



# Corporate Sponsorship



## WHO WE ARE

At The Children’s Museum of Cleveland (CMC,) learning feels like the biggest adventure! Confidence and curiosity bloom as children lead the way through our 8 interactive exhibits, exploring art, science, language, and everything in between. Our engaging space encourages families to discover, imagine, and create, supporting the development of all children ages birth through 8.

The Museum also offers programs to complement our exhibits, offering early exposure to STEM learning and the arts as well as accessible admissions.

Learn more at [cmcleveland.org](http://cmcleveland.org)!



## OUR AUDIENCE

### MUSEUM VISITORS:

The Children’s Museum of Cleveland welcomes ~**200,000** guests annually and has a membership base of over **6,000**.

### SOCIAL MEDIA:

CMC engages audiences on Instagram, Facebook, and TikTok with a collective following of **31,000**.

### NEWSLETTER:

The Museum’s weekly newsletter has an audience of 22,000 subscribers, with a 42% average open rate (21% higher than industry avg.)

### VISITOR GEOGRAPHY:

**City of Cleveland:** 10%  
**Cuyahoga County (minus City of Cleveland):** 53%  
**Lorain County:** 8%  
**Other:** 29%

### TOP VISITOR ZIP CODES:

Cleveland Heights, University Heights: 44118  
Lakewood, 44107  
Shaker Heights, Beachwood, 44122  
Shaker Heights, Cleveland Heights, 44120  
Westlake, 44145  
Rocky River, 44116  
City of Cleveland (Detroit Shoreway) 44102  
Parma Heights, Middleburg Heights, 44130  
City of Cleveland (Kamms Corner) 44111  
Seven Hills, 44134



## CONTACT

Looking to promote your business and serve your community at the same time? You’ve come to the right place! Contact Hattie Kotz, Director of Marketing & Development to discuss Corporate Sponsorships.

email: [hkotz@cmcleveland.org](mailto:hkotz@cmcleveland.org) phone: 216.791.7114 x25

## YOUR SUPPORT MAKES A DIFFERENCE

We believe that EVERY child deserves access to the tools they need to learn and grow. Our Corporate Sponsorships support our Museum for All program (M4A), ensuring that the magic of a CMC visit is within reach for every family.

Through Museum for All, families receiving government assistance can visit CMC at a discounted rate of \$2/person (a \$13/person discount.)

**With the help of our supporters, CMC welcomes over 11,000 guests through this program each year!**



## MONTH SPONSOR : \$15,000 *(\$13,800 tax-deductible)*

Uplift hundreds of families across our community and get maximum exposure for your business! Month Sponsorship supports accessible admission for all M4A guests for one month. This level includes deluxe promotion as well as CMC passes branded with your logo that you can use to treat your clients, celebrate your staff, or boost engagement.

### SPONSOR BENEFITS:

- 80 branded passes to CMC
- 4 posts each on Instagram & Facebook, 1 post on TikTok
- 4 newsletter inclusions including 1 branded headline
- Branded sign in elevator & front desk for 1 month

## WEEK SPONSOR : \$4,000 *(\$3,700 tax-deductible)*

Get more for your marketing budget! Spread joy to Northeast Ohio families with a Week Sponsorship. This level supports accessible admission for all M4A guests for one week. Your business will be featured across CMC's digital platforms announcing the sponsorship, and in-person at the Museum in our highest traffic locations!

### SPONSOR BENEFITS:

- 20 passes to CMC
- 1 post each on Instagram, Facebook, & TikTok
- 1 newsletter inclusion with a branded headline
- Branded sign in elevator & front desk for 1 week

## WEEKEND SPONSOR : \$1,500 *(\$1,350 tax-deductible)*

Help families make memories with a Weekend Sponsorship. This level supports accessible admission for all M4A guests for one weekend. Showcase how your business gives back to the community with a feature on CMC's digital platforms and at our front desk. This package also includes flexible passes so you can come out and make some memories of your own!

### SPONSOR BENEFITS:

- 10 passes to CMC
- 1 post each on Instagram & Facebook
- 1 newsletter inclusion
- Branded sign at front desk for 1 weekend