



Strategic Philanthropy & Corporate Partnerships

The Mississippi Children's Museum (MCM) recognizes the importance of working in partnership with corporate sponsors and will do all it can to ensure that the highest possible public relations results are met in a sponsor relationship. Corporate sponsors are provided with a number of opportunities appropriate to each sponsor level to reach MCM's core audience through prominent corporate logo visibility in the following locations:

- MCM publications, such as museum guides, annual reports, campaign updates, newsletters.
- Credit panels/signage at the interior entrance of the building, exhibit or program venue, depending on sponsor level. Naming opportunities will be consistent with sponsor levels and with the mission of MCM.
- Credit lines and logo placement on all printed brochures appropriate to sponsor level.
- Collateral materials produced in conjunction with events, exhibit openings and outreach programs.
- The MCM website with appropriate links.

A **corporate or foundation sponsorship** describes a relationship between MCM and a company where MCM receives monetary support, goods, or services to support its mission and programs in exchange for public recognition of the company.

In addition to the financial support provided by the corporation, benefits to MCM through these relationships include increased name recognition through the promotion efforts of the corporate partner. The benefit to the corporate partner is increased visibility to the members of and visitors to MCM, as well as the promotion of the corporation as a "good corporate citizen" in supporting the mission and vision of MCM to improve the quality of life for Mississippi's children.

Terms of mutual agreement will be finalized with each sponsoring corporation or foundation. Corporate and/or foundation sponsors and MCM will recognize the IRS distinction between "sponsoring" and "advertising" and work together in designing appropriate sponsorship packages that respect the goals of each. Below are the essential elements in each of the sponsorship levels beginning at the Building Naming Option Level.

Building Naming Option includes the MCM building offered to private or corporate donors at the **\$5,000,000** level for the life of the building.

Signature Sponsors are the lead corporate partners who are instrumental in bringing MCM to life through their strategic philanthropy that advances both the mission and values of MCM and the corporation. The sponsorship level at **\$3,000,000** includes all benefits listed at the lower levels, as well as

- Links on MCM website homepage to corporate sponsor
- Category exclusivity at the sponsorship level
- Premier placement at Grand Opening, and other events leading up to the opening, with the option for the CEO to address the audience
- Six complimentary tickets to Grand Opening event
- Inclusion in Founders' Hall appropriate to donor level
- Use of MCM one time each year for a corporate event (Event rental fees waived; other costs are the responsibility of the sponsor)
- Sponsors are prominently credited (including company logo) in the following locations: Signage inside the entrance to MCM, Museum Brochures (sponsor's foreword), Press releases & folder, MCM printed programs and museum maps, MCM Annual Report, All print, radio and TV ads.

Signature Exhibits address the five thematic areas of MCM's mission – health/nutrition, Mississippi heritage, literacy, cultural arts and science/technology, in addition to the outreach program. The sponsorship level is **\$1,000,000** for the life of the exhibit. Benefits include all the above logo visibility plan and benefits of the Exhibit Galleries and Public Spaces, as well as

- Category exclusivity within the exhibit
- Prominent naming of exhibit. Naming opportunities will be consistent with sponsor levels and with the mission of MCM.
- Honorary placement at Grand Opening, and other events leading up to the opening
- Four complimentary tickets to Grand Opening event
- Inclusion in Founders' Hall appropriate to donor level
- One-time free use of MCM for a corporate event (Event rental fees waived; other costs are the responsibility of the sponsor)

Exhibit Galleries & Public Spaces are distributed throughout the museum complex and include the Special Exhibit Gallery (reserved), the Welcome! Plaza and the thematic areas tied to the mission of MCM. The sponsorship level is **\$500,000** for the life of the gallery or space. The benefits include all the above logo visibility plan and benefits for Exhibit Gallery Sponsors, as well as

- Credit panels/signage at the entrance of the gallery/space. Naming opportunities will be consistent with sponsor levels and with the mission of MCM.
- Inclusion in Founders' Hall appropriate to donor level
- Two complimentary tickets to Grand Opening event
- Special seating and recognition at the Grand Opening event and events leading up to the opening

Exhibits are thematic hands-on and interactive exhibits within one of the five Signature Exhibits. The sponsorship level is **\$250,000** for the life of the exhibit.

- Credit panels/signage at the entrance of the exhibit. Naming opportunities will be consistent with sponsor levels and with the mission of MCM.
- Inclusion in Founders' Hall
- Special recognition at the Grand Opening and all promotional materials leading up to the opening, for example at the groundbreaking