

Kohl Children's Museum of Greater Chicago

# Corporate Sponsorship

Association of Children's Museums  
InterActivity Conference  
April 24-27, 2008



# Corporate Sponsorship

- Sponsorship is an investment and ongoing partnership on the part of the sponsor



# Corporate Sponsorship

- 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”



# Corporate Sponsorship



# Corporate Sponsorship

- Be consistent



# Corporate Sponsorship

- Examples of our rules:
  - Dominick's
  - Potbelly Sandwich Works



# Corporate Sponsorship

- Annual reporting is important – help them make their internal “case”
- Helps repeat/increase sponsorship



# Corporate Sponsorship

- Corporate Sponsorship Book
  - Annual review of recognition
  - Facts and figures about Museum
  - How funds are being/have been used
  - Highlight program or exhibit



# Corporate Sponsorship

- Provide printed materials
  - Annual report
  - Visitor guide
  - Press clippings
  - Number of employees who use the Museum



# Corporate Sponsorship

- Draw attention to any benefits not used (e.g. for gifts over \$10,000 corporate sponsor receives free use of facility)



# Corporate Sponsorship

## 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



# Corporate Sponsorship

- Questions?

**Thank you for  
participating today!**

