



# CORPORATE PARTNERS



**Supporting KidsPlay Children's Museum is a family-friendly way to meet your corporate philanthropic and marketing objectives while offering unique benefits to your employees.**



[www.kidsplaymuseum.org](http://www.kidsplaymuseum.org)

61 Main St, Torrington, CT 06790 • 860-618-7700

*KidsPlay Children's Museum, Inc. is a 501(C) (3) not-for-profit organization.*





*KidsPlay's interactive exhibits are designed and built on the research-supported belief that hands-on multisensory play is a natural mechanism for learning. They are designed to meet the developmental needs of children ages 1 to 10 and to engage adults, too!*

## About Us

Founded in 2012, KidsPlay has enriched the educational landscape for audiences from our community's diverse socio-economic, cultural, and educational backgrounds. KidsPlay is a neutral space between home, work, and school where families share memorable experiences and come together in community to learn and connect. From its Main Street location in Torrington, Connecticut, KidsPlay serves children and families throughout the region by providing exhibits and educational programs that stimulate curiosity and motivate learning.



**Little House**  
Play in the Past



**Arts & Innovation Zone**  
Experimentation & Creativity



**Physical Phenomena**  
Physics



**Literacy Tree House**  
Language & STEM



**Hub@KidsPlay**  
Whole Family Learning and Resources



**Town Center**  
Imaginative Play



**On the Job**  
Builders of Tomorrow



**Seasonal & Temporary**  
Always Something New

***Play is... imagining, creating, expressing, collaborating, experimenting, constructing, persisting, innovating***

**20,000+**

square feet of interactive, hands-on exhibits

**60,000+**

annual visitors

Visitors from

**157**

of Connecticut's 169 towns, plus all 50 states and 13 countries

# Partner with Us!

Sponsor one of our great events and reach a wide audience of local families!

**Signature Events**  
 Birthday Bash  
 Pumpkin Chuckin'  
 Countdown to Noon  
 EGGstravaganza

**Program Series**  
 Sensory Friendly Playtime  
 Exhibit Explorations  
 Messy Art

**Special Admission Programs**  
 Museums for All  
 Worldwide Day of Play  
 Grandparents' Day



KidsPlay's Corporate Partner volunteer opportunities build teamwork skills and showcase your company's commitment to community.

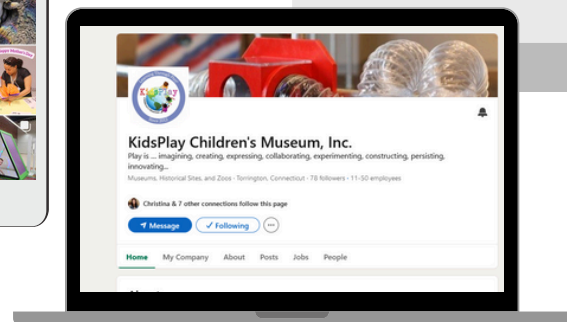
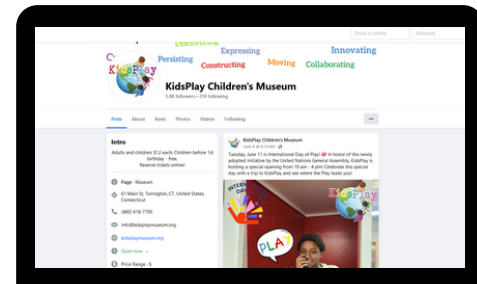
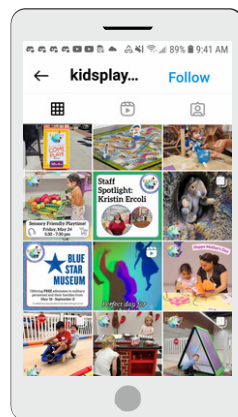


## Our Corporate Partners & Funders:



Corporate Partners at the Constructing Level (\$2,500) and above are featured in our scrolling banner with a direct link to their website!

Cross-platform digital recognition showcases your support to parents, grandparents, and caregivers.



## Followers and online interactions

**Website Visits**  
 15,000+/Month

**Instagram**  
 3,402

**Facebook**  
 6,149

**TikTok**  
 654

**LinkedIn**  
 126 Followers



# 2025 Corporate Partners

## Partners in Transforming



## Partners in Innovating



## Partners in Constructing



## Partners in Imagining



Together with our Partners, we are preparing a diverse community of children to thrive intellectually, socially, and emotionally.

# Corporate Partner Opportunities

<i>Partners in...</i>	<b>Transforming</b> \$10,000	<b>Innovating</b> \$5,000	<b>Constructing</b> \$2,500	<b>Imagining</b> \$1,000
Corporate Partner Visit Passes for employee incentives, client cultivation, and corporate gifts.	100	75	50	35
Exclusive Sponsorship of one free community event at the Museum	✓			
Exclusive Sponsorship of one of the Museum's signature events, program initiatives, or clubs	or ✓	✓		
Lead Sponsorship of one of the Museum's signature events	or ✓	or ✓	✓	
"Corporate Partner of the Month" recognition for one month on KidsPlay's Instagram, Facebook, LinkedIn, and e-blasts	✓	✓	✓	
Direct link to your website from a scrolling banner on the homepage of the KidsPlay website	✓	✓	✓	
20% discount on any corporate Exclusive Museum Rental	✓	✓	✓	✓
\$25 off on Birthday Party Rentals for your employees	✓	✓	✓	✓
\$25 off on any full-price annual membership for your employees	✓	✓	✓	✓
20% discount on any full-price tickets for your employees	✓	✓	✓	✓
Volunteer and team-building opportunities for your employees	✓	✓	✓	✓
Your company logo prominently displayed at KidsPlay for one year	✓	✓	✓	✓
"Proud Corporate Partner of KidsPlay Children's Museum" icon and decal for your use	✓	✓	✓	✓
Recognition in Annual Report	✓	✓	✓	✓
Recognition on social media and website post	✓	✓	✓	✓
Company name on the Cumulative Giving Wall	✓	✓	✓	✓

***See the insert for up-to-date social media insights!***

*Sponsorship benefits applicable to unrestricted general operating gifts only.*

*Event sponsorships include the opportunity to display your banner and/or host an information table at the event.*

*Corporate Partner employee discounts cannot be combined with KidsPlay's standard membership discounts.*

*We recognize that the benefits listed above may not suit the needs of our diverse network of partners. Please contact Ella Frauenhofer, Development Associate, to create a custom recognition plan.*

**Email [development@kidsplaymuseum.org](mailto:development@kidsplaymuseum.org) or call 860-618-7700 ext. 2226**

# Our Impact

## Mission

Provide children with an environment that fosters imagination and creativity through interactive exhibits and play that will deepen their appreciation and understanding of the sciences, the arts and the world around them.

## Vision

A sustainable anchor institution, preparing a diverse community of children to thrive intellectually, socially and emotionally.

## From our visitors:

**"This meant more than you know. It's not always easy to find a place that understands the special circumstances of a[n] ASD [autism spectrum disorder] family."** - Glenda, Parent

**"I can't believe we are here in real life!"** - Luca, Age 5

**"I've been able to see my son explore things I never would have thought to show him. KidsPlay provides stimulation for him that I don't have at home that inspires me on what to do once I walk out the door."** - Alicia, Parent

### KidsPlay's Economic Impact!

KidsPlay + Visitors = Total

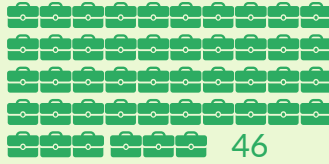
Total Spent in the Local Economy

\$1.3 million

\$1.9 million

\$3.2 million

Local Jobs Supported



\*Source: Americans for the Art, AEP6 study

## Affiliations & Partnerships



The Hub@KidsPlay is home to the **Community Family Learning Center (CFLC)**, a KidsPlay community resource library in partnership with Torrington Public Schools. The CFLC offers a 1,800-volume educational resource library and facilitates learning opportunities for families and educators.



### Other Hub partners include:

Northwest Regional Early Childhood Alliance (NW-RECA)

Torrington School Readiness Council

Early Childhood Community Advisory Council (ECCAC)

**KidsPlay Board of Directors: Brian McCormick, Cheryl Kloczko, Cathleen Schmitz, Sara Kroschen, Kenneth Merz, Marc Borghesi, Ruth Nadeau Dwyer, Kristen Fern, Stuart Grodin, Lori Heath, Robin Ledversis, Carmen Neale**

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www.kidsplaymuseum.org Tel: 860-618-7700

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Contributions made to the museum are tax deductible to the extent provided by law.