



WEIRD SCIENCE HALLOWEEN BASH

Tuesday, October 31, 2023
3 pm – 7 pm

SPONSORSHIP OPPORTUNITIES



WEIRD SCIENCE HALLOWEEN BASH

A fundraising event benefitting the
Santa Fe Children's Museum (SFCM)
Tuesday, October 31st from 3 – 7 pm.

We invite children, families, and community members to get together for a “spooky” good time, all while raising money for a good cause! Dress in your best costumes, trick-or-treat throughout SFCM, experience arts, crafts and food vendors through Art Walk Santa Fe and explore the weird world of science, and more!

Weird Science Halloween Bash is not just about trick-or-treating or exploring weird science – it's about our community coming together to enable the Museum's ability to foster play, learning, and joy for all!

SPONSORSHIP OPPORTUNITY

Santa Fe Children's Museum offers a unique opportunity to grow your business, while making a positive impact on the children and families of New Mexico

Reach a targeted audience and a variety of participants.

TARGET AUDIENCE:

Local & regional residents of Santa Fe & surrounding areas
Families & individuals who are actively engaged with the community, members of the Museum (500+) business owners and supporters of the SFCM

DEMOGRAPHICS:

Families with children 0-8 years old
Local & regional residents of Santa Fe and surrounding areas

IMPACT:

Facebook: 4.7K+ followers
Instagram: 2K+ followers
Email List: 3K emails
Website Views: 57K (2022-2023)

For Inclusion on Trick-or-Treat Bag support must be confirmed by
Friday, September 29th 2023

CO-CHAIRS:

Marco Serna & Nicole Pearson

COMMITTEE:

Caitlin Brodsky, Donna Ralph, Sharon Woods, Olivia Sloan, Melanie Maxon, Abenicio Baldonado, Rachele Griego & Michaelene Kyrala

EXECUTIVE DIRECTOR:
Hannah Hausman



For sponsorship questions and to confirm your support

Contact: Charlotte Gill
cgill@santafechildrensmuseum.org

505 989.8359 Ext 102



TITLE SPONSOR: \$5,000

On-site Recognition:

- Logo placed prominently on an event banner to be displayed outside the Museum (on Old Pecos Trail).
- Logo on onsite event signage.
- Logo on branded event Trick-or-Treat bag distributed to all children.
- Trick-or-Treat table with corporate banner and opportunity to give away treats and promote business to children and families.
- Opportunity to provide inserts/samples to be included in Trick or Treat bag given away at event.



*If confirmed by Friday September 29th 2023

Promotional Materials:

- Have “Presented by Your Company” (or brand) added with event name and logo on all promotional materials.
- Logo/link on event website, social media, emails, and printed materials including event invite.
- Name on press release.
- Acknowledgment of your support online and throughout the event.
- Featured sponsor email and social media campaign.



Hospitality Benefits:

- 8 tickets to event to share with your employees or customers.
- A personalized brick on the museum’s outdoor trail-walkway.



PUMPKIN PATCH PARTNER: \$2,500

Onsite Recognition:

- Logo on an event banner to be displayed outside the Museum (on Old Pecos Trail).
- Logo on event signage.
- Logo on branded Trick-or-Treat bag distributed to all children.
- Trick-or-Treat table and opportunity to give away treats and promote business to children and families.
- Opportunity to provide inserts/samples to be included in Trick-or-Treat bag.

*If confirmed by Friday, September 29th 2023



Promotional Materials:

- Logo/link on event website, social media, emails, and printed materials including event invite.
- Name on press release.



Hospitality Benefits:

- 6 tickets to event to share with your employees or customers.



GENEROUS GHOULS GIVER: \$1,000

Onsite Recognition:

- Logo on an event banner to be displayed outside the Museum (on Old Pecos Trail).
- Name on event signage.
- Name on branded Trick-or-Treat bag distributed to all children.
- Trick-or-Treat table and opportunity to give away treats and promote business to children and families.

*If confirmed by Friday September 29th 2023



Promotional Materials:

- Logo/link on event website, social media, emails, and printed materials including event invite.



Hospitality Benefits:

- 4 tickets to event to share with your employees or customers.



SPOOKY SCARY SKELETON: \$500

Onsite Recognition:

- Name on an event banner to be displayed outside the Museum (on Old Pecos Trail).
- Name on event signage.
- Name on branded Trick-or-Treat bag distributed to all children.

*If confirmed by Friday September 29th 2023



Promotional Materials:

- Name on event website, social media, emails, and printed materials including event invite.



Hospitality Benefits:

- 2 tickets to event to share with your employees or customers.



LITTLE GOBLINS FAMILY PACK: \$350

This sponsorship includes 6 tickets for you and your family to attend this one of a kind event!

Plus get your name on event materials including event website, social media, emails, printed materials and event signage



Name as you request to appear in promotional materials (i.e. The Smith Family):

Social Media Handles:

Address:

City: State: Zip:

Phone:

Email:

For more information please contact Charlotte Gill at 505 989 8359 ext. 102 or cgill@santafechildrensmuseum.org



IN-KIND SPONSORSHIP OPPORTUNITIES

In-Kind sponsors have the opportunity to support the 2023 Weird Science Halloween Bash in the form of donated products, prizes, or services.

All in-kind sponsors will receive exposure benefits in exchange for their support.

Provide any one or combination of the following:

(valued at \$500 or greater)

- Branded Trick-or-Treat Bag.
- Special Guest Artists Stipend.
- Candy treats for tables.
- Supplies for projects and activities.
- Print-marketing-Graphic Design.
- Food and Beverages.



Benefits:

ONSITE RECOGNITION

Logo on event banner to be displayed outside the Museum (on Old Pecos Trail).

Opportunity to provide inserts/samples to be included in Trick or Treat bag.

PROMOTIONAL MATERIALS

Acknowledgment of your support online and throughout the event.

Recognition on fundraising website, emails, social media channels.

HOSPITALITY BENEFITS

2 tickets to event to share with your employees or customers.



SPONSORSHIP COMMITMENT

Name as you request to appear in promotional materials:

Social Media Handles: _____

Please confirm your commitment: (check one)

☐ Title Sponsor \$5,000

☐ Pumpkin Patch Partner \$2,500

☐ Generous Ghouls Giver \$1,000

☐ Spooky Scary Skeleton \$500

☐ Little Ghosts & Goblins \$350

Company Name: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Method of Payment: (check one)

☐ Check (made payable to Santa Fe Children's Museum)

☐ Credit Card

For more information please contact Charlotte Gill at 505 989 8359 ext. 102 or cgill@santafechildrensmuseum.org

