



madison children's museum

LEND A HAND

SPONSORSHIP OPPORTUNITIES 2025-2026





WHO WE ARE

Located on the Capitol Square in downtown Madison, Wisconsin, Madison Children's Museum takes play seriously—because it's essential to learning, growth, and connection. Our mission is to connect children with their families, communities, and the wider world through discovery learning and creative play, nurturing the development of curious, engaged, and compassionate global citizens.



Our dedicated staff creates custom-built, award-winning exhibits and programming that brings generations together in joyful, hands-on learning. We ground our work in eight core values that reflect what's best for children: Play, Integrity, Creativity, Collaboration, Risk, Inclusiveness, Learning, and Sustainability. These principles shape every exhibit and program, fostering critical thinking through open-ended play and modeling inclusive practices that reflect and respect our community's vibrancy.

We embrace the ideals of access, diversity, equity, and inclusion, striving to be a welcoming hub where every child and family feels valued. At MCM, we're building more than a museum—we're growing a more empathetic, connected future, one playful moment at a time. We invite partners to join us in fostering the next generation through meaningful community investment.

I always feel at home here.

— MCM visitor

ONLINE REACH

198,502
unique website
visitors in 2024

monthly digital
newsletters reaching
25,000

33,000+
social media
followers



IMPACT

192,032
visitors in 2024

74%
visitors local to
Dane County

5,967
member families

62,715
Access admissions

34%
visitors
using Access
admissions

50
visitors from
all U.S. states
in 2024

WHO WE SERVE

Madison Children's Museum engages nearly 200,000 visitors annually—primarily children from birth to age 12 and their caregivers—through hands-on exhibits, innovative programming, and community-centered experiences. Our diverse audience includes local families, school groups, and out-of-state visitors, making the museum a key part of the region's cultural and educational ecosystem.

We are deeply committed to accessibility and equity. Through robust assistance programs and community partnerships, we ensure children from all backgrounds can access enriching, developmentally appropriate experiences regardless of income or circumstance.

As a nationally recognized leader in the children's museum field, MCM offers corporate partners a unique platform to invest in early childhood development, lifelong learning, and community resiliency. Together, we can build a more inclusive, curious, and creative future.

**It's the best children's museum! I just love it.
And I've been to a variety of them in other cities.
We have been to MCM more times than I can count.**

— MCM visitor



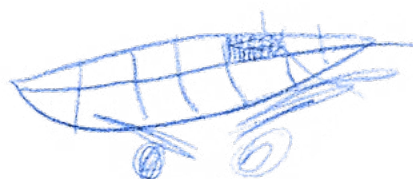
WHY PARTNER WITH MADISON CHILDREN'S MUSEUM?

By supporting MCM, you invest in the joyful todays and hopeful tomorrows of children and families across our community. Sponsorships of all sizes profoundly impact the programs our communities embrace and rely on. Your support helps MCM to build a stronger community where every child can thrive.



ALIGN YOUR VALUES

Sponsorship aligns your values with a trusted community hub and award-winning non-profit devoted to advancing positive childhood development.



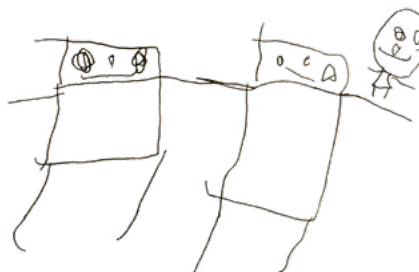
STRENGTHEN YOUR VISIBILITY

Sponsorship provides visibility and brand awareness for your company to 200,000 annual visitors and hundreds of diverse partners at our vibrant downtown location.



CREATIVELY ENGAGE

You and your team are invited to play, too! All sponsorship levels include museum passes, giving your colleagues direct access to spark curiosity and wonder through imaginative play.

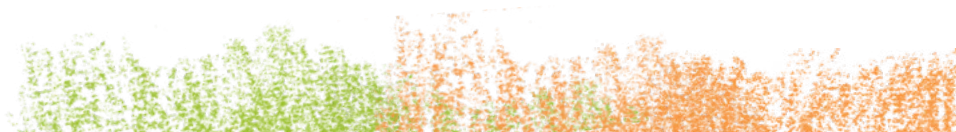


UPLIFT ACCESS & INCLUSION

Children are the center of our work. Sponsorship uplifts MCM's diversity, equity, access, and inclusion efforts, ensuring every child, and the adults in their lives, feels welcomed, valued, and connected.

We look forward to finding the right fit for your company's philanthropic and creative interests. Let us know how you seek to make an impact!

Contact our team at give@madisonchildrensmuseum.org.



34%
of all visitors
use Access
admissions



Access for Everyone Admission

Access for Everyone programs serve our community by reducing economic and social barriers so that all children and families can enjoy the brain-building, creative play that Madison Children's Museum offers. Qualifying families can visit for reduced admission any open day or purchase sliding-scale memberships.

Why it matters: This program goes beyond admission—it's about belonging.

Why sponsor this program: Sponsoring this program demonstrates your fundamental commitment to equity and inclusion.

"I am beyond grateful that you offer a discounted rate for families. I don't stress over how much it costs us so I can enjoy it more."
—MCM visitor

The Lunchbox

Every child deserves delicious food to help them grow, play, and learn. Our pay-what-you-can cafe offers family-friendly snacks, fresh fruit, vegetables, and salads to all visitors—no prices, no judgment. Visitors are invited to pay what they can, whether that's a little, a lot, or nothing at all.

Why it matters: The Lunchbox fights food insecurity, promotes equity, and strengthens community health.

Why sponsor this program: Sponsoring the Lunchbox aligns with your ideals: accessibility, sustainability, and meaningful local impact while addressing food insecurity in our community.



1,000
active FTP
memberships

First-Time Parent Membership

This initiative offers a free membership to first-time Wisconsin parents for their child's first 18 months, supporting families in the early stages of parenthood by providing early learning, parenting resources, and play opportunities during a crucial developmental stage.

Why it matters: The First-Time Parent Membership supports healthy child development, strengthens parent-child bonds, and helps families build strong foundations.

Why sponsor this program: Help new families thrive and grow right from the start while investing in the next generation.



Roadshow
reached over
3,600
people
last year

MCM Roadshow

Our signature mobile program, MCM Roadshow brings playful learning directly to families across Dane County neighborhoods. From festivals and parks to libraries, schools, and community centers, Roadshow expands access to quality learning. The program prioritizes underserved communities, removing barriers to access and offering over 1,200 free museum passes to help families connect back to the museum.

Why it matters: MCM Roadshow brings museum-style learning directly where families live and play, championing access and belonging.

Why sponsor this program: Sponsoring MCM Roadshow showcases your support for community outreach across Dane County.

Free Thursday Nights

A key part of our commitment to Access for Everyone, MCM offers free admission to all visitors during extended hours (4-8 pm) every Thursday. Throughout the year, Free Thursday Nights host community celebrations including Cultural Heritage Festivals, LGBTQ+ Family Nights, and Science Nights, welcoming diverse presenters, partners, and visitors from the broader community.

Why it matters: Free Thursday Nights open the door for play, learning, visibility, and community engagement.

Why sponsor this program: By sponsoring Free Thursday Nights, you help to keep the doors open for all.



MMSD Family Fun Nights

MMSD Family Fun Nights provide families from elementary schools in the Madison Metropolitan School District with dedicated time for free, open-ended play at the museum, including transportation support. We aspire to engage all 32 MMSD elementary schools, reaching over 16,000 children and creating strong community connections.

Why it matters: MMSD Family Fun Nights enhance educational access, foster school pride, and strengthen community and family connections.

Why sponsor this program: Sponsorship increases your company's visibility to thousands of families while bolstering our local public schools.

350+
average
attendance



Adult Swim

Adult Swim is a bimonthly 21+ event series where grown-ups get the run of the museum for carefree fun—no kids, just play. Each event features themed activities like scavenger hunts, arts & crafts, and trivia, plus live music, local vendors, and surprise guests. Adult Swim nights foster community and introduce new audiences to the museum.

Why it matters: Adult Swim engages new audiences, promotes well-being through creative fun, and brings young professionals to the Capitol business district.

Why sponsor this program: This beloved 21+ event celebrates creativity, inclusivity, and community connection. Sponsorship reaches new audiences seeking fun while aligning with a playful Madison tradition.

Cultural Heritage Nights

Led with community partners and artists, free Cultural Heritage Nights celebrate Madison's rich diversity by highlighting cultural traditions of Dane County's Black, Hispanic, Asian American & Pacific Islander, and Native American communities.

Why it matters: Through art, performance, food, and storytelling, our community partners share authentic cultural experiences that foster new understanding and discovery among our community members.

Why sponsor this program: Sponsorship connects your brand with joyful cultural celebrations that encourage inclusion and community pride.



"My kids are both neurodivergent and it was really wonderful for them to be able to enjoy the museum with minimal noise and crowds."

—MCM visitor

Sensory-Friendly Nights

Sensory-Friendly Nights, held quarterly, offer families with neurodiverse children and those with sensory processing needs dedicated time at the museum. We adjust lighting, sounds, and activities that make it possible for all children to enjoy the museum. As part of MCM's Access for Everyone programming, these events are free to all attendees.

Why it matters: This program meets families' needs with empathy, understanding, and joy.

Why sponsor this program: Sponsoring Sensory-Friendly Nights positions your company as a champion for accessible, welcoming community spaces while promoting inclusion and understanding.

SPONSOR A SEASON

GENERAL VISITATION



Fall

As the weather grows crisper, MCM offers festive autumn fun with daily programming and special fall events, including our annual 13 Days of Halloween. Sponsoring the fall season helps kids embrace the magic of autumn and celebrate the beauty of change.

Halloween & Thanksgiving,
Baby's First Halloween

7,000-8,000 visitors
over 13 days

Total recognition from
September–November



Winter

MCM keeps kids active all winter long! Thousands of families visit during Winter Wonder Weeks and our New Year's Eve Parties. Sponsoring the winter season encourages kids to embrace the Wisconsin winter.

Winter Wonder Weeks,
New Years Eve, Be My Baby
Valentine's Party

10,000-12,000 visitors
over 11 days

Total recognition from
December–February



Spring

Springtime at MCM is packed full of activities. During Spring Break alone, we welcome more than 10,000 visitors! Springtime sponsorship allows kids and families to flourish and bloom every day.

Spring Break

10,000-12,000 visitors
over 9 days

Total recognition from
March–May



Summer

Summer is the biggest season at MCM, welcoming tens of thousands of visitors—local families and global tourists alike. The season kicks off with SummerPalooza, a one-day festival. Sponsoring the summer season helps families make the most of their sunny days and creates memories that last all year long!

SummerPalooza Festival,
Baby Beach Party, open
extended hours

2,000 visitors in 1 day!

Total recognition from
June–August

CORPORATE SPONSORSHIP

LEVELS & BENEFITS 2025-2026

Shape the joys of today and tomorrow at Madison Children's Museum by becoming a corporate sponsor! Experience the fulfillment that comes from supporting early learning in a playful environment where your collaboration is highly valued and impactful. Corporate sponsorship includes invitations to special events and programs throughout the year. Questions? Contact our team at give@madisonchildrensmuseum.org.

	PRESENTING \$25,000 +	MAJOR \$15,000 +		ADDITIONAL \$5,000 +	\$2,500 +
DIGITAL RECOGNITION					
Monthly Email Newsletter*	TEXT	TEXT	TEXT	TEXT	TEXT
Special Event/Program Promotion	LOGO	TEXT	TEXT	TEXT	TEXT
Social Media Promotion Facebook, Instagram, LinkedIn	LOGO	TEXT	TEXT	TEXT	TEXT
Website	LOGO (with link)	LOGO (with link)	LOGO (with link)	TEXT	TEXT
In-museum Welcome Wall feature	LOGO	LOGO	LOGO	TEXT	TEXT

PRINT RECOGNITION

Special Event/Program Promotion	LOGO	LOGO	TEXT	TEXT	TEXT
Annual Report	LOGO	LOGO	LOGO	TEXT	TEXT
Annual Donor Recognition Ad	LOGO	LOGO	LOGO	TEXT	TEXT

ACTIVE PLAY BENEFITS+

Corporate Membership Cards[^] (reusable)	10	5	4	2	1
Play Passes[^] (one-time, single admission)	50	30	20	10	5
Adult Swim Passes[^] (one-time, single admission)	40	29	16	8	4

OTHER BENEFITS

Corporate Employee Family Day**	•	•	-	-	-
Custom Benefits Available (co-determined and created with MCM)	•	•	•	-	-

* Logo recognition not available in online newsletter due to formatting constraints.

+ Benefits are available for a period of one year after your gift is received or pledged.

[^] Benefits have fair market values and may reduce the tax deductibility of your gift. Other types of deductions may apply; please consult your tax advisor.

** Corporate Employee Family Day - Up to 500 people admitted for free from your organization on a select open day mutually agreed upon with MCM. Must be arranged in advance of visit. Ask for more package details.

Please Note: A physical pass (Play Passes, Adult Swim Passes, Corporate Membership Cards) must be presented to gain admission. No personal or employee identification is required. Corporate Membership Cards and Play Passes are valid for regular museum admission only. Special museum events, paid programs, and ticketed membership events are excluded. Corporate Membership passes do not include reciprocal network benefits at other museums.

CORPORATE MEMBERSHIP

LEVELS & BENEFITS 2025-2026

We offer corporate memberships for businesses and organizations across all industries and all sizes. With accessible and flexible price points, MCM welcomes you to experience the joy and enrichment of play firsthand at the level that works for your budget.

As a corporate member, you and your employees become part of the MCM family and have access to everything the museum has to offer. From our innovative programming and award-winning exhibits to our adventurous outdoor spaces, your employees and their families can explore the many educational opportunities happening every day at Madison Children's Museum. For corporate members, it's generally less about recognition and more about direct perks for your team to unleash their inner child (we all have them!), unlock their curiosity, and connect in our museum spaces.

Questions? Contact our team at give@madisonchildrensmuseum.org.

DIGITAL RECOGNITION

	\$2,000	\$1,500	\$1,000	\$500
Monthly E-Newsletter*	TEXT	TEXT	TEXT	TEXT
Website	LOGO	TEXT	TEXT	TEXT

PRINT RECOGNITION

MCM Annual Report	LOGO	TEXT	TEXT	TEXT
Annual Donor Recognition Ad	LOGO	TEXT	TEXT	TEXT

ACTIVE PLAY BENEFITS+

Corporate Membership Cards^ (reusable)	8	6	4	2
Play Passes^ (one-time, single admission)	40	30	20	10
Adult Swim Passes^ (one-time, single admission)	32	24	16	8

OTHER BENEFITS

Invitation to Special Events/Programs	•	•	•	•
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* Logo recognition not available in online newsletter due to formatting constraints.

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OTHER WAYS TO GET INVOLVED

Madison Children's Museum offers countless opportunities for your business to get involved. Whether you're looking to impress clients, encourage out-of-the-box thinking, or celebrate your team's visionary spirit, our evolving and interactive space offers a unique rental venue for events of all kinds.

Need an amazing place to volunteer with your team? MCM offers both individual and small group volunteer opportunities. Give back to your community and ignite wonder in your team by partnering with Madison Children's Museum.

Ready to get involved? Contact our team today!
give@madisonchildrensmuseum.org



We thank the generous corporate partners and donors who support Madison Children's Museum

\$20,000 & Above



EXACT
SCIENCES

Findorff



\$10,000 - \$19,999



Group Health
Cooperative
of South Central Wisconsin



\$5,000 - \$9,999

Endres
Manufacturing
Company
Foundation

Park Bank

Veridian Homes

Up to \$4,999

Catalent

CI Pediatric Therapy Centers

Epic Systems

Hausmann Group

National Guardian Life Insurance Company

PUBG Studios Madison

Steve Stricker

American Family Insurance Foundation

SupraNet Communications, Inc.

SVA Certified Public Accountants, S.C.

The Kubala Washatko Architects, Inc.

West Bend Mutual Insurance Company



We would love to explore a partnership with your business and find the right fit for you.
Please reach out to MCM's development team at give@madisonchildrensmuseum.org.

This list reflects gifts pledged and/or received between July 1, 2024 and June 30, 2025. We regret any errors or omissions.



madison children's museum

100 N. Hamilton St., Madison, WI 53703

MadisonChildrensMuseum.org

(608) 256-6445