Introduction
The Children’s Museum of Denver at Marsico Campus aspires to create community investment partnerships with individuals, foundations, and corporations to further a shared goal of educating young children and their adult caregivers. The Museum serves not only as an educational institution but also as a community resource that supports the healthy growth and development of families.

General Principles
- Sponsors of the Children’s Museum of Denver at Marsico Campus will be compatible with the Museum’s educational mission and/or have interest in the Museum’s core competency areas.
- Sponsors will have appropriate products and/or image for very young children and family audiences.
- The Children’s Museum retains ultimate control of the content of its exhibits and programs.
- The Children’s Museum will follow all IRS regulations related to corporate sponsorship, particularly with regard to advertising, endorsement, and valuation of the fair market value of benefits received.
- In the case of breach of morals, i.e. if either side becomes the target of negative publicity resulting from bad business practices, the sponsorship shall be dissolved.

Outdoor Recognition
Outdoor Experience sponsorship recognition
Signage for sponsors of the new Outdoor Experience will include credit plaques made of metal. These credit plaques will be round medallions 8” in diameter and include recognition language such as:
- “Made possible by (name of individual/foundation/company)” for lead sponsorships.
- “Generously supported by (name of individual/foundation)” for interactive or “experience” sponsorships.
- “Sponsored by (name of company)” for interactive or “experience” sponsorships.

Indoor Recognition
New Exhibit Spaces and Engagement Galleries
Signage for sponsors of new exhibit spaces such as Energy, Water, The Teaching Kitchen, The Art Studio, Engagement Galleries, etc. will include a credit plaque at the entrance recognizing the lead exhibit sponsor(s). This credit plaque will be 12”x 8” and will be made of sintra. Below the recognition language, which will read “Made possible by (name of individual/foundation/company)” will be space for a 15 word quote from the donor.

New Exhibit Interactives
Signage for sponsors of interactives within an exhibit will include a credit plaque located on the new component, which will be 5”x 7” and be made of sintra. The recognition language will read:
- “Generously supported by (name of individual/foundation)” – no quote included.
- “Sponsored by (name of company)” – no quote included.

Current Exhibits
Signage for sponsors of existing exhibits such as My Market, The Assembly Plant, Kinetics, etc. will include a credit plaque at the entrance, which will be 12”x 8” and be made of sintra. The recognition language will read: “Made possible by (name of individual/foundation/corporation)” with space for a 15 word quote underneath the credit line.