

Companies for Kids Program

As a member of *Companies for Kids*, your company will receive marketing benefits linked to a specific museum program as well as discounts that can be shared with all employees.

For more information, please contact
Cynthia Brandt
Business Development Consultant
203 899 0606, ext. 278
Cynthia@steppingstonesmuseum.org

– OR –

William E. Jeffries, III, MCP
VP, Fund Development and Strategic Initiatives
203 899 0606, ext. 218
William.Jeffries@steppingstonesmuseum.org



Program and Marketing Benefits

- **Program Sponsorship** – Stepping Stones offers a variety of activities every day to enhance the visitor experience. As a *Companies for Kids* member, you have the unique opportunity to become the official sponsor of a program or activity that aligns with your mission or interests. Some examples include: Fitness Fun, How Does It Work? and Storytellers.
- **Program Website Listing** – Your company name or logo with a link to your website will be listed on the program event webpage (if available).
- **Digital Signage** – Stepping Stones will feature your company name or logo on plasma screens in the museum during the run of your sponsorship program.
- **Eblast Newsletter Recognition** – Your company name or logo will be in the *Companies for Kids* section of our eblast newsletter, which reaches more than 25,000 individuals.
- **Social Media Post** – The museum has an active social media presence across multiple platforms. We will post about your involvement in our *Companies for Kids* program with a tag to your corporate account and relevant hashtags.
- **Press Release** – Our communications team will draft and release a press release announcing the partnership. All quotes and/or photos will be submitted to you before release for final approval.
- **Illuminated Logos** – Stepping Stones will project your corporate logo in our light hallway or onto the tent covering the museum's Celebration Courtyard, which can be seen from both I-95 and Route 7.

Company and Employee Benefits

- **Membership Outreach** – Stepping Stones has an active membership of over 5,500 families. Your company can send a co-branded ad, coupon or other special offer to our list through a variety of platforms.
- **Website Listing** – Your company name or logo with a link to your website will be listed on the official *Companies for Kids* webpage for 1 year.
- **Family Day for Employees** – Your employees and their families are invited to spend a special day with Stepping Stones! We will provide free admission for up to 50 guests and customize the experience for your group.
- **Employee Engagement** – Help Stepping Stones staff run a program or event! A group of employees can spend time at the museum and see how the support of *Companies for Kids* members makes a difference in the lives of local families.
- **Museum Passes** – Each *Companies for Kids* member receives free admission passes to the museum. Give them to employees, clients – whoever you like!
- **Museum Events** – Your company will receive invitations to special events and programs throughout the year.
- **Facility Rental Discounts** – Host a corporate retreat, holiday party or other event at Stepping Stones! Our facility rental staff will work with you to plan the perfect event.
- **Family Plus Membership and Healthyville® Cafe** – Your employees receive a discount on membership and all food and drink purchases in our cafe.
- **ELLI Lab School** – Located inside the museum, ELLI students range in age from 18 months to 5 years. Discounts on tuition are available to *Companies for Kids* members, subject to availability.

BENEFITS



Companies for Kids Levels and Benefits

	\$500 LEVEL 1	\$1,000 + LEVEL 2	\$2,500 + LEVEL 3	\$5,000 + LEVEL 4	\$7,500 + LEVEL 5	\$10,000 + LEVEL 6	\$25,000 + LEVEL 7	\$50,000 + LEVEL 8
PROGRAM AND MARKETING BENEFITS								
Program Sponsorship	1 month	2 months	3 months	6 months	9 months	1 year	2 years	3 years
Program Website Listing with Link (if available)	Name	Name	Logo	Logo	Logo	Logo	Logo	Logo
Digital Signage	Name	Name	Logo	Logo	Logo	Logo	Logo	Logo
Eblast Newsletter Recognition	Name	Name	Logo	Logo	Logo	Logo	Logo	Logo
Social Media	Name	Name	Logo	Logo	Logo	Logo	Logo	Logo
Press Release	–	–	–	Name	Name	Name	Name	Name
Illuminated Logo	–	–	–	–	–	Logo	Logo	Logo
COMPANY AND EMPLOYEE BENEFITS								
Membership Outreach			1	2	3	4	8	12
<i>Companies for Kids</i> Website Listing with Link	Name	Name	Logo	Logo	Logo	Logo	Logo	Logo
Family Day for Employees	–	✓	✓	✓	✓	✓	✓	✓
Employee Engagement Opportunity	–	–	✓	✓	✓	✓	✓	✓
Museum Passes	10	20	35	50	75	100	125	150
Invitations to Museum Events	✓	✓	✓	✓	✓	✓	✓	✓
Facility Rental Discounts	–	5%	5%	10%	10%	1 included	2 included	2 included
Family Plus Membership	5%	5%	10%	10%	10%	15%	15%	15%
<i>Healthyville</i> ® Cafe	5%	5%	10%	10%	10%	10%	10%	10%
ELLI Lab School	Discounts subject to availability, call for details							

Contact Stepping Stones staff for details on each benefit