

## Gallery Sponsorship

Busy Brains Children's Museum will host eight (8) permanent galleries, focused on educational themes. Each exclusive gallery sponsorship includes the entire gallery and all supporting exhibits that reflect the learning focus of that gallery. Each gallery incorporates aspects of Lake County culture and meets the developmental and social needs of local children, parents, and teachers.

*Our Community*- The community gallery will be a child-sized town, complete with shops/buildings that represent Lake County. Children will bring this Lake County community to life through role play. The importance of community workers and the services they provide will be explored through open-ended play. One highlight of this area will be the Farmer's Market which will replicate a Lake County farm stand. The children will be able to harvest a mini-crop, load a food pyramid truck, stock shelves with a variety of realistic produce, shop and more. Through the Farmer's Market, children will sort/classify and weigh while learning about food groups/nutrition. This area will also encourage cooperative group play; where children can safely share materials and respect the rights of others.

*Wiggle Room* - The wiggle room is a developmentally appropriate environment for ages 0-3yrs to explore. This area will reflect the Lake County region's farm land. It will include a padded floor for crawling, mirror walls with railings for pulling up, soft building blocks and tactile tunnels. The Wiggle Room will be a sensory-motor exploration area for infants and toddlers, which will also encourage adult interaction.

*Sensory Area* - This gallery will be equipped with bubble columns, light control panels, aromatherapy diffusers and more. This relaxing and interactive room will encourage visitors to interact and identify with their senses.

*World of Water* - Children will visit a replica of Lake Michigan. Young engineers will watch lights grow brighter as they increase the flow of water through the interactive dams. All children will have the opportunity to experience cause and effect as they interact directly with the water and various boats, logs and floating devices. The importance of water, as well as the forces of nature will be explored through this gallery.

*Raceways*- The ball mazes present in this gallery will introduce children to the principles of physics through angles and rotational changes. As they experiment with gravitational pull, young learners will also improve fine-motor skills and eye-hand coordination.

*KIDstruction Zone* - Children will dig, build and tear down structures in this construction area. Role playing will be enhanced with the use of a real Bobcat, a realistic jackhammer, steel beams and more. The KIDstruction Zone will encourage children to engage in active play using gross motor skills.

*Body Journey* – The Body Journey Exhibit will be an exciting scientific journey through the human body. Visitors will climb up the giant tongue, explore the digestive paths, explore the brain, climb through the vein maze and go with the blood flow in the oversized heart. The sounds, graphics and text within these areas will capture the attention of all. This gallery will help children to understand the human body systems and the effects of health-related action.

Gallery Sponsorship recognition and acknowledgement:

- Company-named individual gallery
- Permanent acknowledgement of premiere museum sponsorship with a custom designed, hand-painted and artist signed Founder's bench for your gallery
- Large banner and special signage at gallery entrance
- Hosting opportunity for a special gallery opening event for their stakeholders
- Ribbon cutting opportunities at gallery opening
- Press release of gallery sponsorship to Chicago area media outlets
- Recognition of the company name on permanent Inaugural Donor Wall
- Company logo on museum map
- Special inclusion in marketing materials
- 16 complementary Invitations to "VIP Preview Event"
- Company name on museum's website
- Link to company website
- 35% discount on family memberships for all employees
- Two free space rentals for after-hours party, reception or meeting
- 75 one-time family admission passes
- Listing in Annual Report

Donation/Term:

Exclusive sponsorship of an entire exhibit gallery is **\$75,000**. The term of the sponsorship is three years from opening, after which the existing corporate sponsor will have first right of renewal. The sponsorship donation will be used to design, build, and install the individual exhibit pieces within the museum gallery.