

# 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 OF 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