

MOVE

for the SANTA FE CHILDREN'S MUSEUM
In memory of Michaelann Perea

5K RUN/WALK

SPONSORSHIP PACKET

April 26, 2026 | 9 am, Bicentennial Park



ABOUT

Move for the Museum is an annual fundraising event that raises approximately \$100,000 per year. In 2025* thanks to Move for the Museum, we've been able to fund the following initiatives that expand access for our community:

- **Camp Scholarships:**
Distributed 16 Summer Camp scholarships valued at \$395 each
- **Free field trips for Title I Schools:**
Hosted 37 free in-person field trips & 1,964 children at the Museum
- **Bilingual STEAM-based Grab & Go Kits to rural and tribal communities:**
Distributed 1,089 Grab & Go Kits to counties throughout Santa Fe County and beyond.
- **Van of Enchantment Mobile Museum:**
Served 10,884 children and families across Northern New Mexico.
- **Life Center Foundation Discovery Garden::**
In July 2025 we renovated our new discovery garden. Harvested 650 lbs of fresh produce which was distributed to families experiencing food insecurity through our community partners St John's United Methodist Church, Bienvenidos Outreach Inc and St Elizabeth Shelters & Supportive Housing.
- **STEM Access:**
9,539 individuals served across our STEM outreach initiatives
- **STEAM Programming**
7,647 children enjoyed our weekly STEAM activities across 4 varied programs
- **Museum Team:**
Ensuring the best and brightest run our amazing facility, exhibits, and programs.

All proceeds support our accessible and educational programs.

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



SPONSORSHIP BENEFITS

The Santa Fe Children's Museum, a non-profit cultural institution, offers a unique opportunity to grow your business while making a positive impact on the children and families of New Mexico. By aligning your brand with this event you will have the opportunity to reach a targeted audience and a variety of participants.



Target Audience

- Families and Individuals engaged in the community
- Museum members (600+)
- Business owners and SFCM supporters
- Residents of Santa Fe and Northern New Mexico
- People who love kids and want to watch them thrive through exercise



Demographics

- Families with children 0 – 8 years old
- Residents of Santa Fe and Northern New Mexico



Impact

- SFCM Total Reach (on an annual basis) 80,000+ individuals
- Facebook: 5.1K+ followers
- Instagram: 2.8K+ followers
- Email List: 4.5K subscribers
- Website views: 43K+

Top tier sponsorships are available and would be individually curated with the Move for the Museum team.

CONTACT:

sponsor.mfm@santafechildrensmuseum.org

The Santa Fe Children's Museum is a 501(c)(3) and your sponsorship is tax deductible as allowed by law.

LEADERS: \$10,000



Promotional Benefits:

- Have “Presented by Your Company” (or brand) included with the event name and logo on marketing materials
- Top-level logo placement on:
 - Event webpage
 - Museum digital screens
 - Printed event post card
- Featured logo and mention featured on social media (reach: 5K+ reach)
- Logo featured in promotional e-blasts (4K_ reach)
- Recognized as a top-level sponsor on the press release
- Featured as Creator on SFCM Our Partners Website



Event Recognition:

- Public recognition throughout the event
- Logo prominently featured on event banner to be displayed outside Santa Fe Children’s Museum for one month (on Old Pecos Trail)
- Event table to promote your business to children and families
- Opportunity to provide inserts/samples to 300+ participants
- Logo on the event t-shirt distributed to all participants



Hospitality Benefits:

- 20 race entries (includes 20 event t-shirts)
- Personalized brick on the museum’s outdoor trail walkway (\$250 value) (to be installed after the event)
- 2 SFCM Family Memberships (\$320 value)



Deadline for t-shirt/postcard inclusion: March 20

~ Regular Deadline: April 17 ~

FINISH LINE FRIENDS: \$5,000



Promotional Benefits:

- Logo featured on:
 - Event webpage
 - Museum digital screens
 - Printed event postcard
- Logo & tag on social media (5K+ reach)
- Logo included in promotional e-blasts (4K+ reach)
- Name included on press release
- Featured as Leader on SFCM Our Partners webpage



Event Recognition:

- Logo prominently featured on event banner to be displayed outside Santa Fe Children's Museum for one month (on Old Pecos Trail)
- Event table to promote your business to children and families
- Opportunity to provide inserts/samples to 300+ participants
- Logo on event t-shirt



Hospitality Benefits:

- 15 race entries (includes 15 event t-shirts)
- 1 SFCM Family Membership (\$160 value)

Deadline for t-shirt/postcard inclusion: March 20

~ Regular Deadline: April 17 ~



TRAILBLAZER: \$2,500



Promotional Benefits:

- Logo featured on:
 - Event webpage
 - Printed event postcard
- Logo & tag on social media (5K+ reach)
- Logo included in promotional e-blasts (4K+ reach)
- Featured as Explorer on SFCM Our Partners webpage



Event Recognition:

- Logo on event banner to be displayed outside Santa Fe Children's Museum for one month (on Old Pecos Trail)
- Name on event t-shirt
- Event table to promote your business to children and families



Hospitality Benefits:

- 12 race entries (includes 12 event t-shirts)

Deadline for t-shirt/postcard inclusion: March 20

~ Regular Deadline: April 17 ~



SUPER SPRINTERS: \$1,000



Promotional Materials:

- Name on event webpage
- Name & tag on social media (5K+ reach)
- Name included in promotional e-blasts (4K+ reach)
- Featured as Believer on SFCM Our Partners webpage



Event Recognition:

- Name on event banner to be displayed outside Santa Fe Children's Museum for one month (on Old Pecos Trail)



Hospitality Benefits:

- 6 race entries (includes 6 event t-shirts)

~ Sponsorship Deadline: April 17 ~



IN-KIND SPONSORSHIP OPPORTUNITIES

In-Kind sponsors have the opportunity to support the 2026 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.

Must be valued at \$500 or greater to receive the below benefits:



Promotional Materials:

Acknowledgement of your support on event website and social media

Event Recognition:

Opportunity to provide inserts/samples

Hospitality Benefits:

4 race entries (includes 4 event t-shirts)

~ Sponsorship Deadline: April 17 ~



FOR ALL IN-KIND SPONSOR INQUIRIES:

Contact Charlotte Gill, Development and Membership Manager
sponsor.mfm@santafechildrensmuseum.org 505.989.8359

MEET THE TEAM

EVENT & LEADERSHIP



Hannah Hausman
Executive Director



Denzler Cassidy
Trustee & Event Co-Chair



Marco Serna
Trustee & Event Co-Chair



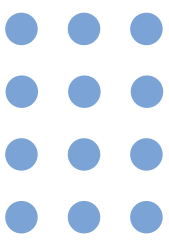
Charlotte Gill
Development & Membership Manager

SANTA FE CHILDREN'S MUSEUM DEVELOPMENT COMMITTEE:

Meghan Montelibano-Gorman (Chair), Denzler Cassidy,
Melanie Maxon, Marco Serna, Uriah Cachora,
Unica Viramontes

BOARD OF DIRECTORS:

Melanie Maxon (President), Kristi Salazar-Martinez (Vice President),
David Hansen (Treasurer), Marisa Ornelas (Secretary), Denzler Cassidy, Marco
Serna, Meghan Montelibano-Gorman, Michael Nuñez and Unica Viramontes



ABOUT US

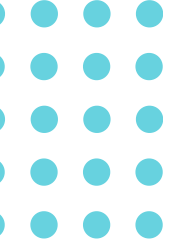


Discovering the joys of play, learning, and community

The Santa Fe Children's Museum (SFCM), founded in 1985 by local educators Ellen Biderman, Ellyn Feldman, Susan McIntosh, and Londi Carbajal, provides interactive, hands-on exhibits for children aged 0-8 and their families. Located near the New Mexico capitol on the historic Armory Campus, the Museum celebrated its 40th anniversary in 2025. Annually serving 80,000+ individuals, SFCM is one of only three children's museums in the state, offering 30+ STEAM-focused exhibits, cultural and artistic programs, a newly renovated acre-plus outdoor space ("The Backyard"), a portable planetarium, and the Van of Enchantment, Mobile Museum, that brings education to remote communities.

SFCM operates as a "town square," hosting community events like resource summits, fundraisers, and support group meetings, including for Many Mothers, Alzheimer's Cafe, and the Santa Fe Chamber of Commerce. Through inquiry-based learning and play focused education, the Museum fosters cognitive, social, and emotional growth, creating enriching, child-led experiences distinct from traditional classroom settings.

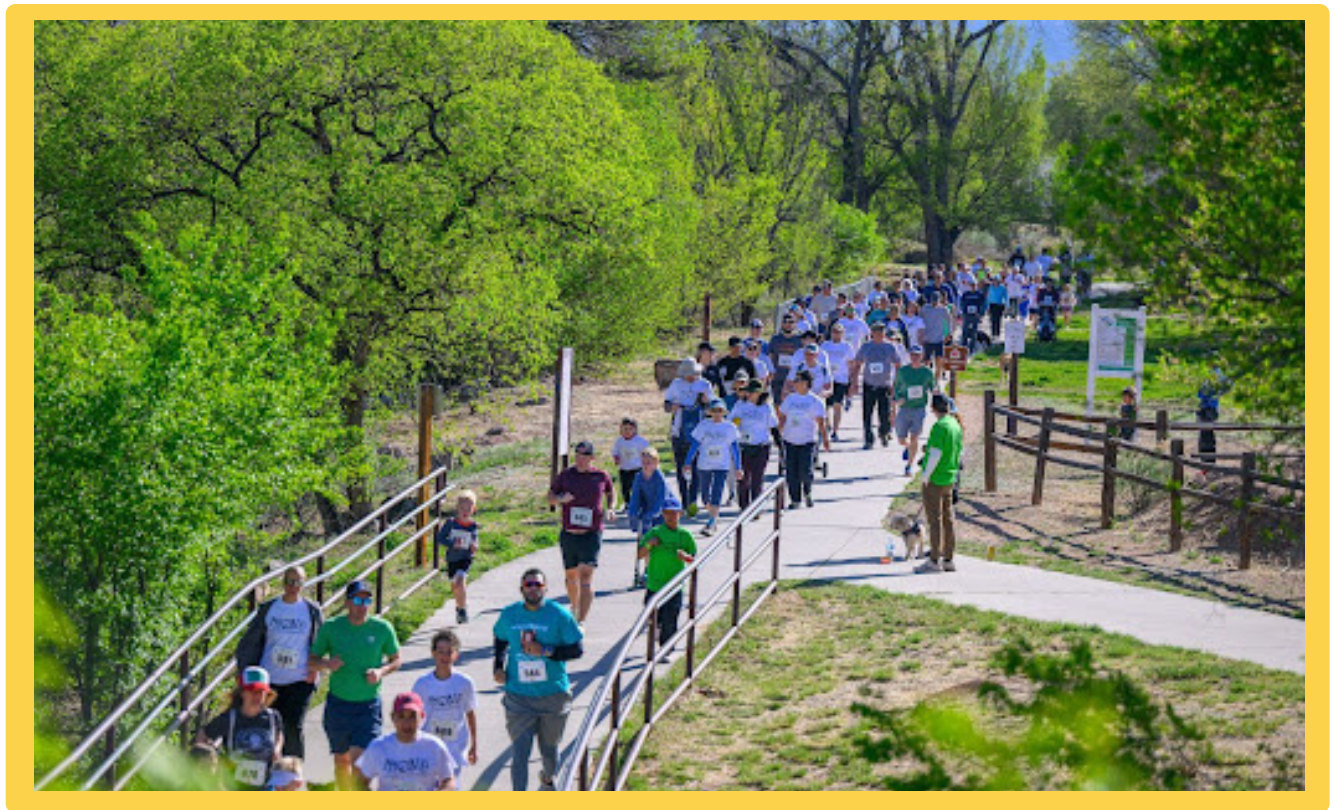




THANK YOU!



for the SANTA FE CHILDREN'S MUSEUM
In memory of Michaelann Perea



Contact

For sponsorship questions and to confirm your support:

Hannah Hausman
sponsor.mfm@santafekidrensmuseum.org
505.989.8359