



MINNESOTA CHILDREN'S MUSEUM'S  
ANNUAL FUNDRAISER



**MCM 500**

Saturday, May 2, 2020  
6 – 11 p.m.

Minnesota Children's Museum | St. Paul, MN

Ann Ferreira & Kevin Balon  
2020 MCM 500 Co-Chairs





Play is critical to children's development. When kids play, they grow the skills they need to thrive in school and throughout their lives. Play wires a child's brain — in a positive and permanent way.

The reality is that play time is declining. Studies show that children growing up these days play eight hours less per week on average than children did in the 1980s. Less play means less learning.

The impact is especially profound for children in low-income households. Compounded by disparities in education, health and socio-economics, the lack of play widens the achievement gap for low-income children — especially families facing financial barriers and other adversities. Missing out on play time also means less access to a proven antidote for the “toxic stress” that affects many children growing up in difficult environments.

At Minnesota Children's Museum, we want to provide access to playful learning experiences for all families, regardless of income. The museum provides free or subsidized access to creative learning and interactive play through the *Play for All* program, in order to make play time at the museum a reality for the children in our community who are most at risk of health, educational and other disparities.

With your support, we hope to provide free scholarship memberships to 5,000 families living below 130% of the poverty level through the *Play for All* program this year. We also work in partnerships with the seven county metro area Head Start programs and (St. Paul and Minneapolis) Early Childhood Family Education to host special events that provide a safe, welcoming introduction to the museum.

Proceeds from the *MCM 500* event will support the scholarship memberships and family programming. Help us bring playful learning into the lives of the children and families in our communities who are most in need of the opportunity to come and play at the museum!





SATURDAY, MAY 2, 2020

# Sponsorship Benefits

## MCM 500 Sponsorship Levels

	Presenting Sponsor \$20,000	Play Builder Sponsor \$15,000	Play Maker Sponsor \$10,000	Play Enthusiast Sponsor \$5,000	MCM 500 Sponsor \$3,000
Tickets to MCM 500 event on May 2	20	18	16	12	10
Recognition on Minnesota Children's Museum's MCM 500 event web page and in print collateral	Logo	Logo	Logo	Listed	Listed
Recognition on MCM 500 online registration page and mobile bidding site	Logo	Logo	Logo	Listed	Listed
Opportunity to host a private after-hours or before-hours event (after-hours event must be held on a weekday evening)	X				
Opportunity to host an Employee Family Day Event	X	X	X		
Complimentary museum passes (valued at \$12.95 each) – additional passes available upon request at 50% discount	40	30	20	15	10
Opportunity to purchase additional discounted tickets for \$75 per ticket (\$175 value) to the MCM 500 event.	X	X	X	X	X
Recognition on sponsorship banner ( <i>sponsorship banner will be displayed in the museum for one month</i> )	Logo	Logo	Logo	Listed	Listed
Exclusive Social Media feature night of the event	X				
Recognition on all event ads	Logo	Logo	Logo	Listed	Listed
Opportunity to sponsor a specific event component (Valet, Bars, Signature Cocktail, After Party, etc.)	X	X	X	X	X
Recognition on museum's FY20 Donor Wall and Annual Report	X	X	X	X	X



Please contact Sarah Oehlerts at 651-225-6052 or [soehlerts@mcm.org](mailto:soehlerts@mcm.org) for more information.



# Sponsorship Pledge Form

Name of Organization (NOTE: This is how you will be listed in ALL collateral.)

Admin Name/Communication Contact Name (for communications, questions, updates and guest names)

Mailing Address

City

State

Zip

E-mail Address

Phone

### Sponsorship Packages – Commitment needed by April 1, 2020 to be included on the Sponsorship Banner.

- \$20,000 - Presenting Sponsor     \$10,000 - Play Maker Sponsor     \$3,000 - MCM 500 Sponsor  
 \$15,000 - Play Builder Sponsor     \$5,000 - Play Enthusiast Sponsor

### Additional Options

- I/We are interested in sponsoring a specific event component such as valet, bars, signature cocktail, After Party, etc. Please contact Sarah Oehlerts to discuss options.
- As a sponsor I/We are interested in purchasing additional individual tickets at the discount rate of \$75 per ticket. \_\_\_\_\_ Number of tickets
- As a sponsor I/We would like to deny the complimentary museum passes valued at \$12.95 each.

### Payment Information:

Total Amount \$ \_\_\_\_\_ Credit Card:  Visa     MasterCard     Discover     American Express

Credit Card Number

Exp. Date

Name as it appears on card

Signature

Billing Address

- Check enclosed (please make payable to Minnesota Children's Museum)  
 Please send me an invoice for \$ \_\_\_\_\_ P.O. No. (if applicable) \_\_\_\_\_

**Sponsor Logo Request:** Please email your logo in both color and black & white jpg and eps vector formats to Sarah Oehlerts at soehlerts@mcm.org.

**Send form to:** Minnesota Children's Museum MCM 500, 10 W. 7th St., St. Paul, MN 55102  
c/o Sarah Oehlerts | e: soehlerts@mcm.org | p: 651-225-6052 | f: 651-225-6006

The Minnesota Children's Museum is a 501 (c) (3) organization and contributions are deductible as provided by law. Tax ID: 41-1354181

**Thank you for your support!**



# Auction Donation Form

SATURDAY, MAY 2, 2020

Name of Company/Individual *(NOTE: This is how you will be listed in ALL collateral.)*

Contact Name

Mailing Address

City

State

Zip

E-mail Address

Phone

**Auction Donation:**

Item Description: \_\_\_\_\_

Restriction(s) associated with donation *(Please make expiration date for one year from event date.)*

Market value of donated item: \$ \_\_\_\_\_

Please check one:  Item is enclosed  Item will be sent/delivered  Please contact me for pick-up

**Please return this form by April 13, 2020 to:**

Minnesota Children's Museum MCM 500, 10 W. 7th Street, St. Paul, MN 55102  
c/o Sarah Oehlerts | e: soehlerts@mcm.org | p: 651-225-6052 | f: 651-225-6006

Please Note: This donation becomes the property of Minnesota Children's Museum, and is to be sold at the Museum's MCM 500 auction, the proceeds of which go to Minnesota Children's Museum. Where applicable, a gift certificate, letter of entitlement and/or brochure should be provided by the donor for presentation to the winning bidder. The donor must establish the fair market value for charitable tax deduction purposes. Minnesota Children's Museum reserves the right to combine donated items to create unique auction packages. The donor grants Minnesota Children's Museum the right to mention the donation in any promotional literature. MCM is a registered 501(c) (3) organization. Federal ID#41-1354181

I, undersigned donor, hereby acknowledge and agree to provide the above stated goods or services.

Donor Signature

Date

For MCM Office Use Only

Received On: \_\_\_\_\_ Entered in GreaterGiving (date): \_\_\_\_\_ Item # \_\_\_\_\_ Package # \_\_\_\_\_

***Ready,  
Set,  
PLAY!***



Minnesota  
Children's  
Museum