13TH ANNUAL
NOT SO SCARY
FAMILY HALLOWEEN
SUNDAY, OCTOBER 8, 2023
bash

SPONSORSHIP OPPORTUNITIES
MIAMI’S MOST ANTICIPATED HALLOWEEN EVENT IS BACK! Families are bound to have a bewitching time at our 13th Annual Not So Scary Family Halloween Bash on Sunday, October 8! Families dress in their best costume to trick or treat throughout the Museum’s 17 galleries, decorate mini pumpkins, and enjoy an afternoon of magical Halloween fun! The Museum’s infamous Haunted House debuts at the Bash, allowing guests to be the first to brave the not-so-scary or spooky side! All-inclusive tickets to this signature family event range from $50-$70 per person. Event sponsors receive VIP tickets providing the SPOOKtacular bonus of exclusive experiences and additional treats.

As a 501(c)3 non-profit educational institution, Miami Children’s Museum strives to meet the needs of all children in South Florida’s multicultural community. Funds raised through this event enable the Museum to continue serving the community with innovative and accessible educational programs. The Museum’s initiatives provide accessible art-enriched resources that celebrate diversity, promote literacy, support social and emotional development, build school readiness, and empower children to achieve their highest potential. Sponsoring this event aligns you with a well-known organization, provides strategic brand recognition, and ensures that children of all abilities receive accessible educational programs that ignite learning through play, imagination, and creativity.

Miami Children’s Museum is dedicated to enriching the lives of all children by fostering a love of learning through play and enabling children to realize their highest potential.

DEMOGRAPHICS

**KEY DEMOGRAPHICS:** FAMILIES WITH CHILDREN 6 MONTHS - 8 YEARS OLD

**ATTENDEE RESIDENCE:** MIAMI-DADE & BROWARD COUNTIES

IMPACT

**FACEBOOK:** 35K+ FOLLOWERS

**INSTAGRAM:** 18K+ FOLLOWERS

**TWITTER:** 4.8K+ FOLLOWERS

**YOUTUBE:** 1,500+ SUBSCRIBERS

**EMAILING LIST:** 20K SUBSCRIBERS

**WEBSITE VIEWS (MONTHLY):** 45K VISITS
ON-SITE RECOGNITION
• Month long branding and on-site activations, which provides exposure to an average of 15,000 guests:
  o Entry signage to the Haunted House
  o Photo backdrop in the Museum lobby
  o Opportunity to have on-site activation at BASH
  o Brand recognition at the public Halloween Weekend Celebration, which includes:
    • Event signage, program agenda, e-blasts, and related materials
    • Opportunity to have on-site activation
• Logo recognition on the BASH event entry signage and other event sponsor signage throughout the Museum
• Logo recognition on both take-home gifts distributed to all guests at BASH, which includes:
  o Trick or Treat bags distributed to all children
  o Photo booth picture border

EVENT PROMOTIONAL MATERIALS
• Prominent logo featured on the front and back of invite
• Prominent logo and hyperlink in the Museum’s October e-newsletter
• Prominent logo recognition in advertisements, e-blasts, and event collateral related to both the BASH and Halloween Weekend
• Logo and name listed in pre & post press releases as the Title Sponsor of the BASH
• Prominent logo and tag on the Facebook event, Facebook header, and dedicated social media posts on all platforms
• Tag on all social media posts related to the event
• Prominent logo featured on event advertisement displayed on the building’s exterior digital LED screens that face the MacArthur Causeway, a major thoroughfare connecting Miami Beach to Miami via Downtown
  o Displays for eight seconds of every minute, 24-hours a day, and is seen by 155,000 cars daily

HOSPITALITY BENEFITS
• 28 VIP event tickets ($1,680 value)
• 20 tickets to Halloween Weekend ($460 value)
• A Museum Benefactor Membership ($1,000 value)
• Personalized tile on Starfish Stroll placed at the entrance of the Museum ($1,000 value)
PRESENTING SPONSOR | $10,000

ON-SITE RECOGNITION
- Prominent logo recognition on event entry signage
- Opportunity to have on-site activation at the event with signage provided
- Logo recognition on event sponsor signage
- Logo recognition on take home gift distributed to all guests:
  - Trick or Treat bags distributed to all children
  - Photo booth picture border

EVENT PROMOTIONAL MATERIALS
- Logo featured on the cover and back of invite
- Logo recognition in advertisements, e-blasts, and event collateral
- Name included in pre & post press releases as the Presenting Sponsor
- Logo and tag on the Facebook event, Facebook header, and dedicated social media posts on all platforms
- Prominent logo featured on event advertisement displayed on the building’s exterior digital LED screens that face the MacArthur Causeway, a major thoroughfare connecting Miami Beach to Miami via Downtown
  - Displays for eight seconds of every minute, 24-hours a day, and is seen by 155,000 cars daily

HOSPITALITY BENEFITS
- 28 VIP event tickets ($1,680 value)
- 10 tickets to Halloween Weekend ($220 value)
- A Museum Benefactor Membership ($1,000 value)
- Personalized tile on Starfish Stroll placed at the entrance of the Museum ($1,000 value)
HAUNTED ACTIVITY SPONSOR | $5,000

ON-SITE RECOGNITION
• Logo recognition at one of the following Haunted Activity areas with the opportunity to brand and have team members (or Museum volunteers) activate. Areas to select from include:
  o Mini Pumpkin Decorating
  o Not-So-Spooky Sensory Room
  o Mad Scientist Lab
  o Toddler Room
• Logo/name mention when selected Haunted Activity is featured
• Logo recognition on event sponsor signage with dedicated signage at the selected Haunted Activity area
• Logo recognition on Trick or Treat bags distributed to all children

EVENT PROMOTIONAL MATERIALS
• Logo featured on invite
• Logo recognition in advertisements, e-blasts, and event collateral
• Name included in pre & post press releases
• Tag on the Facebook event and dedicated social media posts on all platforms

HOSPITALITY BENEFITS
• 28 VIP event tickets ($1,680 value)
• A Museum Family Membership ($150 value)
• Personalized tile on Starfish Stroll placed at the entrance of the Museum ($1,000 value)
TRICK OR TREAT SPONSOR | $2,500

ON-SITE RECOGNITION
• Logo recognition at a dedicated Trick or Treat station
• Logo recognition on event sponsor signage

EVENT PROMOTIONAL MATERIALS
• Logo featured on invite
• Logo recognition in e-blasts and event collateral
• Name included in pre & post press releases
• Tag on the Facebook event

HOSPITALITY BENEFITS
• 16 VIP event tickets ($960 value)
• A Museum Family Membership ($150 value)

TRICK OR TREAT STATION

SPOOKY SPONSOR | $1,000

ON-SITE RECOGNITION
• Name recognition on event sponsor signage & program agenda

EVENT PROMOTIONAL MATERIALS
• Name featured on invite
• Name recognition in event e-blasts and collateral
• Name listed in Facebook event

HOSPITALITY BENEFITS
• 8 VIP event tickets ($480 value)
• A Museum Family Membership ($150 value)

Questions regarding sponsorship or Miami Children’s Museum, please contact Sara at 305-373-5437 x104 or schaves@miamichildrensmuseum.org.
SPONSORSHIP COMMITMENT

Name as you request to appear in promotional materials: ________________________________________________________________

Social Media Handles: __________________________________________________________________________________________

Please confirm your commitment (check one):

[ ] Title Sponsor $15,000
[ ] Presenting Sponsor $10,000
[ ] Haunted Activity Sponsor $5,000
[ ] Trick or Treat Sponsor $2,500
[ ] Spooky Sponsor $1,000

Company Name: ________________________________

Name: _________________________________________________________________________

Address: _______________________________________________________________________

City: _____________________________ State: __________________  Zip: _________________

Phone: _____________________________________ Fax:  _______________________________

Email: _________________________________________________________________________

Method of Payment:

___ Check (made payable to Miami Children’s Museum)

___ Credit Card:  □ MC  □ Visa  □ AMEX  □ Discover

Card Number: ___________________________ Exp. _______________________

Signature: _______________________________________________________________________

For more information please contact Sara at 305.373.5437x104 or schaves@miamichildrensmuseum.org.