

DAY OF PLAY CELEBRATION

2026 DAY OF PLAY SPONSORSHIP

JULY 26, 2026

The 8th Annual "Day of Play" is July 26, 2026. This community outreach initiative began with a proclamation by Grand Rapids Mayor Rosalynn Bliss, and is designed to encourage children and families to celebrate PLAY! A dedicated group of community partners will offer creative, interactive experiences for visitors, including live animals, yard games, crafts, and bubbles! This event is free and open to the public.

PRESENTING SPONSOR \$10,000 (1 SPONSORSHIP AVAILABLE)

- Presented by [your company name] on all event signage and promotional materials
- Presented by [your company name AND logo] on GRCM lobby signage
- Presented by [your company name AND logo] on Support landing page
- Sponsorship featured in press release and media coverage
- Sponsorship announcement in GRCM newsletter (19K+ distribution)
- Sponsorship announcement on GRCM social media channels (41K+ followers)
- Dedicated social media posts with corporate tagging (41K+ followers)
- Logo on GRCM homepage banner (350,000 pageviews/year)
- 20 museum passes for employees or customers
- Table at event with GRCM staff support for activity

PLAY SPONSOR \$5,000

- Logo on all event signage and promotional materials
- Sponsorship announcement in GRCM newsletter (19K+ distribution)
- Sponsorship announcement on GRCM social media channels (41K+ followers)
- Dedicated social media posts with corporate tagging (41K+ followers)
- Logo on GRCM homepage banner (350,000 pageviews/year)
- 15 museum passes for employees or customers

FRIEND SPONSOR \$2,500

- Logo on all event signage and promotional materials
- Sponsorship announcement in GRCM newsletter (19K+ distribution)
- Sponsorship announcement on GRCM social media channels (41K+ followers)
- Dedicated social media posts with corporate tagging (41K+ followers)
- Logo on GRCM homepage banner (350,000 pageviews/year)
- 10 museum passes for employees or customers

**Free museum passes may be donated to the nonprofit of your choice*

DAY & PLAY CELEBRATION

SPONSORSHIP LETTER OF INTENT

Please print sponsor name exactly as you wish to be listed on promotional materials.

Sponsor Name: _____

Contact Name: _____

Telephone: _____ Email: _____

SPONSORSHIP COMMITMENT

- ☐ Presenting Sponsor \$10,000
- ☐ Play Sponsor \$5,000
- ☐ Friend Sponsor \$2,500

PLEASE RETURN COMPLETED FORM TO THE EMAIL OR ADDRESS LISTED BELOW.

Grand Rapids Children's Museum
Attn: Nicolette Chambery, Development Manager
11 Sheldon Ave., Grand Rapids, MI 49503
nchambery@grcm.org or 616.235.4726

PAYMENT:

- ☐ Invoice me
- ☐ Payment Enclosed Check payable to the Grand Rapids Children's Museum
- ☐ Charge my credit card in the amount of \$ _____

Card #: _____ Expiration Date: _____ CVV: _____

☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

Name on Card: _____

Billing Address: _____

Signature: _____

GRAND RAPIDS
Children's
MUSEUM