



5K RUN/WALK & KIDS DASH

In Memory of Michaelann Perea

SPONSORSHIP PACKET



APRIL 28, 2024



ABOUT US

Discovering the joys of learning, play, and community.

Located on the historic Armory Campus in Santa Fe, the building was originally constructed in the 1930s. The Santa Fe Children's Museum (SFCM) was founded by four local educators who perceived a need for learning opportunities in the community that would be distinctly different from those provided in school or home settings.

Convinced that experiential learning is a necessary complement to traditional education, the founders sought to create a dynamic, hands-on, exploratory environment that included opportunities for family engagement.



SFCM is based on a simple idea: children learn by doing. The museum provides an informal environment that fosters connections among children and families and encourages active participation in the learning process through interactive exhibits and programs. As a site for family outings, children and parents are brought together in the spirit of play.





Hannah Hausman
Executive Director



Caitlin Brodsky
Board President



Marco Serna
Event Co-Chair



Abenicio Baldonado
Event Co-Chair



Charlotte Gill
Development & Membership
Manager

COMMITTEE:

Melanie Maxon, Donna Ralph, Olivia-Belen Sloan, Rachele Griego, Rikki-Lee Chavez, Nicole Pearson, Denzler Cassidy, Shanda Young, Erin Cave, Barbara Macks, and Uriah Cachora

MEET



OUR TEAM

ABOUT THE EVENT



Move for the Museum is an annual fundraising event that brings our community together to support the Museum's mission of promoting education, exploration, and fun for everyone!

This event is in memory of Michaelann Perea, a loyal Santa Fe Children's Museum Board Member/Volunteer and friend.



Making A Difference

All Move for the Museum proceeds support all initiatives and programs of the Museum. Camp Scholarships, Planetarium Shows for Title 1 Schools, distribution of STEAM-based Grab & Go Kits to rural and tribal communities, our Van of Enchantment Mobile Museum, Backyard Renovations, and harvesting 1,000 lbs of produce from our Community Garden for food insecure families are made possible through the fundraising from this event.

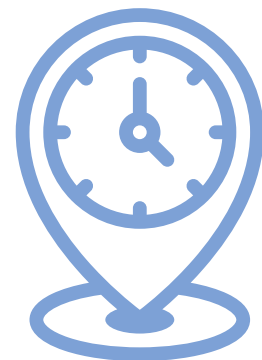
5K RUN/WALK & KIDS DASH

Sunday, April 28, 2024



9 am – 12 pm

Bicentennial
Alto Park
1121 Alto Street



SPONSORSHIP BENEFITS

Santa Fe Children's Museum Move for the 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 and regional residents of Santa Fe and surrounding areas
- Individuals with an active and healthy lifestyle
- Families and Individuals who are actively engaged with the community, museum members (600+), business owners, and supporters of the Santa Fe Children's Museum



Demographics

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



Impact

- Facebook: 4.8K+ followers
- Instagram: 2K + followers
- Email List: 4K subscribers
- Website views: 4.8k visits per month & 150+ per day

For inclusion on the t-shirt support must be confirmed by March 29th 2024

SPONSORSHIP OPPORTUNITIES

COMMITMENT DEADLINE (for inclusion on t-shirt): **Friday, March 29**

SPONSORSHIP DEADLINE: **Friday, April 12**

PRESENTING \$10,000



- Have “Presented by Your Company” (or brand) added with event name and logo on all marketing materials
- Logo/link on event website & printed materials
- Acknowledgment of your support online and throughout the event
- Logo in event emails and social media campaign (Reach: 4k subscribers)
- Name on press release
- Logo placed prominently on an event banner to be displayed outside the Museum (on Old Pecos Trail)
- Logo on t-shirt (if commitment made by March 29th, 2024)
- Table at the event
- Opportunity to provide inserts or samples to all participants
- 10 event t-shirts and 20 race entries
- A personalized brick on the museum’s outdoor trail-walkway

FINISH LINE FRIEND \$5,000



- Logo/link on event website & printed materials
- Acknowledgment of your support online and throughout the event
- Logo in event emails and social media campaign (Reach: 4k subscribers)
- Name on press release
- Logo placed prominently on an event banner to be displayed outside the Museum (on Old Pecos Trail)
- Logo on t-shirt (if commitment made by March 29, 2024)
- Table at the event
- Opportunity to provide inserts or samples to all participants
- 6 event t-shirts and 15 race entries

SPONSORSHIP OPPORTUNITIES

TRAILBLAZER

\$2,500



- Logo/link on website, social media, emails, and printed materials
- Logo placed prominently on an event banner to be displayed outside the Museum (on Old Pecos Trail)
- Name on event t-shirt (if commitment made by March 29, 2024)
- 4 event t-shirts and 12 race entries

SUPER SPRINTER

\$1,000



- Logo on website, social media, emails, and printed materials
- Logo placed prominently on an event banner to be displayed outside the Museum (on Old Pecos Trail)
- Name on event t-shirt (if commitment made by March 29th, 2024)
- 2 event t-shirts and 6 race entries

WALKING WARRIOR

\$500



- Name on website, social media, and email
- 4 race entries

STEPS SUPPORTER

\$250



- Name on website, social media and emails
- 2 race entries

IN-KIND DONATION SPONSORSHIP

In-Kind sponsors have the opportunity to support the 2024 Move for the Museum 5k in the form of donated products, prizes or services.

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

Please contact us to learn more and to become an in-kind sponsor.

CONTACT:

Charlotte Gill

cgill@santafechildrensmuseum.org

505. 989.8359 Ext. 102



THANK



YOU!

Contact

For sponsorship questions and to confirm your support:

Charlotte Gill

cgill@santafechildrensmuseum.org

505.989.8359 Ext. 102

