



2024 Sponsorship Opportunities

30 Temple Ave, Newnan GA 30263
www.ChildrenConnectMuseum.com

Karolyne Bell, Fund Development Chair
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ChildrenConnect is a community supported 501(c)(3) and your donation is tax-deductible

At ChildrenConnect, our mission is to engage children and families in the joyful discovery of connecting to the world around them through meaningful play. Through thoughtfully designed exhibits, interactive workshops, creative arts and camps children are empowered to set their own pace and experience the joy of learning and the magic of play.

Did you know?

Research shows that the first eight years of a child's life are critical for learning and developing life skills. Play is one of the primary ways that children learn and grow because it has the ability to teach life skills, emotional intelligence, problem solving and teach independence.

As a 501(c)3 nonprofit organization, ChildrenConnect is reliant upon the support and generosity of our community. Sponsorships and corporate giving allow us to expand our mission by serving more children and families each year. Your generous donation has the ability to have a lifelong footprint on early childhood development for children of all ages, ethnicities, abilities and backgrounds.

Karolyne Bell, *Fund Development Chair*

Karolyne Bell



YOUR OPPORTUNITIES

- **Room or Exhibit Sponsorships**
- **Program Sponsorships**
 - **Causes**
 - **Programming**
 - **Community Events**
- **In-Kind Donations**

About ChildrenConnect Museum



OUR MISSION

Encourage all children to discover the connections in the world around them through meaningful play and creative exploration.

OUR VISION

To be a learning environment that empowers all children to ask questions, make mistakes, explore their creativity and connect to the world around them.

OUR CORE VALUES

PLAY IS VALUABLE

We believe in the intrinsic value of play and encourage children and families to engage in meaningful play as a powerful form of learning and development.

COLLABORATION LEADS TO SUCCESS

We are dedicated to promoting collaboration through the inclusion of all children and seek to provide opportunities for them to find value in the ideas and experiences of others

EVALUATIVE THINKING

We seek to provide opportunities for all children to experience fun-filled challenges and empower them to find and share creative and unique solutions that embrace new ideas and thinking in a variety of ways.

FAILURE IS AN OPPORTUNITY

We strive to help children approach failure as a valuable learning opportunity and to develop resilience and confidence.

About ChildrenConnect Museum



OUR HISTORY

ChildrenConnect Newnan Children's Museum was founded in Newnan in 2016 by community members who understood the importance of play in children's learning.

Our historic building was the former Newnan Male Academy, which was constructed in 1883. Later it became the home of the Newnan-Coweta Historical Society and continues to bring life to the community as ChildrenConnect, thanks to the **donated lease through the City of Newnan**.

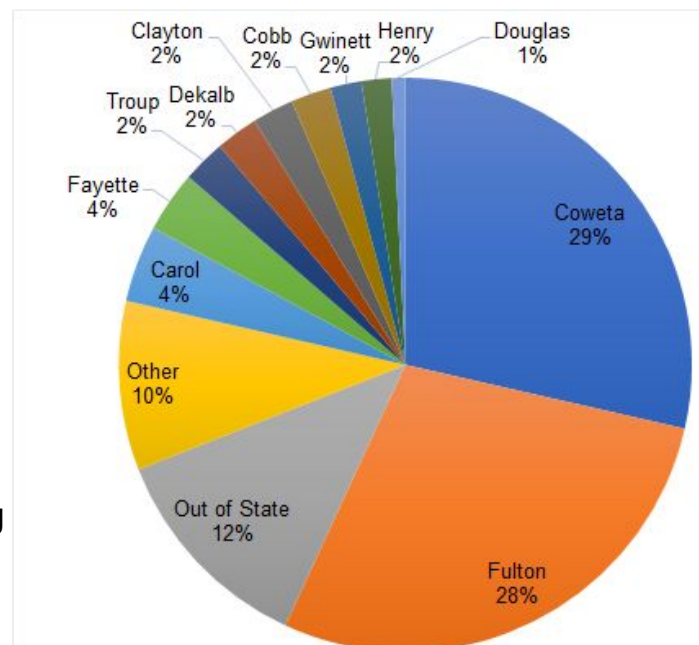
OUR COMMITMENT TO INCLUSION

ChildrenConnect is committed to being a gathering place for all children and families. We believe that bringing diverse individuals together allows us to better understand, support, and engage our community. We aim for our museum and programs to be accessible, meaningful, and welcoming to all audiences.

Our **Learning for All Initiative** was launched at the end of 2023 in partnership with **Bridging the Gap & Elevate Coweta**.

2024 Goal: Provide 20 Membership & 20 Camper Registration Scholarships

OUR VISITORS



*Based on website visitor data

Summary of Opportunities

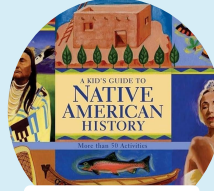
IMAGINATION ROOM



Healthcare



Space



Visiting

STEM ROOM



Air Maze



Lego Station



Magnet Table



Pixel Peg Wall

TODDLER PARK



Food Truck



Literacy Corner



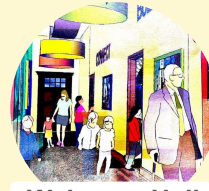
Rotating Toys

MAKER SPACE



Improvements

MUSEUM SPACES



Welcome Hall



Bathrooms

CONNECT OUTDOORS



Train



Water Table

PROGRAMS



Learning for All



Sensory Saturdays



Accessibility



Inclusion Library



Lego & Little STEM



Polar Express



Glow Forest

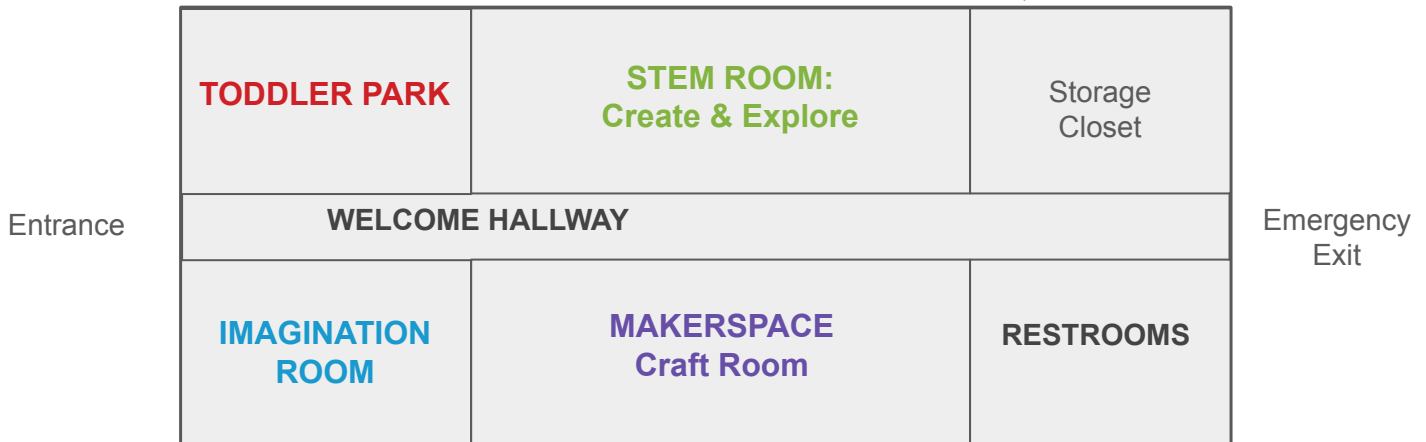


CUSTOM PROGRAM

Room & Exhibit Sponsorships

MUSEUM ROOMS

CONNECT OUTDOORS



At ChildrenConnect, each room is specifically designed around a theme and lays the foundation for related exhibits. **Choose how and what you would like to sponsor.**

ENTIRE ROOM

Sponsoring a room provides the greatest impact of shaping childhood development. Typically a **5-year agreement**, including the initial investment plus the annual exhibit fee.

Includes **name recognition of the room**, contribution to long term design influence, renovations, strategic plan, and program development. All details, including the name of the room can be altered to meet needs of the donor.

INDIVIDUAL EXHIBITS

Sponsor an individual exhibit that matches your passion. Typically a **3-year agreement**, including the initial investment plus the annual exhibit fee. Then we will meet to renew, expand investment, or enable another sponsor to participate.

The annual fee is intended to support upkeep, maintenance, and program staffing needs.

BENEFITS

- Recognition on exhibit(s) name plaque
- Recognition in marketing - press release, website, email newsletter, social media, print material
- Free admission passes
- Additional custom benefits available

Room & Exhibit Sponsorships

IMAGINATION ROOM

This room will introduce children to professional careers through imaginative play and hands on exploration. This room will also have a designated space for monthly visiting exhibits.

Sponsor the Entire Room

Bronze Builders:

Covers Capital Improvements & Design of Room

\$2000



Golden Growers:

Covers all Exhibits (Except Visiting Exhibits)

\$9000



Platinum Play:

Includes Capital Improvements, Design & all Exhibits

\$11,000

Or Sponsor 1 of 3 Exhibits



HEALTHCARE EXHIBIT

Initial \$3,000 & \$500 Annually

In this exhibit, children will enter the role of a healthcare professional. Included with a white coat and all the medical supplies children need to take care of people or animals. This exhibit would include an exam table, x ray machine, stuffed animals and medical tools.



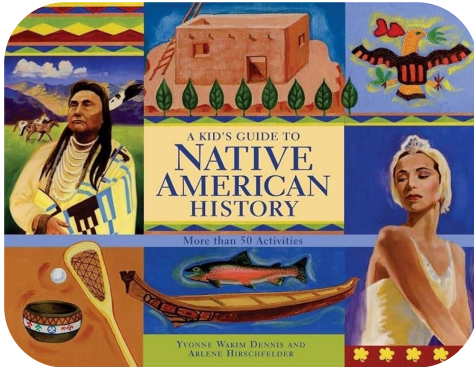
SPACE EXHIBIT

Initial \$6,000 & \$1000 Annually

Explore space! This exhibit will have a child size spaceship and dress up for kids to pretend. There will also be solar system displayed and educational content related to science, space and gravity for learning.

Room & Exhibit Sponsorships

IMAGINATION ROOM cont.



VISITING EXHIBIT

\$500 per Monthly Exhibit

Temporary exhibits not only create excitement and encourage repeat visits, they also allow the museum to honor certain holidays, heritages and learning. Examples include;

- Native American Heritage
- Industrial Revolution- Model T & Auto History
- Education Month: Based on an educational theme or historic event

STEM ROOM: Create & Explore

This room will be a destination for children to learn through interactive STEM exhibits focused on science, engineering, creativity, and technology.

Sponsor the Entire Room

Bronze Builders:

Covers Capital Improvements & Design of Room

\$3000



Golden Growers:

Covers all Exhibits

\$23,000



Platinum Play:

Includes Capital Improvements, Design & all Exhibits

\$26,000

Room & Exhibit Sponsorships

STEM ROOM: Create & Explore cont.

Or Sponsor
1 of 4
Exhibits



PNEUMATIC TUBES

Initial \$3,000 & \$500 Annually

Air Maze- pneumatic tubes are systems that propel cylindrical containers through networks of tubes by compressed air or by partial vacuum.



LEGO STATION & TEST RAMP

Initial \$3,000 & \$1000 Annually

Enter the world of building and creativity, children can build and create at their own pace at a large lego table. This station will also be home to our after school “Lego Club” for children ages 5-12.



MAGNET TABLE

Initial \$10,000 & \$2000 Annually

Create a sculpture using ferrous metal objects held together by magnetic force. Dive into the physics of magnetic force and repulsion between two objects.



PIXEL PEG WALL

Initial \$2,000 & \$1500 Annually

Explore light, color and patterns by inserting transparent colored rods into the light box. This is suitable for early childhood play areas, this activity encourages fine-motor skills and opportunities for social interaction.

Room & Exhibit Sponsorships

TODDLER PARK

This room is designed for young children ages **18 months to 4 years old** to play, learn and develop in a park themed setting. The following exhibits would enhance the mission of this room.

The annual fee will contribute to the upkeep of the toys and equipment and monthly programs. 20% of annual donation can include in-kind donation of items related to the exhibit. The initial sponsorship will contribute to getting this exhibit established through the purchasing of supplies, equipment.

Sponsor the Entire Room

Bronze Builders:

Covers Capital Improvements & Design of Room

\$3000



Golden Growers:

Covers all Exhibits

\$7000



Platinum Play:

Includes Capital Improvements, Design & all Exhibits

\$10,000

Or Sponsor 1 of 3 Exhibits



MARKET FOOD TRUCK

Initial \$2,000 & \$500 Annually

Imitate the role of a shopper, stocker, chef, waiter, customer, cashier and more in this child-size, kitchen, food truck and café. Children will find a wide assortment of realistic play food in a market place setting, complete with a cash register, food prep station, fruit and veggie sorter, and child-sized shopping carts!

Children can engage in creative play while developing fine and gross motor skills, exploring new foods, sorting and counting, and learning cooperation and social skills.

Room & Exhibit Sponsorships

TODDLER PARK cont.



LITERACY CORNER

Initial \$2500 & \$800 Annually

Create a tiny library with outdoor feel for children to participate in weekly story time and early literacy activities! Children will find soft spaces to listen to stories, read and create. A small dress up station will be available within this exhibit that allows children to bring stories to life. Drawing pads and writing utensils are available for illustration and writing workshops.

ROTATING TOY EXHIBIT

Initial \$2500 & \$1000 Annually

This exhibit provides the sponsor with the flexibility to provide different age-appropriate STEM toys for toddlers, ideally with an outdoor or nature theme. On a quarterly basis, different types of toys are donated and rotated based on a specific learning theme or season. The following toy exhibits could include but are not limited to:



- **Summer Fishing Experience**- allow kids to practice fishing with magnetic fishing poles and a pretend pond
- **Fall Garden**- children can practice planting and picking vegetables in their pretend garden
- **Music & Movement**- instruments for play, ribbons for dancing, life size piano keys for jumping on

Room & Exhibit Sponsorships

MAKERSPACE: Craft Room

The MakerSpace is the heart of ChildrenConnect. It is where creativity comes alive with endless art and mixed media supplies. It's home base for drop-in crafts, workshops, camps, field trips and birthday parties.

Platinum Play:
Includes Capital
Improvements

\$10,000

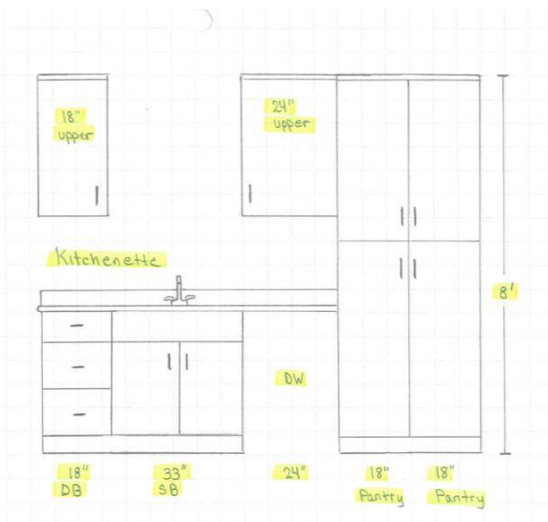
SPONSORED

MAKERSPACE IMPROVEMENTS

Initial \$10,000 & \$2,000 Annual

Improve the function and appearance of our most heavily used room with the following;

- **Art sink station** with new cabinetry, countertops, sink, faucet, drinking water dispenser, dishwasher and corresponding plumbing and electrical needs.
- **Floor repair** and refinishing to fix gaps
- **Existing cabinetry alteration** for larger floorspace, finished countertops and custom toe kicks
- **Paint** ceiling and walls. Potential custom mural
- **Annual fee** to cover maintenance and craft supplies



MUSEUM SPACES

Improve common spaces within the museum to create a great visitor experience.

WELCOME HALLWAY

Initial \$8,000 & \$1,000 Annual

Includes refinishing hardwood floors, paint (potential murals), signage, tribute to Male Academy, child gallery wall and ceiling decor. Annual fee to cover maintenance, marketing materials and front desk tech.

BATHROOMS

Initial \$5,000 & \$1,000 Annual

Includes vanities, mirrors, vents, paint, steam cleaning tile. Annual fee to cover maintenance and consumable bathroom supplies.

Room & Exhibit Sponsorships

CONNECT OUTDOORS

Take exploration outdoors! Community exhibits in the city owned Veterans Park, adjacent to the museum. Pending City approval.

Sponsor the Entire Space

Bronze Builders:

Covers Capital Improvements & Design of Space

\$5,000



Golden Growers:

Covers all Exhibits
(*Except Visiting Exhibits*)

\$37,000



Platinum Play:

Includes Capital Improvements, Design & all Exhibits

\$42,000

Or Sponsor 1 of 2 Exhibits



NEWNAN TRAIN EXHIBIT

Initial \$30,000 & \$3,000 Annual

All aboard a child-size train to climb on, play and pretend! This exhibit will be a community attraction and located next to the museum. It will be utilized by the general community, camps, educational transportation programs and holiday events. The exhibit will be accessible with sidewalks and ramps for strollers and wheelchairs to access the exhibit.



WATER EXHIBIT

Initial \$6,000 & \$1,000 Annually

Gain a better understanding of energy, currents and sensory play! This water exhibit is appropriate for all ages and abilities, and can change based on the learning theme provided. The initial fee covers a proper water container for the exhibit, supplies and ways to protect the ground with proper drainage.

Program Sponsorships

If you or your company are passionate about a specific cause, we have three areas of service that may address your philanthropic needs. The areas are:



BTG **ELEVATE**
Coweta Students

LEARNING FOR ALL

\$5,000 Total

We are passionate about serving all children in Coweta county and surrounding areas regardless of economic status. In partnership with Bridging the Gap and Elevate Coweta, your gift would provide access to;

- **Annual Memberships (\$2,000 - 20 Memberships)**
- **Camp Registration (\$3,000 - 20 Campers)**

INCLUSIVE PLAY

\$3500 Total

Our goal is to be a fully accessible space not just physically, but also socially. Here is how could contribute to this cause;



Sensory Saturdays (\$1,200)

Sponsor monthly access for children with sensory disorders to enter the building an hour early to play and explore as requested. This would allow for drop in fees to be free for up to 10 children on Sensory Saturdays for one year.



Accessibility (\$1,500)

Sponsor construction projects to ensure our space is handicap accessible with a ramp at the front entrance of the building.



Inclusion Library (\$800)

Sponsor accessibility and calming tools to help promote inclusion among autistic visitors, such as headphones, fidget toys, weighted blankets, and communication cards.

Program Sponsorships



PROGRAM SPONSOR

\$500 per Program

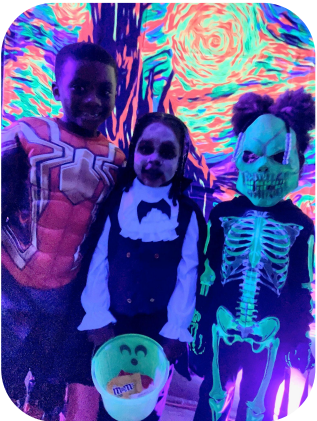
Are you passionate about increasing opportunities for STEAM learning? Support an existing program or bring us your idea for a short or long term program and we will find the best fit within our program focus areas.

- **Little STEM Hour** (*weekly, ages 1-4*)
- **Lego Hour** (*weekly, ages 5-12*)
- **Your Custom Designed Program**

EVENT SPONSOR

\$1,000 per Community Event

Community events are free for the public to attend and get to know the program offerings available at the museum. Make these events possible;



Halloween Trick-or-Treat Glow Forest - 10/31/2024

ChildrenConnect is located in the middle of the famous Downtown Newnan Halloween trick-or-treat block party on College street. This sponsorship covers 20lbs of candy for over 2,500 trick-or-treaters, decor, and signage.



Polar Express Day - 12/20/2024

In partnership with the City of Newnan this multi-stop event invites families for a Christmas movie viewing at the Wadsworth, trolley rides with Santa to the Carnegie Library and ChildrenConnect. This sponsorship covers craft supplies for custom crafts, holiday treats, and signage.

In-Kind Donations

Every donation makes a difference! Choose items to donate from our ongoing needs lists. Visit www.ChildrenConnectMuseum.com/donate to access Amazon Wishlists for easy purchases sent directly to the museum. Thank you for your consideration and support!



Supplies

- Lysol wipes & spray
- Hand soap
- Clear storage bins (small, medium, large)
- Hand sanitizer
- Hand soap
- Baby wipes
- Toilet Paper
- Paper Towels
- Trash Bags
- Gently Used or New Toys



Crafts

- White printer paper
- Construction paper
- Glue & Glue Sticks
- Washable Paint
- White doilies
- Baking soda
- Vinegar
- Masking tape
- Paper plates
- Pipecleaners
- Pom Poms



Recyclables

- Empty ribbon spools
- Empty water bottles
- Empty paper towel or toilet paper cardboard rolls
- Newspaper
- Empty Shoe Boxes
- Cardboard

LET'S CONNECT

Karolyne Bell, Fund Development Chair
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Custom Sponsorship Opportunities are Available



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