

Examples of Corporate Recognition From Three Institutions
The New York Hall of Science
Madison Children’s Museum
Kohl Children’s Museum of Greater Chicago

New York Hall of Science

- Corporate Sponsorship decisions are made in accordance with the “no logo” rule for inside the museum spaces. However, logos are allowed and encouraged outdoors — on banners, vehicles, and printed materials sent to the public.
- Naming Opportunities are allowed for spaces, but again, logos are not.

Madison Children’s Museum Corporate Sponsorship Policy

Corporate Sponsor Approval

- Madison Children’s Museum will seek corporate sponsors whose products and/or services are consistent with what the Museum values: respect for all children, community connections, sustainability, and play as the natural way to learn.
- The choice of corporate sponsors both provides a real-life community context for exhibit presentations, but also communicates a strong link between the Museum and a sponsoring organization. Thus before a solicitation is made, the Development Committee will review potential corporate sponsors carefully to protect the Museum’s reputation and integrity in light of this inevitable brand association.
- The Executive Committee shall render a final decision on a case-by-case basis when approval of a particular sponsor is in question.
- The Museum maintains that acceptance of a gift and recognition of a corporation’s generosity does not imply endorsement of a product or service.

Corporate Sponsor Recognition

- Madison Children’s Museum seeks to balance recognition of our generous corporate sponsors with the desire to offer children a respectful “commercial free” refuge of play and learning. Thus within the walls of the Museum, where children are the primary audience, the Museum will not use logos, but gratefully acknowledge corporate support in a standard type face, with graduated point size as per size of gift. Logos are permissible in an exhibit if they are integral to an artifact and impossible to remove without damaging or defacing the object.
- In other media where adults are the primary audience (e.g., exterior signage, the website, and publications), the Museum will incorporate logos of sponsors at \$10,000 and above into the design with the understanding that the Museum’s identity will take priority over sponsor identity.
- Corporate benefits will be determined by size of gift, and those benefit levels will remain consistent across projects of various size. However, the amount of sponsorship for the single top “presenting” or “title” sponsor may vary as per project budget (see attachment).
- Sponsorships for projects may be made in several payments, but the concluding payment must be received within the project period: that is, on or before the date when activities of the project are complete.

Notes

- Know the interests or “hot buttons” for the corporation
- Make the case for why they should support your museum
- Provide benefits that match with their focus, “Cause Related Marketing”
- Homework is key. Knowing interests, support of demographics of their employees, how their support helps your plan and have guidelines for recognition.
- Easier to support your position than try to create it to push back against what they want.
- Annual reporting is important – help them make their internal “case”
- Helps repeat/increase sponsorship
- Corporate Sponsorship Book
 - Annual review of recognition
 - Facts and figures about Museum
 - How funds are being/have been used
 - Highlight program or exhibit
- Usage especially good if there is a corporate membership.
- Draw attention to any benefits not used (e.g. for gifts over \$10,000 corporate sponsor receives free use of facility)
- Does not include food, drink or additional costs to Museum.
- These provide greater exposure for Museum to a wider audience.

Summary:

- One size does not fit all
- Be clear how you will/will not recognize
- Be consistent and equitable among your donors
- Make it a working partnership