

CHILDREN'S MUSEUM OF DENVER AT MARSICO CAMPUS SPONSORSHIP & RECOGNITION POLICIES

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 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.

Museum/Campus Naming

Prior to the Museum expansion in November 2015, the board of directors determined that the Museum's original name, the Children's Museum of Denver, would not change, but naming of the Museum *campus* would be considered for a significant gift (amount undisclosed). A gift meeting the criteria was received and approved. The Museum is now referred to as the Children's Museum of Denver at Marsico Campus.

Joy Park Sponsorship Recognition

Signage for sponsors of Joy Park, the Museum's 60,000 square foot outdoor exhibit area, 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

Exhibit Galleries

Signage for sponsors of indoor exhibit galleries will include a credit plaque at the entrance recognizing the lead exhibit gallery sponsor(s). This credit plaque will be 12"x8" 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.

Exhibit Interactives

Signage for sponsors of interactives within an exhibit gallery will include a credit plaque located on or near the interactive, which will be 7"x5" 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.