to all.

By partnering with Muse Knoxville, your organization can play a vital role in fostering early childhood education and promoting STEAM (science, technology, engineering, arts, and math) in our region. Together, let's work towards making Knoxville the ultimate destination for living, working, and playing. Muse Knoxville's Corporate Partnership Program comprehensively supports the museum's educational mission by directly benefiting children and families in the following areas:

- Development, maintenance, and enhancement of educational exhibits, programming, and infrastructure.
- Subsidizing the Muse for All programs to ensure accessibility for all members of our community.
- Continuation of annual events that actively engage families, fostering a strong sense of belonging.

Your support will contribute to the long-term growth and sustainability of Muse Knoxville, enabling us to continue providing invaluable educational resources and opportunities to children throughout our region. Join us in shaping the future and empowering the next generation of lifelong learners.



BENEFIT LEVELS

VISIONARIES - \$100,000+

- Exclusive sponsorship of a major exhibit or program, prominently showcasing your corporation's visionary commitment to the museum (includes naming rights and prominent signage)
- Recognition as a lead corporate partner on Muse social media and press releases
- Logo recognition in Muse marketing materials including monthly calendar, newsletter, annual report, and Muse website, with premium placement
- Prominent recognition on the annual donor gear wall featured in the museum

IMAGINEERS - \$50,000+

- Sponsorship of a mutually agreed-upon week, recognizing your corporation's contribution with attention-grabbing signage (includes employee volunteer opportunities)
- Recognition as a corporate partner on Muse social media
- Logo recognition in Muse marketing materials including monthly calendar, newsletter, annual report, and Muse website
- Recognition on annual donor gear wall featured in the museum

BUILDERS - \$25,000+

- Recognition as a corporate partner on Muse social media
- Logo recognition in Muse marketing materials including monthly calendar, newsletter, annual report, and Muse website
- Recognition on annual donor gear wall featured in the museum

MAKERS - \$10,000+

- Recognition as a corporate partner on Muse social media
- Logo recognition in Muse marketing materials including monthly calendar, newsletter, annual report, and Muse website
- Recognition on annual donor gear wall featured in the museum

EXPLORERS - \$2,500

- Recognition as a corporate partner on Muse social media
- Text recognition in Muse marketing materials including monthly calendar, newsletter, annual report, and Muse website
- Recognition on annual donor gear wall featured in the museum

THINKERS - \$1,000

- Text recognition in Muse marketing materials including monthly calendar, newsletter, annual report, and Muse website
- Recognition on annual donor gear wall featured in the museum

A photograph of two children, a girl and a boy, looking up at a large, curved digital screen in a museum exhibit. The screen displays a vibrant, abstract image with swirling colors of blue, green, and yellow. The children are standing in front of a white, futuristic-looking structure with a circular opening. The background is dark, and the overall atmosphere is one of wonder and discovery.

POWER OF PLAY

EXHIBIT SPONSORSHIP

All exhibit sponsors will receive logo plaques located at their chosen sponsored exhibit, as well as social media postings and a press release. In addition, they will receive the benefits within the overall tier level for all donations combined.



PLANETARY EXPLORER EXHIBIT SPACE (\$150,000)

Muse Knoxville is excited to announce an upcoming feature exhibit, the Planetary Explorer! This immersive and interactive environment will invite visitors to ponder future space exploration to various types of planets. Step into the exhibit and let your imagination soar as you envision life and work aboard a futuristic planetary explorer.

MOBILE MUSE EXPANSION (\$60,000)

The enhanced Mobile Muse, complete with a cutting-edge science lab, Make Space, and an array of exciting features. This innovative expansion opens doors for corporate donors like you to make a profound impact in our community. By supporting the Mobile Muse, your organization can help us overcome barriers and bring our transformative educational programming directly to those who may not have easy access to our museum, including rural areas.

PLANETARIUM SPONSORSHIP (\$30,000)

With the significant growth in on-site attendance, Muse Knoxville is planning to upgrade our planetarium facility and introduce new captivating shows. Last fiscal year, over 20,000 individuals enjoyed our planetarium experiences. Our commitment to making these enriching experiences free of charge creates a unique opportunity for corporate partners to secure naming rights for the upgraded planetarium, making a lasting impact on the community and supporting our mission of inclusive and educational opportunities for all.

MAKE SPACE (\$15,000)

Imagination knows no bounds in our Make Space. Young minds can tinker, experiment, and build, while your corporate support ensures an innovative hub for empowering children to cultivate essential skills. Join us in inspiring the next generation of inventors, artists, and problem-solvers in this dynamic and hands-on environment.



MUSE FOR ALL



Every Muse for All Scholarship Program sponsor will receive recognition based on their chosen sponsorship per program, as well as the benefits within the overall tier level for all donations combined.



FREE FAMILY NIGHTS

On the fourth Friday of every month from 5-7pm, we open our museum for FREE to the public for open play with our exhibits, special programming, and planetarium shows. Families from 90 unique zip codes attended this fantastic event during the 2023-2024 period, making it an inclusive and enriching experience for all.

\$1000/month or \$10,000/year

- Logo recognition in Free Family Nights marketing materials including flyers, digital event pages, newsletter, etc.
- Logo recognition on Free Family Night web page
- Social media recognition

FAMILY ACCESS MEMBERSHIP

This reduced-cost membership allows families receiving public income-related assistance to have unlimited admission to Muse Knoxville, plus all other membership benefits for one year. With over 1,700 active memberships, your generous donation will play a crucial role in offsetting these costs.

\$10,000

- Provides **95 families** with memberships.
- Each family will receive a letter that states your company's role in providing their membership.





WORKFORCE DEVELOPMENT

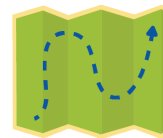
All workforce development sponsors will receive text (\$100-\$999) or logo (\$1000+) recognition on our Muse for All webpage as well as program materials and promotions.

MUSE APPRENTICESHIP PROGRAM (MAP)

MAP is a workforce program aimed at recruiting apprentices from historically underserved Knoxville communities. Apprentices experience behind-the-scenes workings of a children's museum while increasing confidence, developing leadership skills, and connecting curiosity to careers.

\$1,000 Outfit an entire cohort of young achievers with professional attire for leadership trainings and interviews.

\$5,000 Ensures that each apprentice can contribute in creating a meaningful end-of-year give-back event, a graduation ceremony, and receive high-quality professional headshots to enhance their professional profiles.



muse
apprenticeship
program

\$10,000 Provides over 50 hours of paid apprentice labor per month, directly affecting apprentices' upward economic mobility.

MUSE AMBASSADORS

The Ambassador program is a skills-based workforce development program for disabled Knox County Schools students and young adults in the Knoxville area. Ambassadors gain work experience and fulfill their educational goals at Muse Knoxville while increasing confidence, directly affecting their upward economic mobility in our community.

\$5,000 Supports uniforms, snacks/meals, and additional resources to enhance the Ambassadors' experience.

\$10,000 Provides over 50 hours of labor per month for Ambassadors, empowering them to thrive in the workforce.





LIFELONG LEARNER

SCHOLARSHIP FUNDED EDUCATIONAL PROGRAMS

All educational program sponsors will receive text (\$100-\$999) or logo (\$1000) recognition on our Muse for All webpage.

TEACHER PD

Our Education team provides local teachers with free professional development programs for cutting-edge lessons, along with all the materials needed to teach those lessons well. You can provide this to **one teacher for \$300**.

STEAM NIGHT

Our STEAM Nights are the perfect addition to fundraising events or PTA/PTO meetings to bring in the crowds. Currently, we scholarship 61% of our programs for Title 1 schools, ensuring that students from underserved communities can benefit from our enriching experiences. We are actively seeking large corporate sponsorships to further enhance this vital initiative. These events include two hours of five different STEAM stations to **150 students for \$350**.

FIELD TRIPS

Field trips cost **\$250 for up to 35 students** including educational program, planetarium program, and play on the exhibit floor.

MOBILE PLANETARIUM

Our inflatable Mobile Planetarium brings the wonders of outer space within reach. Provide captivating programs about constellations, the solar system, and more for just **\$325 per single class**. For an additional out-of-this-world experience, add **extra classes for only \$150 each**.

CAMP MUSE

Our brain-boosting seasonal camps let kids explore STEAM concepts in an interactive and fun environment. **For \$250 you can send one kid to camp for a week**.

OUTREACH PROGRAM

Bring the museum for **\$100 to up to 30 kids** in their own classrooms, with hands-on programs delivered by one of our certified educators.

Bulk sponsorship available. Sponsor a program for every grade at your local school!



COMMUNITY CONNECTOR

EVENTS

All event sponsors will receive recognition based on their chosen sponsorship per event, as well as the benefits within the overall tier level for all donations combined.





TENNESSEE STEAM FESTIVAL

October
2023

This family-friendly event brings STEAM concepts to life through interactive demonstrations, robotics competitions, a family science fair and more. As a part of the statewide Tennessee STEAM Festival, this annual event brings families from across East Tennessee.



\$2500

- Logo recognition in STEAM Carnival flyers, digital event pages, newsletter, etc., and inclusion on the Donor Wall.

\$1000

- Logo recognition in STEAM Carnival flyers, digital event pages, newsletter, etc., and inclusion on the Donor Wall.

\$500

- Text recognition on activity description signs.

WINTER WONDERLABS

December
2023

Experience interactive winter STEM activities like making melting snowmen, crafting snowflakes, and building igloos on December 21-22 and December 26-30, 2023! Your support fosters innovation and shapes the future for young minds.

\$2500

- Logo recognition in Winter Wonderlabs flyers, digital event pages, newsletter, etc., and inclusion on the Donor Wall.

\$1000

- Logo recognition in Winter Wonderlabs flyers, digital event pages, newsletter, etc., and inclusion on the Donor Wall.

\$500

- Text recognition on activity description signs.

SPRING INTO STEAM

March
2024

Spring into STEAM from March 12-16, 2024, aims to immerse families in STEAM-centric tabletop activities throughout the museum during spring break. We welcome potential sponsors to join us in making a lasting impact on young minds and empowering future innovators.

\$2500

- Logo recognition in Spring Into STEAM flyers, digital event pages, newsletter, etc., and inclusion on the Donor Wall.

\$1000

- Logo recognition in Spring Into STEAM flyers, digital event pages, newsletter, etc., and inclusion on the Donor Wall.

\$500

- Text recognition on activity description signs

CHEER IN THE NEW YEAR

DECEMBER 31, 2023

This event allows families to bring in the New Year in a kid-friendly environment. Enjoy holiday-inspired, educational crafts, activities, and a bonus ball drop at noon.

\$3500 - Presenting Sponsor

- Logo recognition in Cheer in the New Year marketing materials including tshirts, flyers, digital event pages, newsletter, etc.
- Logo recognition on activity description signs
- Logo recognition on Cheer in the New Year web page
- Social media recognition
- Ten event tickets



\$1000

- Logo recognition in Cheer in the New Year marketing materials including tshirts, flyers, digital event pages, newsletter, etc.
- Logo recognition on Cheer in the New Year web page
- Social media recognition
- Four event tickets

\$500

- Text recognition in Cheer in the New Year marketing materials including flyers, digital event pages, newsletter, etc.
- Text recognition on Cheer in the New Year web page



MUSE FOR ALL LUNCHEON

APRIL 2, 2024

Our 10th annual Muse for All Luncheon to raise money for our scholarship programs. All funds raised allow us to offer our educational programming and exhibits to children regardless of economic, physical, or social barriers at no cost to them.

\$7500 - PRESENTING SPONSOR

- Two reserved tables for 8 (16 guests total)
- Two minutes of stage time at event
- Exclusive mentions from podium
- Exclusive pre-event check presentation, plus media recognition
- Logo recognition in Muse for All Luncheon marketing materials including programs, newsletter, etc.
- Logo recognition on slides at event
- Logo recognition on Muse for All Luncheon web page
- Social media recognition
- Opportunity to provide approved item with logo for each table (provided by company)

\$1000

- One reserved table for 8
- Logo recognition in Muse for All Luncheon marketing materials including programs, newsletter, etc.
- Logo recognition on Muse for All Luncheon web page
- Logo recognition on slides at event
- Social media recognition



SUMMER 2024



EXPLORING THE POWER OF PLAY OUTSIDE

Muse Pop, our annual summer museum experience celebrating the intersectionality of science and play with 7 weekly themes where families engage in rotating activities included in the cost of admission. Your support as a donor makes events like Muse Pop possible, providing accessible and enriching educational opportunities for our community.



SPONSOR AN ENTIRE MONTH FOR \$5000
OR SPONSOR ONE WEEK FOR \$1500

Sponsors will receive logo recognition on Muse Pop flyers, digital event pages, signage, and more.



FROM THE EXECUTIVE DIRECTOR

Dear Muse Knoxville Supporters,

As we embark on a journey to inspire and empower all children through transformative learning experiences, I am writing to extend a heartfelt invitation to you and your esteemed company to become a vital part of our mission as a corporate donor.

At Muse Knoxville, we firmly believe that support and partnerships are the cornerstone of our growth and impact. It is through the generosity of donors like you that we can continue providing educational opportunities that enrich the lives of countless children. As we look to the future, we are committed to broadening our reach and touching the lives of children from diverse backgrounds and communities, opening doors to knowledge and creativity.

During FY 2022-2023, Muse Knoxville saw an incredible influx of families from 44 states, as well as visitors from Washington D.C. Our museum has become a beacon of learning and joy, attracting families and students from far and wide. By joining hands with Muse Knoxville as a corporate sponsor, your support will ripple far beyond the boundaries of our community. You will play a pivotal role in shaping the future of these young minds, fostering curiosity, and nurturing a passion for lifelong learning.

As a corporate sponsor, your company will not only be associated with a reputable and impactful organization but also experience the profound satisfaction of being instrumental in inspiring the next generation of thinkers, creators, and leaders. Your name will be proudly displayed alongside other community leaders who have embraced the spirit of giving and contributed to a brighter future for our children.

Together, we can make a real and lasting difference. Your generosity will empower us to develop innovative exhibits, interactive programs, and outreach initiatives that extend our reach even further. Furthermore, you will be providing underserved communities with access to educational opportunities they might not otherwise have, leveling the playing field and fostering a more equitable society.





Join us on our mission to make the power of play accessible to all!

Muse Knoxville is a non-profit children's science museum located in Chilhowee Park with a mission to inspire and empower all children through transformative learning experiences. We exist to serve East Tennessee by bringing hands-on, inquiry-based programming to children ages 6 months to 12 years old.

Muse Knoxville

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