

Children's Museum of Manhattan *presents*

# SUNDAY *Funday!*

January 27, 2019

Become a *Sunday Funday* Sponsor and showcase your organization in front of hundreds of New York City families.

Align your brand with the most trusted name for families in New York City since 1973. The Children's Museum of Manhattan has a limited number of sponsorship opportunities available for the most popular family event of the year.

Inquire today about custom packages to suit your needs, from marketing tables to custom family programs. Speak with Melissa at 212-721-1223 or send us an email at [mdecasare@cmom.org](mailto:mdecasare@cmom.org).

January 27, 2019  
Pier Sixty, Chelsea Piers



**nickelodeon**™

**750+** Guests in attendance • Internal Museum promotion to **100,000+** visitors  
Email & social media marketing to **24,000+** subscribed local families



**“Funday was amazing!**

It was a perfect fit for the **Nickelodeon** brand and helped us reach a key audience of influential parents enjoying time with their families. We look forward to another super Funday next year! ”

Jamie Drew

SVP, Strategy & Business Development, **Nickelodeon**

# Sponsorship Benefits

		\$50,000 Lead Sponsor	\$25,000 Activity Area Sponsor	\$15,000 Activity Station Sponsor	\$10,000 Marketing Area Sponsor	\$5,000 Marketing Table Sponsor
<b>ADVANCE PROMO</b>	Recognition on all digital invites	LOGO	NAME			
	Recognition on in-house Museum advertising	LOGO	LOGO	NAME		
	Recognition on all e-Communications	LOGO	LOGO	NAME	NAME	NAME
	Recognition on Sunday Funday website	LOGO	LOGO	NAME	NAME	NAME
	Dedicated CMOM social media post(s)	2	1	1		
	Group Sponsor Post	•	•	•	•	•
<b>PROMO AT THE EVENT</b>	Logo on banner above specified activity area or station	•	•	•	•	
	Logo on banners throughout the venue	•				
	Logo on banners at Main Stage	•	•			
	Logo on banners at all buffet tables	•				
	Logo on Photobooth & printed on all photos	•				
<b>ACCESS TO CMOM COMMUNITY</b>	Marketing/Activity Table, if desired	•	•	•	•	
	Sponsored activity weekend at the Museum*	•	•	•	•	
	\$1,000 discount on a CMOM Corporate Membership**	•	•	•	•	•
<b>ENJOY</b>	VIP Table + Reserved Seating + Early Access	•	•			
	Tickets to Sunday Funday 2019	12	8	6	4	
		Limit 1	Limit 5	Limit 5	Limit 15	Limit 5

\*to take place at a mutually beneficial date for the sponsor and Museum  
 \*\*valid for first time corporate members only

## CMOM's biggest family event of the year, attracting NYC families with children 0-12 from across the city.

GUEST AGE BREAKDOWN (2018) Total number: 763	
Under 3 years	97
3-14 years (majority 3-7yrs)	242
Adults	408
Age unknown	16

TICKET PURCHASER ZIP CODE BREAKDOWN (2018) Total number: 109	
Upper West Side, Manhattan	35
Upper East Side, Manhattan	21
Below 59th Street, Manhattan	31
Brooklyn/Queens	9
Westchester	3
Outside New York State	10

COMMUNICATIONS REACH	
Outlet	Recipients
Eblast Subscribers	15,250+
Unique Website Visitors (FY17)	317,216
Facebook Followers	18,339
Twitter Followers	2,237
Instagram Followers	2,584

## Join Lead Sponsor, Nickelodeon in supporting Sunday Funday!

# Sponsorship Opportunities

<b>PICNIC &amp; PERFORMANCE AREA: Get Noticed!</b> <ul style="list-style-type: none"> <li>Offers the highest level visibility</li> <li>Central lunch and dessert buffet, and picnic table seating location</li> <li>Activities include: Main Stage, photobooth, bouncy houses, and performances</li> </ul>	<b>\$25,000</b>
<i>Photobooth</i> - features fun props, families leave the event with a logo-branded photo	\$15,000
<i>Main Stage</i> - dance and sing along with star performers throughout the day	\$10,000
<i>Bouncy House</i> - a bouncy house that will keep kids age 6 and up jumping for joy	\$10,000
<b>SPORTS &amp; GAMES AREA: Get moving!</b> <ul style="list-style-type: none"> <li>High-energy area with additional picnic table seating</li> <li>Activities include: meet-and-play with sports celebrities</li> </ul>	<b>\$25,000</b>
<i>Football Field</i> - throw a pass and kick a field goal	\$15,000
<i>Basketball Court</i> - shoot hoops and go one-on-one	\$15,000
<i>Race Track</i> - this micro reality stock car racing is fun for the whole family	\$15,000
<b>ART &amp; CREATIVITY AREA: Make and craft!</b> <ul style="list-style-type: none"> <li>Hours of hands-on arts and creativity for all ages!</li> <li>Past activities include: model magic creations, watercolors, sand castles, treasure hunts, LEGO® &amp; Tegu®</li> </ul>	<b>\$25,000</b>
<i>Art Workshops</i> - explore artmaking techniques: color, paint and create	\$10,000
<i>Design Station</i> - add your personal touch to an item to bring home!	\$10,000
<i>Interactives</i> - Get creative with hands-on activities	\$10,000
<b>EARLY CHILDHOOD AREA: The best investment!</b> <ul style="list-style-type: none"> <li>Fun and learning for toddlers!</li> <li>Activities include: a bouncy house, ball pit and soft obstacle course</li> </ul>	<b>\$25,000</b>
<i>Toddler Bouncy House</i> - bounce once, twice or all day	\$10,000
<i>Animal Land &amp; Baby Ball Pit</i> - jump, toss and climb	\$10,000
<i>Soft Play Baby Obstacle Course</i> - Crawl and build with CMOM educators	\$10,000
<b>MARKETING TABLES</b> <ul style="list-style-type: none"> <li>Available in each content area. Work with CMOM to find an ideal location</li> <li>Contact Melissa DeCesare at <a href="mailto:mdecasare@cmom.org">mdecasare@cmom.org</a> or 212-721-1223 to discuss your idea.</li> </ul>	<b>\$5,000</b>
<b>NEED HOLIDAY GIFTS? Stop searching!</b> <ul style="list-style-type: none"> <li>Buy a table package and give your employees and the their families the gift of fun!</li> <li>Information on Table pricing available at <a href="http://cmom.org">cmom.org</a></li> </ul>	

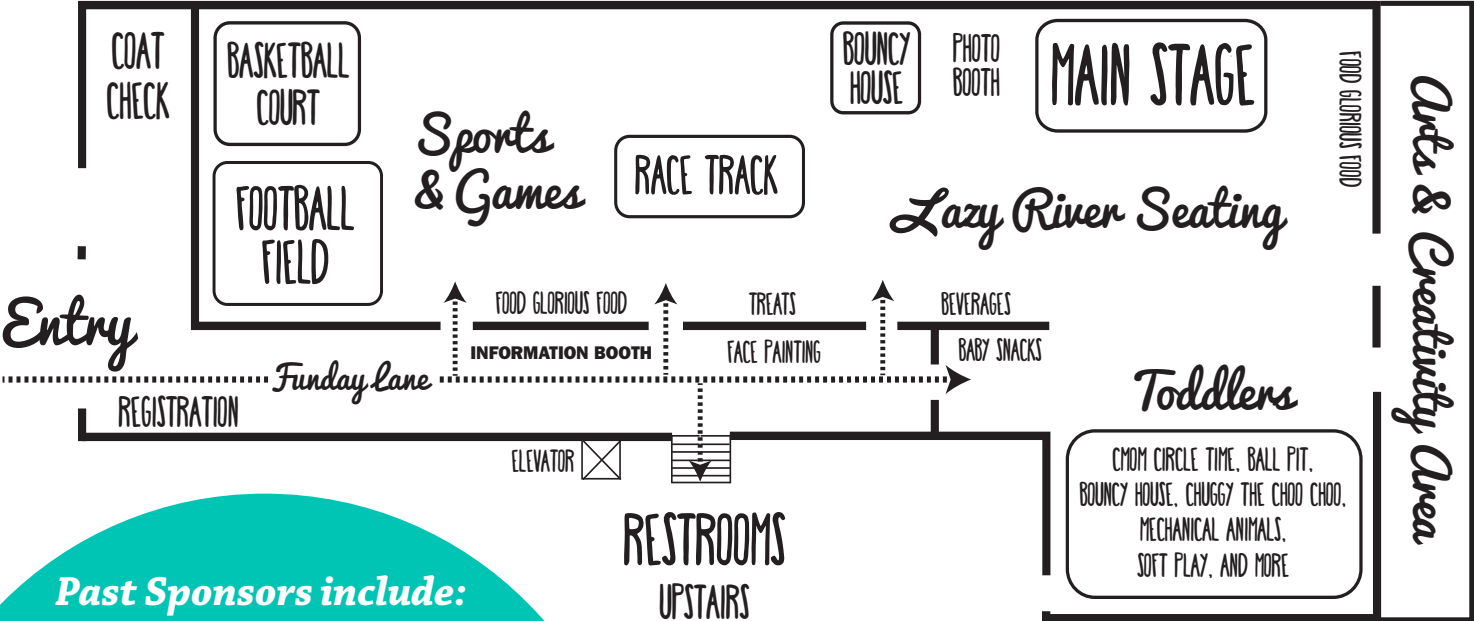
**Custom Packages** Work with us to design an activity suited to your needs and the Museum's mission areas!  
See preliminary event map on the next page.





**“What an extraordinary day!”**  
*Sarah R., Parent*

# Preliminary Event Map



**Past Sponsors include:**  
 Nickelodeon, Lead Sponsor  
 First Data  
 Greenberg Traurig  
 Happy Family Brands  
 Hearst  
 Kleinberg Kaplan  
 Kramer Levin Naftalis & Frankel LLP  
 Kumon  
 Leman Manhattan Preparatory School  
 OWYN  
 Peeled Snacks  
 Ralph Lauren  
 Tip Top Shoes

**“This grandmother had the MOST fun at Funday! I was pleased that activities for infants were seperated from those for older children.”**  
*Nancy F., Grandparent*



**Contact us:**  
 (T) 212-721-1223 (E) funday@cmom.org