Sponsorship Deck
Thinkery is Austin’s children’s museum and THE philanthropic play-based STEAM learning hub of Central Texas. Our mission is to create innovative learning experiences that equip and inspire the next generation of creative problem solvers. Thinkery is proud to be a leader in Austin’s informal education ecosystem and enjoys one of the highest visitation rates of any cultural arts organization in the area, serving at least 450,000 children and their families each year. We are leading the future of play-based learning in Central Texas through education research partnerships and innovative, state-of-the art STEAM exhibits. Thinkery’s home is located in the heart of Mueller, the iconic Thinkery red box: The Meredith Learning Lab. The Meredith Learning Lab is 40,000 square feet of hands-on, play-based fun!
Our vision is for Thinkery to be a trusted community hub, inspiring lifelong learning for ALL children through hands-on, play-based STEAM educational experiences. Thinkery is dedicated to being a resource for all who seek innovation and playfulness in their pursuit of learning. We want every child to have a chance to explore STEAM concepts and develop a lifelong love of learning, regardless of means. That’s why we created the Open Door Initiative. Established in 2002, the Open Door Initiative delivers on Thinkery’s commitment to community access and building equity in STEAM by serving nearly 65,000 Austin-area children and their caregivers annually. The initiative removes financial barriers to the museum and education programs through free admission, discounted field trips, flexible pricing memberships for families and free memberships for community-serving organizations.
Thinkery has been Austin’s children museum for nearly 40 years. Generations of caregivers and young problem solvers have developed deep connections with each other and to learning within our museum walls. Thinkery’s brand is inspiring, strong, and invokes excitement and curiosity.

- Newsletter – over 70K subscribers with over 50% open rates
- 53,000 Followers across Thinkery social media platforms
- Nearly 8,000 membership households
- Our guests represent a diverse community that travel from all across Central Texas to play and explore
Spark After Dark is Austin’s most playful part of the year! Taking place at Thinkery, the event is an evening of wonder, learning and play to celebrate Thinkery’s impact in our community and raise critical funds to support the Open-Door Initiative.

Spark After Dark will offer a unique, after-hours museum experience where guests will enjoy live, interactive art and science demonstrations, maker activities, cocktails inspired by local spirit artisans and companies, and delicious bites from a variety of Austin eateries. There will also be a variety of opportunities to support the Open-Door Initiative through donations and the purchase of tickets for our Grand Prize raffle and silent auction items.

The evening will be vibrant – guests will have the chance to learn more about our programs while also engaging in some play-based fun of their own and enjoying tasty nibbles and sips. Play.Learn.Give. – it’s the perfect recipe for a night of fun and impact!

We’d be honored to include your company in this festive annual event. There are a host of ways to give to Thinkery and to align your organization with the meaningful work of inspiring the next generation of problem solvers.
SPARK SPONSORSHIP OPPORTUNITIES

Presenting Sponsor
25K (1 AVAILABLE)

Cover the cost of field trips for 48 Title 1 Schools and provide inspirational learning experiences, for the next generation of problem solvers!

Opportunity to be included in a pre-recorded video shared during Spark After Dark
Prominent logo/name recognition in event-specific printed and digital promotional assets and across social media channels
Prominent recognition in event press release, media alerts and media interviews
Recognition on the Thinkery website for one year
Exclusive logo/name recognition on Spark After Dark keepsake packaging
10 tickets to VIP Host Committee pre-event reception
25 tickets to Spark After Dark
Logo inclusion onsite during the event, on screens and all printed signage
Name inclusion on Thinkery’s second floor donor wall and digital donor wall
Acknowledgement and special highlight in Thinkery’s annual report (distributed to all annual donors)
Sponsor tuition for a Little Thinkers Preschool student for an academic school year!

- Prominent logo/name recognition in event-specific printed and digital promotional assets and across social media channels
- Prominent recognition in event press release and media alerts
- Recognition on the Thinkery website for one year
- 5 tickets to VIP Host Committee pre-event reception
- 15 tickets to Spark After Dark
- Logo inclusion onsite during the event, on screens and with a minimum of two printed signs
- Name inclusion on Thinkery's second floor donor wall and digital donor wall
- Name inclusion in Thinkery's annual report (distributed to all annual donors)
Spark Sponsorship Opportunities

Food and Beverage Sponsor
10k (3 available)

Remove financial barriers to summer learning and send 28 kiddos to Thinkery’s summer camps!

- Logo/name recognition in event-specific printed and digital promotional assets and across social media channels
- Signage prominently placed at Food & Beverage stations
- 2 tickets to VIP Host Committee pre-event reception
- 10 tickets to Spark After Dark
- Logo inclusion onsite during the event, on screens and all printed signage
- Name inclusion on Thinkery’s second floor donor wall and digital donor wall
- Name inclusion in Thinkery’s annual report (distributed to all annual donors)
## Spark Sponsorship Opportunity

### Logo/Name Recognition in Event-Specific
- **Digital promotional assets**
- **Onsite signage**
- **Social media**
- **Tickets to Spark After Dark**
- Name inclusion on Thinkery’s second floor donor wall and digital donor wall
- Name inclusion in Thinkery’s annual report (distributed to all annual donors)

### Event Sponsors – 5K
Provide general admission for 300 guests to Thinkery through Museums for ALL!

<table>
<thead>
<tr>
<th>Digital promotional assets</th>
<th>Onsite signage</th>
<th>Social media</th>
<th>Tickets to Spark After Dark</th>
<th>Name inclusion on Thinkery’s second floor donor wall and digital donor wall</th>
<th>Name inclusion in Thinkery’s annual report (distributed to all annual donors)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo.png" alt="Logo" /></td>
<td><img src="signage.png" alt="Signage" /></td>
<td><img src="social_media.png" alt="Social Media" /></td>
<td><img src="ticket.png" alt="Ticket" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
</tr>
<tr>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
</tr>
<tr>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
</tr>
</tbody>
</table>

### Individual Sponsors - $3,500
Sponsor 15 community-serving organization memberships to Thinkery!

<table>
<thead>
<tr>
<th>Digital promotional assets</th>
<th>Onsite signage</th>
<th>Social media</th>
<th>Tickets to Spark After Dark</th>
<th>Name inclusion on Thinkery’s second floor donor wall and digital donor wall</th>
<th>Name inclusion in Thinkery’s annual report (distributed to all annual donors)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo.png" alt="Logo" /></td>
<td><img src="signage.png" alt="Signage" /></td>
<td><img src="social_media.png" alt="Social Media" /></td>
<td><img src="ticket.png" alt="Ticket" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
</tr>
<tr>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
</tr>
<tr>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
</tr>
</tbody>
</table>

### In-Kind Sponsorships Available for Specific Categories

<table>
<thead>
<tr>
<th>Digital promotional assets</th>
<th>Onsite signage</th>
<th>Social media</th>
<th>Tickets to Spark After Dark</th>
<th>Name inclusion on Thinkery’s second floor donor wall and digital donor wall</th>
<th>Name inclusion in Thinkery’s annual report (distributed to all annual donors)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo.png" alt="Logo" /></td>
<td><img src="signage.png" alt="Signage" /></td>
<td><img src="social_media.png" alt="Social Media" /></td>
<td><img src="ticket.png" alt="Ticket" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
</tr>
<tr>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
</tr>
<tr>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
<td><img src="inclusion.png" alt="Inclusion" /></td>
</tr>
</tbody>
</table>

**In-Kind Sponsorships**: 2
SPARK LIFELONG LEARNING TODAY!

BECOME A SPONSOR

CONTACT:
Shaleiah Fox, Chief Advancement Officer
sfox@thinkeryaustin.org

thinkeryaustin.org

fb.com/TheThinkery @ThinkeryATX @ThinkeryATX