Children's Museum Pop Up Tinker Shop Sponsorship Packet

Tinker (tinkər) verb: to repair, adjust, or experiment with
Dear Community Partner,

On behalf of the Children’s Museum of the Lowcountry, I invite you to join us in our efforts to bring world class educational opportunities to every corner of the Lowcountry by becoming a sponsor of the Pop Up Tinker Shop, a hands-on museum on wheels.

The Children’s Museum of the Lowcountry makes learning fun. From helping children build physical and social skills to engaging Head Start students in STEM (Science, Technology, Engineering and Math) concepts, the Children’s Museum is dedicated to bringing exceptional educational opportunities to all, especially to the schools and children in our community that have the fewest resources.

As a downtown Charleston museum, we are acutely aware of the barriers our location presents to those who live far from the peninsula. The Pop Up Tinker Shop will give us wheels that allow us to bring innovative and immersive hands-on learning activities across the Tri-county area. Sponsoring this unique resource is your opportunity to promote your business as a supporter of access to education and enrichment opportunities for families and children throughout our region.

Although we have already made outstanding educational opportunities available to thousands of children, we still have a lot of work to do. This simply is not possible without partners like you. You will find detailed information about becoming a sponsor and how you can receive the maximum benefits and exposure. Thank you so much for considering this request.

Sincerely,

Nichole Myles
Executive Director
The Children’s Museum of the Lowcountry
The Challenges
Every school year, nearly 60% of the children in the Tri-Country area begin school unprepared for learning and, ultimately, struggling for success.

Rural and semi-rural schools tend to have less access to technology for STEM education than students in metro areas, but demand for STEM-educated students is on the rise.

CML’s location in downtown Charleston can be difficult to access, particularly for Charleston’s most underserved communities.

The Solution
The Pop Up Tinker Shop will:

Provide key education experiences that help young children start out on the path to success with critical thinking, language and problem-solving skills,

Offer critical outreach and access to excellent hands-on, play-based STEM activities,

Bring the Museum on the road, reducing or removing transportation costs and other financial barriers to Museum participation.
Why Tinker?
As leaders in early education, the Children's Museum of the Lowcountry understands that the most successful method for presenting Science, Technology, Engineering and Math (STEM) to young learners is through hands-on, play-based activities. The Children's Museum Education Specialists are experts in play, and research has shown play to be the most effective method for helping children ages 2-12 build and retain STEM skills.

Why Build a Museum on Wheels?
With an initial goal of a 60-80 mile radius, the Pop Up Tinker Shop will reduce barriers in finances, transportation and distance for communities with high rates of poverty, Title 1 schools and neighborhoods in outlying communities throughout Charleston, Berkeley and Dorchester counties.

What Will We Accomplish?
In the first year the Pop Up Tinker Shop will engage more than 26,000 children in hands-on STEM learning activities through:
- Charleston STEMFest (10,000+ attendees)
- Cooper River Bridge Run Kids Run (5,000+ attendees)
- Fam Jam (6,000+ attendees)
- Tri-County area schools, childcare centers, Head Start facilities, and other public events (5,000+)

The Pop Up Tinker Shop will:
- Bring immersive STEM learning activities into communities and schools to spark imaginations and stimulate curiosity through the power of play
- Offer educational teacher training programs to provide innovative teaching strategies to help tackle STEM concepts in the classroom
- Expose young learners to new interests and abilities, inspiring more confidence and more natural curiosity, making them better students, better learners and ultimately helping them to pave a path to success in school and in life
The BizBox trailer allows the Pop Up Tinker Shop to actually ‘Pop Up’!

What’s Inside the Pop Up Tinker Shop?
When fully outfitted, this museum on wheels will include a customized outreach towing vehicle which will transport a large trailer (ideally a BizBox, pictured below) retrofitted into a full mobile museum that is able to park and set up easily in any number of settings. This method will allow us to make a greater impact in the communities we are currently visiting and provide a means to expand into new neighborhoods and schools.

The Pop Up Tinker Shop will be packed to the brim with fun activities that generate excitement and engagement while teaching math, technology, engineering and science concepts.

Museum Contents Will Include:
• A portable wind tunnel that will allow visitors to explore the concept of laminar flow airflow
• Tiny robots called Spheros that can be controlled to navigate a visitor-engineered obstacle course or covered in paint and driven across paper, creating a unique abstract painting and a one-of-a-kind experience in technology
• Special Lego® kits designed to allow younger visitors to create simple machines
• Snap Circuits® that will give older learners the opportunity to build circuits that make music or react to light

Fully outfitted, staffed and insured, the total cost of the Pop Up Tinker Shop is approximately $200,000.
Sponsorship Opportunities

All sponsorship levels will receive media exposure, acknowledgment and praise, including:
- Logo or name on Children’s Museum of the Lowcountry website (275,000 impressions per year)
- Logo or name on electronic and print newsletter (18,500+ contacts)
- Facebook accolades and links

**Naming Sponsor $90,000**
- Premier logo placement on a custom wrap for the Pop Up Tinker Shop
- Opportunity to partner with the Pop Up Tinker Shop at community events in the Tri-Country area throughout the year, including Charleston STEMFest (10,000 attendees), the Cooper River Bridge Run Kids Run (5,000 attendees) or Fam Jam (6,000 attendees)
- Opportunity to host a Pop Up Tinker Shop grand opening celebration for free on your site for employees, clients, or community
- Premier logo placement on all marketing materials, including eBlast list (currently 18,000 subscribers) and social media
- Name and logo featured onsite at the Museum’s entrance on the welcome screen (118,000 annual visitors in 2016)
- Feature story in the Children’s Museum’s Membership Newsletter (direct mailed to more than 3,000 households)
**Towing Sponsor $50,000**
- Premier logo placement on a custom wrap for the Pop Up Tinker Shop’s towing vehicle
- Opportunity to host a Pop Up Tinker Shop grand opening celebration for free on your site for employees, clients or community
- Premier logo placement on all marketing materials, including eBlast list (currently 18,000 subscribers) and social media
- Name and logo featured onsite at the Museum’s entrance on the welcome screen (118,000 annual visitors in 2016)
- Feature story in the Children’s Museum’s Membership Newsletter (direct mailed to more than 3,000 households)

**STEM Champion Sponsor $25,000**
- Prominent name or logo placement on a custom wrap for the Pop Up Tinker Shop
- Name featured onsite at the Museum’s entrance on the welcome screen (118,000 annual visitors in 2016)
- Name and/or logo placement on select marketing materials, including eBlast list (current 18,000 subscribers) and social media

**STEM Supporting Sponsor $10,000**
- Name or logo placement on a custom wrap for the Pop Up Tinker Shop
- Name and/or logo placement on select marketing materials, including eBlast list (current 18,000 subscribers) and social media

**Additional sponsorship benefits may include:**
- Corporate membership
- Guest passes
- Event sponsorship

**For more information about sponsorship opportunities, please contact:**
Jacquie Berger
Director of Development
jacquie@exploreCML.org
(843) 278-5267
Mission of Children’s Museum of the Lowcountry:
Engage young children’s potential by inviting families of all backgrounds to explore environments and experiences that spark imagination and stimulate curiosity through the power of PLAY.

History of Children’s Museum of the Lowcountry:
The Children’s Museum of the Lowcountry offers unlimited learning adventures for children, ages birth to 10 years, and their families. Established in 2003, the Children’s Museum of the Lowcountry is a non-profit organization whose mission is to engage young children’s potential by inviting families of all backgrounds to explore environments and experiences that spark imagination and stimulate curiosity through the power of play.

Free monthly programs further our inter-disciplinary and exciting approach to learning. Children enter our doors with anticipation, take part in our programs with wonder and laughter, and leave with fond memories and a better understanding of basic science, environmental, and artistic concepts.

The Children’s Museum also works to address specific needs within the Lowcountry community by partnering with area organizations to develop targeted programs that, for example, combat childhood obesity, teach teenage mothers important parenting skills, and encourage children from low-income families to think about their futures as they realize their individual strengths.

The Children’s Museum of the Lowcountry currently serves approximately 151,000 children, their teachers and caregivers each year through onsite and outreach activities.