

Marketing and Sponsorship Opportunities



Resource Family Membership Program



Sponsorship Proposal: Empowering Resource Families Through Gilbert House Membership

Contact: Alicia Bay, Executive Director, Gilbert House Children's Museum, executivedirector@acgilbert.org

Introduction

Gilbert House Children's Museum, driven by our **Mission: Inspiring Children to Learn Through Creative Play** and **Vision: Empower our community to ignite intergenerational exploration and discovery**, has been a vital resource for hands-on learning in Salem since 1989. We recognize the crucial role of resource families and are proud to collaborate with the **Oregon Department of Human Services (ODHS)** and their **Foster Plus** program, alongside esteemed organizations such as Salem Angels, Safe Families for Children, Love Box® program, Connections365, Early Learning Hub, Mid-Willamette Valley Community Action Head Start, and Polk Community Resource Centers, to provide support. To further this collective impact, we are launching the **Resource Family Member Sponsorship Program**, offering a direct and meaningful way for sponsors to empower these dedicated families through trusted community partners.

The Need

Resource families often face unique financial and logistical challenges. A Gilbert House membership offers a valuable opportunity to:

- **Engage in quality family time:** Creating positive memories and strengthening bonds through interactive exhibits and activities.
- **Access enriching learning experiences:** Fostering curiosity, creativity, and a love for learning in a fun and supportive environment.
- **Connect with the community:** Providing a welcoming space for families to interact and build connections.
- **Reduce financial burden:** Offering free admission for the entire household for a full year.

By providing memberships through trusted partners like ODHS and other organizations, we aim to make access seamless and dignified for resource families, removing the need for direct application to Gilbert House.

The Program: Resource Family Member Sponsorship

This program operates through the generous support of sponsors who purchase gift cards equivalent to the cost of a Gilbert House annual family membership. These gift cards will be distributed directly to resource families through our trusted partners at **ODHS, Foster Plus**, and other organizations working directly with these families.

Your sponsorship directly funds these memberships through the purchase of gift cards in the following amounts:

- **Gilbert Family (\$140/year):** Access for 2 adults and up to 4 children.
 - **Goal for 2025: 15 memberships (Total: \$2100)**
- **Gilbert Family Plus (\$170/year):** Includes 2 guests per visit.
 - **Goal for 2025: 10 memberships (Total: \$1700)**
- **Gilbert Family Extended (\$210/year):** Includes 2 guests and 1 named caregiver.
 - **Goal for 2025: 5 memberships (Total: \$1050)**

Total Sponsorship Goal for 30 Families in 2025: \$4850

Okay, here's the proposal with the sponsorship levels integrated, formatted like a normal reply:

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Benefits for Resource Families:

- Free admission to Gilbert House for the entire household for one year.
- Access to all exhibits, programs, and events included with a standard family membership.
- A valuable opportunity for enriching family time and learning.

Sponsorship Levels: Partnering for Impact

To provide a variety of opportunities for individuals and organizations to support our Resource Family Member Sponsorship Program, we have established several distinct sponsorship levels. These tiers offer varying levels of contribution and recognition, allowing you to choose the option that best aligns with your philanthropic goals and capacity.

• Friend of the Family Sponsor:

- Contribution: \$280 (Supports **two** Gilbert Family memberships)
- Number of Memberships Funded: 2
- Recognition Benefits:
 - Acknowledgement on the Gilbert House Children's Museum website on a dedicated "Resource Family" page.
 - Inclusion in a general thank you section of the Gilbert House annual report.

- **Community Champion Sponsor:**

- Contribution: \$700 (Supports **five** Gilbert Family memberships)
- Number of Memberships Funded: 5
- Recognition Benefits:
 - All benefits of the "Friend of the Family Sponsor" level, plus:
 - Logo recognition (small size) on the informative partner flyers distributed by ODHS, Foster Plus, and other partners.
 - Logo recognition (small size) on the personalized gift card sleeves distributed by ODHS, Foster Plus, and other partners.

- **Visionary Partner Sponsor:**

- Contribution: \$1400 (Supports **ten** memberships of your choice)
- Number of Memberships Funded: 10
- Recognition Benefits:
 - All benefits of the "Community Champion Sponsor" level, plus:
 - Logo recognition (medium size) on the informative partner flyers distributed by ODHS, Foster Plus, and other partners.
 - Logo recognition (medium size) on the personalized gift card sleeves distributed by ODHS, Foster Plus, and other partners.
 - Logo and brief description on the Gilbert House Children's Museum website's "Resource Family Sponsorship" page.

- **Empowerment Leader Sponsor:**

- Contribution: \$2800+ (Supports **twenty or more** memberships of your choice, or a customized contribution)
- Number of Memberships Funded: 20+
- Recognition Benefits:
 - All benefits of the "Visionary Partner Sponsor" level, plus:
 - Prominent logo recognition (large size) on the informative partner flyers distributed by ODHS, Foster Plus, and other partners.
 - Prominent logo recognition (large size) on the personalized gift card sleeves distributed by ODHS, Foster Plus, and other partners.
 - Prominent logo and a dedicated paragraph about your organization on the Gilbert House Children's Museum website's "Resource Family Sponsorship" page.
 - Opportunity for a feature in a Gilbert House newsletter or email communication.

Benefits for Resource Families:

- Free admission to Gilbert House for the entire household for one year.
- Access to all exhibits, programs, and events included with a standard family membership.
- A valuable opportunity for enriching family time and learning.

Benefits for Sponsors:

- **Meaningful Community Impact:** Directly support resource families and contribute to their well-being.
- **Positive Brand Association:** Align your brand with a respected community organization and a worthy cause, demonstrating support for families in partnership with ODHS and other vital agencies.
- **Recognition and Visibility:** Receive recognition through various channels, demonstrating your commitment to the community.
- **Targeted Outreach:** Reach a specific and deserving segment of the community through our established partnerships.

Your Impact: Recognition and Community Engagement

By becoming a sponsor, you directly contribute to our mission and support the vital work of the **Oregon Department of Human Services (ODHS)** and their **Foster Plus** program, as well as other dedicated organizations serving resource families. Your support will be acknowledged through:

- **Personalized Gift Card Sleeves:** Each gift card distributed by **ODHS, Foster Plus**, and other partners will feature your logo, clearly indicating your generous contribution.
- **Informative Partner Flyers:** Our partners, including **ODHS, Foster Plus**, and other distributing organizations, will receive a one-sheet flyer to accompany the gift cards. This flyer will highlight the benefits of a Gilbert House membership, redemption instructions, and prominently feature your organization as a sponsor.

Invest in Opportunity and Strengthen Community Support

Join Gilbert House Children's Museum and our esteemed partners, including the **Oregon Department of Human Services (ODHS)** and their **Foster Plus** program, in extending the enriching experiences of Gilbert House to resource families. Your sponsorship is a direct investment in their well-being and provides valuable opportunities for connection, learning, and joy.

To become a sponsor and help us reach our goal of providing 30 memberships to resource families in 2025, please contact Alicia Bay, Executive Director, at executivedirector@acgilbert.org or complete the form attached.

Thank you for considering this impactful partnership. We believe that together, we can make a significant difference in the lives of resource families in our community.



Gilbert House
Children's Museum

Sponsorships Opportunities

Select your commitment level.

☐

Friend of the Family Sponsor:
Contribution: \$280
(Supports two Gilbert Family memberships)

☐

Visionary Partner Sponsor:
Contribution: \$1400
(Supports ten memberships of your choice)

☐

Community Champion Sponsor:
Contribution: \$700
(Supports five Gilbert Family memberships)

☐

Empowerment Leader Sponsor:
Contribution: \$2800+
(Supports twenty or more memberships of your choice, or a customized contribution)

Please email completed form to Alicia Bay at executivedirector@acgilbert.org or mail to the address below.
Please email LOGO and Business Bio to promotions@acgilbert.org.

Business/Organization Name

Contact Name

Mailing Address

City

State

Zip

Email

Phone

Sponsorship Total

Signature & Date

☐

Invoice Me

☐

Payment Enclosed

Please make check payable to Gilbert House Children's Museum

☐

Please charge my credit card in the amount of \$ _____

Card Number _____

Expiration Date _____

CVC _____

Signature _____

Date _____

Return by mail to Gilbert House Children's Museum: 116 Marion St NE • Salem, OR 97301
Gilbert House Children's Museum is a private nonprofit 501(c)(3) organization, Federal Tax ID: 93-00948548.