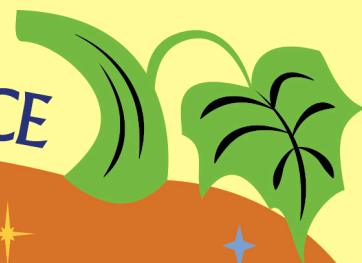


WEIRD SCIENCE



SANTA FE
CHILDREN'S
MUSEUM



HALLOWEEN BASH

SPONSORSHIP PACKET

Tuesday, October 28th
3 pm – 6 pm



Santa Fe Children's Museum
1050 Old Pecos Trail, Santa Fe NM

santafechildrensmuseum.org



ABOUT

The Weird Science Halloween Bash (WSHB) is an annual fundraising event that combines hands-on, inclusive learning with festive fun. This event emphasizes the importance of STEM education for children and families.

In 2024, proceeds from WSHB directly supported several impactful and accessible initiatives, including:

- Science Saturday: 3,204 people participated in this complimentary weekly program
- Stargazer Portable Planetarium: 8,879 people were given a free experience (within a one hundred mile radius of the Museum)
- STEM Outreach: 3,072 people were served

WHY STEM?

Access to early STEM education for ages 0-8 is vital for children's brain development, critical-thinking and problem-solving skills.

SFCM's STEM programs follow New Mexico's Science Standards and Early Childhood Indicators suitable for children 0 – 5 and 5 – 8 years old.

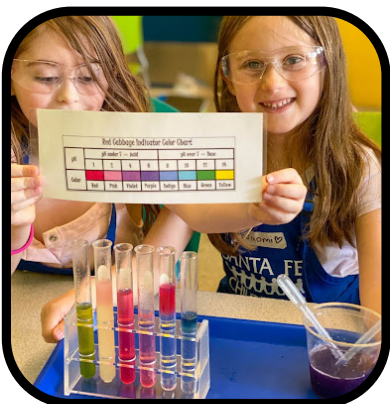
The State of New Mexico ranks 50th in education: *
59% of 3-4 year olds aren't in school.

79% of 4th graders aren't reading proficiently.

87% of 8th graders aren't math proficient.

New Mexico needs 54,000 STEM workers by 2026, but student proficiency is declining, highlighting the essential need for stronger STEM initiatives like those offered by SFCM.

**According to 2024 Kids Count Data Book produced by the Annie E. Casey Foundation*



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 with boo-tiful sponsorship benefits!

Reach a targeted audience and a variety of participants.

TARGET AUDIENCE:

- Local & regional residents in the greater Santa Fe area & Northern New Mexico
- Families with young children 0-8 years old
- Multigenerational households with grandparents or caregivers
- Local educators, librarians, and youth program leaders
- Individuals who are actively engaged with the community
- Members of the Museum (600+)
- Local business owners, nonprofit partners and supporters of SFCM

DEMOGRAPHICS:

- Location: Primarily greater Santa Fe area including reach in Northern New Mexico
- Ethnicity/Cultural Mix: Predominantly Hispanic/Latino, White, Native American, Multiracial
- Language Reach: English- and Spanish-speaking households
- Household Type: Dual- and single-parent households, often with multigenerational support
 - ~ Families with children are responsible for over \$3.4 trillion in annual household spending in the U.S. (U.S. Consumer Expenditure Survey, Brookings, Nielsen)
 - ~ Mothers influence up to 85% of household buying decisions, including food, healthcare, education, entertainment, and major household goods. (Forbes, Nielsen)

IMPACT:

- Facebook: 5K+ followers
- Email List: 3.8K emails
- Instagram: 2.6K+ followers
- Website Views: 54K+

SPONSORSHIP DEADLINES:

Inclusion on Printed Materials: **Friday, October 3rd, 2025**

General Deadline: **Friday, October 17th, 2025**

FOR SPONSORSHIP INQUIRIES:

halloweenbash@santafechildrensmuseum.org
505.989.8359 ext. 102

HAUNTED HOUSE HERO: \$5,000

On-site Recognition:

- Inclusion of logo on Trick-or-Treat bag distributed to 500+ guests *
- Logo featured on Activity Map given to all attendees
- Event Table including optional provided STEM activity to promote your business to children and families
- Opportunity to provide inserts/samples to be included in Trick-or-Treat bag distributed to 500+ guests
- Logo prominently featured on event banner
- Logo featured on Museum digital screens
- Recognized throughout the event in public announcements



Promotional Materials:

- Featured logo placement as top-level sponsor on all promotional printed materials *
- Logo on event webpage
- Mention and logo featured on social media
- Recognized as a top-level sponsor on the press release
- Acknowledgment of your support in promotional eblasts
- Featured as a “Leader” partner on SFCM website



Hospitality Benefits:

- 8 tickets (valued at \$200) to the event to share with your employees or customers
These tickets may be donated back to SFCM to be shared with community members who might not otherwise be able to attend, at your discretion.
- A personalized brick (valued at \$250) on the museum's outdoor trail-walkway (to be installed after event)
- 2 SFCM Family Memberships (valued at \$320 & valid for one year) to be used for employees or clients

* Sponsorship must be confirmed by October 3rd for inclusion on printed materials.



FRANKENSTEIN FRIEND: \$2,500

On-site Recognition:

- Inclusion of logo on Trick-or-Treat bag distributed to 500+ guests *
- Event Table including optional provided STEM activity to promote your business to children and families
- Opportunity to provide inserts/samples to be included in Trick-or-Treat bag distributed to 500+ guests
- Logo prominently featured on event banner
- Logo featured on Museum digital screens



Promotional Materials:

- Logo placement on promotional printed materials *
- Logo on event webpage page
- Mention and logo featured on social media
- Acknowledgment of your support in promotional eblasts with logo
- Name on the press release
- Featured as an “Explorer” partner on SFCM website



Hospitality Benefits:

- 6 tickets (valued at \$150) to the event to share with your employees or customers

These tickets may be donated back to SFCM to be shared with community members who might not otherwise be able to attend, at your discretion.

- 1 SFCM Family Membership (valued at \$160 & valid for one year) to be shared with an employee or client

* Sponsorship must be confirmed by October 3rd for inclusion on printed materials.



BOO! BUDDY: \$1,000

On-site Recognition:

- Logo featured on event banner
- Event Table including optional provided STEM activity to promote your business to children and families



Promotional Materials:

- Logo placement on promotional printed materials *
- Logo on event webpage
- Mention and logo featured on social media
- Acknowledgment of your support in promotional eblasts with logo
- Featured as a “Believer” partner on SFCM website



Hospitality Benefits:

- 4 tickets (valued at \$100) to event to share with your employees or customers

These tickets may be donated back to SFCM to be shared with community members who might not otherwise be able to attend, at your discretion.

** Sponsorship must be confirmed by October 3rd for inclusion on printed materials.*



PUMPKIN PAL: \$500

On-site Recognition:

- Name on event banner



Promotional Materials:

- Name on event webpage
- Mention of name on social media
- Acknowledgment of your support in promotional eblasts



Hospitality Benefits:

- 2 tickets (valued at \$50) to event to share with your employees or customers

These tickets may be donated back to SFCM to be shared with community members who might not otherwise be able to attend, at your discretion.

* Sponsorship must be confirmed by October 3rd for inclusion on printed materials.



SPOOKY SIDEKICK: \$250

This sponsorship includes 6 tickets to attend this one-of-a-kind event.

Plus, with your ghostly goodwill, you will get your name on the event website, social media, and in eblasts!



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

Social Media Handles:

Address:

City, State, Zip:

Phone:

Email:

CONTACT:

halloweenbash@santafekidsmuseum.org
505.989.8359 ext. 102

IN-KIND SPONSORSHIP OPPORTUNITIES

In-Kind sponsors have the opportunity to support the 2025 Weird Science Halloween Bash in the form of donated products, prizes, or services. In-kind sponsors will receive exposure benefits in exchange for their support.

Provide any one or combination of the following:

- Sponsor a Scientist/Facilitator
- Candy and treats to be placed at trick-or-treat tables and/or in trick-or-treat bags
- Healthy Snacks (i.e. fruit, popcorn, goldfish)
- Halloween decorations
- Supplies for projects and activities
- Entertainment
- Printing services
- PR and media promotion
- Food and Beverages
- Raffle prizes (gift certificates, experiences, etc.)



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

ON-SITE RECOGNITION:

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

PROMOTIONAL MATERIALS:

Acknowledgment of your support on event website and social media

HOSPITALITY BENEFITS:

2 tickets valued at \$50 to event to share with your employees or customers

SPONSORSHIP DEADLINES:

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General Deadline: **Friday, October 17th, 2025**

CONTACT:

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MEET OUR TEAM



Hannah Hausman
Executive Director



Melanie Maxon
Board President



Michael Núñez, Esq.
Event Co-Chair & Trustee



Unica Viramontes
Event Co-Chair & Trustee



Charlotte Gill
Development & Membership
Manager

DEVELOPMENT COMMITTEE:

Meghan Montelibano-Gorman (Chair), Melanie Maxon, Nicole Pearson, Uriah Cachora, Rikki-Lee Chavez, Marco Serna, and Unica Viramontes

BOARD OF DIRECTORS:

Melanie Maxon (President), Nicole Pearson (Vice-President), David Hansen (Treasurer), Marisa Ornelas (Secretary), Kristi Salazar-Martinez (Governance), Denzler Cassidy, Rikki-Lee Chavez, Meghan Montelibano-Gorman, Michael Núñez, Esq., Jeremy Perea, Marco Serna, and Unica Viramontes

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WEIRD SCIENCE HALLOWEEN BASH

2025 SPONSORSHIP COMMITMENT FORM

SPONSORSHIP DEADLINES:

Inclusion on Printed Materials: **Friday, October 3rd, 2025**
General Deadline: **Friday, October 17th, 2025**

Name as you prefer for it to appear in promotional materials:

Please confirm your commitment: (check one)

☐ Haunted House Hero (\$5,000)

☐ Frankenstein Friend (\$2,500)

☐ Boo! Buddy (\$1,000)

☐ Pumpkin Pal (\$500)

☐ Spooky Sidekick (\$250)

Your Name: _____

Address: _____

City, State, Zip Code: _____

Phone: _____

Email: _____

Method of Payment: (check one)

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

☐ Credit Card

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