



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

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

136

of Connecticut's 169 towns, plus 37 of 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.

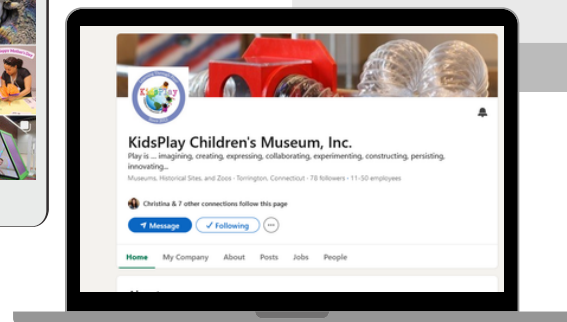
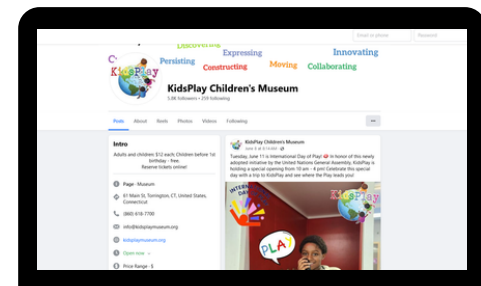
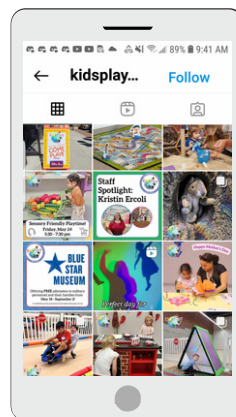


Our Corporate Partners & Funders:



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
3,800+

Facebook
6,300+

TikTok
700+

LinkedIn
160+ Followers

2026 Corporate Partners

Partners in Transforming



Partners in Innovating



Partners in Constructing



Partners in Imagining



Dr. Michael Curi and Dr. Jessica Magda
Pediatrics and Adolescent Medicine



Ebersol, McCormick & Reis LLP



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>	Transforming \$10,000	Innovating \$5,000	Constructing \$2,500	Imagining \$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 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:

"KidsPlay is a gem. The museum is clean, has plenty of room where as the children do not feel crowded. We love the variety of exhibits from STEM to art to music to play. Every time we attend our grandson loves the familiarity of the place and also the new exhibits he finds. The staff is very kind."

- Sandra, Grandparent

"My seven-year-old son doesn't have a high attention span for things. [He is] impulsive and high energy. I could NOT believe how engaged he was with multiple things at the museum."

- Maura, Parent

KidsPlay's Economic Impact!

KidsPlay + Visitors = Total

Total Spent in the Local Economy



\$1.3 million

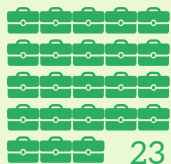


\$1.9 million

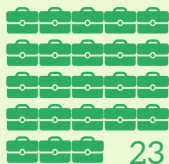


\$3.2 million

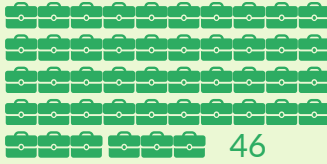
Local Jobs Supported



23



23



46

*Source: Americans for the Art, AEP6 study

Affiliations & Partnerships



The Hub@KidsPlay is home to the **Community Family Learning Center (CFLC)**, a community resource library operated in partnership with Torrington Public Schools, and hosts activities of the Northwest CT Early Childhood Collaborative, A local Governance Partner.



Northwest CT Early Childhood Collaborative
A Local Governance Partner

KidsPlay Board of Directors: Brian McCormick, Cheryl Kloczko, Cathleen Schmitz, Sara Kroschen, Kenneth Merz, Ruth Nadeau Dwyer, Adam Egan, Kristen Fern, Elizabeth Frey-Thomas, Stuart Grodin, Robin Ledversis, Amity Wolfe

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