



BAKKEN
MUSEUM



2022

**THE BAKKEN MUSEUM
SPONSORSHIP KIT**



**TO AWAKEN THE INNOVATOR
INSIDE EACH OF US**



The Bakken Museum inspires a passion for innovation by exploring the potential for science, technology and the humanities to make the world a better place.

Support The Bakken Museum as we spark creativity, discovery, and exploration for kids and adults alike. Through our innovative STEM education programs, community events, and interactive workshops, we are striving to build a community at the intersection of science, technology, and health and wellbeing. Throughout the pandemic, we have been striving to address the needs of our community and to continue delivering exciting STEM experiences and events for all ages while maintaining safety for all participants and flexibility in our offerings.

With your sponsorship you can help us share that spark as we leverage the past to inspire the next generation of innovators to transform the future.

EASY WAYS TO SUPPORT AND SAVE:



CORPORATE MEMBERSHIP

Become a Corporate Member to gain access to a discounted sponsorship package and obtain exclusive benefits for you and your company.



EVENT SPONSORSHIP PACKAGES

Pick your ideal package to support a variety of our education and social events held for kids, families, and adults alike. All events are held at The Bakken Museum and in our beautiful gardens and grounds.



EDUCATION PROGRAM SPONSORSHIP PACKAGES

Enable The Bakken to reach new audiences by sponsoring an education program in a school district, library, or community center.



A LA CARTE SPONSORSHIPS

Select the sponsorship opportunities that maximize your visibility at events or programs that make the most sense for your organization.

TOOLKIT INSTRUCTIONS:

Use each page of this toolkit to select the Sponsorship and Corporate Membership benefits that make sense for you! Add up page totals at the end of the toolkit and enjoy your supporter status at The Bakken Museum.

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CORPORATE MEMBERSHIPS

Corporate Memberships make it easy for a company to gain access to a wide swath of benefits for a 12-month period. Memberships allow for consistent visibility of your company across many facets of the museum as well as give you exclusive access not included with any other sponsorship package. By selecting one of the Corporate Membership levels, you're maximizing benefits while also ensuring The Bakken Museum is able to offer vital community services.

| CORPORATE MEMBERSHIPS | EXPLORE | WONDER | DREAM | INSPIRE |
|-----------------------------------|------------|-------------|-------------|-------------|
| Price | \$5,000.00 | \$10,000.00 | \$25,000.00 | \$50,000.00 |
| Recognition in Newsletter | ✓ | ✓ | ✓ | ✓ |
| Recognition on Website | ✓ | ✓ | ✓ | ✓ |
| Recognition in Museum Lobby | ✓ | ✓ | ✓ | ✓ |
| Designated Employee Volunteer Day | ✓ | ✓ | ✓ | ✓ |
| Admission Vouchers | 40 | 60 | 120 | 200 |
| Facility Rental Discount (2/year) | 10% | 15% | 20% | 25% |
| Museum Vault Tour (8 guests) | | 1 | 2 | 3 |
| Corporate Family Day | | | | ✓ |
| Choice of Sponsorship Options | | <\$5,000 | <\$12,500 | <\$25,000 |

Explore //

\$5,000

Dream //

\$25,000

Wonder //

\$10,000

Inspire //

\$50,000

 TOTAL: _____ 01

EVENT SPONSORSHIPS

A. DISCOVERY DAYS

At these family-friendly events, visitors take part in activities, presentations and experiments throughout the museum. Bakken educators and partner organizations present fun interactives and take-home projects around a new theme each Discovery Day.

2022 THEMES

- » March: Women in Science
- » May: Nature of Color
- » October: Science in the Shadows
- » December: Droid December

B. BAKKENALIA (21+) EVENTS

The Bakken Museum's (21+) celebration of all things science, technology, and innovation. Attendees will fuel their curiosity with adult programming around the things that inspire us. Each event offers a deep dive into STEM subjects and their connection to the humanities.

2022 THEMES

- » June: Chromatics and Cocktails
- » August: Surprise Your Senses
- » October: Mindbender Mansion

C. TINKERING AFTER DARK

An event series for adults (21+) to use the tools in our makerspace to build a themed project. Each event features a different kit and guidance from museum educators. Attendees will enjoy learning or deepening skills like programming, soldering, or engineering.

2022 THEMES

- » March: Art & Technology
- » November: Robot Date Night

D. CONNECTING TO OUR COLLECTIONS

Our Connecting to our Collections series features two unique events where guests interact with our curators and artifacts. At the **From the Vault** event, our curators bring out handpicked books, artifacts, and ephemera related to a specific topic while connecting to activity stations throughout the museum. At the **Bakken Book Club Series** guests discuss a novel with our curators and see pieces from the collection that provide context for the content of the book.

2022 THEMES

- » February: From the Vault: Hearts
- » April: Bakken Book Club Series
(4 dates, counts as one event)

EVENT SPONSORSHIPS

| BENEFITS OF SPONSORSHIP | INNOVATING EVENT | CONTRIBUTING EVENT | SIGNATURE SERIES | PRESENTING SERIES |
|---|------------------|--------------------|------------------|-------------------|
| Price | \$2,500 | \$5,000 | \$7,500 | \$10,000 |
| Events included in sponsorship | 1 Event | 1 Event | 3 Events | 3 Events |
| Logo on website & annual report* | ✓ | ✓ | ✓ | ✓ |
| Logo on event programs | ✓ | ✓ | ✓ | ✓ |
| Sponsor-provided sign in lobby - day of event | | | ✓ | ✓ |
| Marketing collateral set out at event | | | | ✓ |
| Social media linked within 4 weeks of event | | ✓ | ✓ | ✓ |
| Social media linked week of event | | | | ✓ |
| Complimentary admission to event(s) | 4 | 4 | 6 | 10 |

Innovating //

\$2,500

Contributing //

\$5,000

Signature //

\$7,500

Presenting //

\$10,000

Please check events on the following page (04).



TOTAL: _____

EVENT SPONSORSHIPS

Please review the event topics on the previous page and check the events you would like to support with this sponsorship:

A. DISCOVERY DAYS

March: Women in Science

May: Nature of Color

October: Science in the Shadows

December: Droid December

B. BAKKENALIA (21+) EVENTS

June: Chromatics and Cocktails

August: Surprise Your Senses

October: Mindbender Mansion

C. TINKERING AFTER DARK

March: Art & Technology

November: Robot Date Night

D. COLLECTIONS EVENTS

February: From the Vault: Hearts

April: Bakken Book Club Series



EDUCATION PROGRAM SPONSORSHIPS

A. OUTREACH PROGRAMS (\$10,000 - \$20,000)

The Bakken Museum’s innovative STEM outreach programs reach over 30,000 students per year and can feature in-classroom workshops, assembly style shows, or a combination of both. The Bakken education team will work collaboratively with sponsors to determine which schools, community centers, or libraries are reached through your sponsorship.

This sponsorship is offered at three levels: \$10,000, \$15,000, and \$20,000. The scope of the programs increase with the sponsorship level and take-home kits can be added at the two highest sponsorship levels. Take-home kits are experiment kits that go home with students following The Bakken programs and promote family engagement and continued learning for participants.

| SPONSORSHIP AMOUNT | \$10,000 | \$15,000 | \$20,000 |
|------------------------------------|--------------|---------------|---------------|
| Schools Reached | 7-12 schools | 13-18 schools | 18-24 schools |
| Opportunity to add take-home kits* | | ✓ | ✓ |

*Take-home kits are available for an additional fee calculated in collaboration with Bakken Education staff based on students reached and locations chosen.

B. CAMP INNOVATION* (\$10,000, \$15,000)

During Camp Innovation at The Bakken Museum, students design and build their own inventions, practice creative thinking skills, make magic tricks, and play games. By sponsoring this program, The Bakken team takes all this fun on the road to engage students grades 4-9 at a location in your community. This sponsorship is offered at two levels: \$10,000, and \$15,000.

\$15,000
Allows students to attend with little to no fee

This sponsorship comes with the opportunity for members of your corporation to come and have lunch with participants at our “Lunch and Learn”. At these lunches, we encourage volunteers to talk to students about their inventions and get them excited about STEM.

\$10,000
Allows students to attend with a reduced fee

*Interested in hosting a camp at your corporate headquarters? Contact Justin Spencer, Director of Education at spencer@thebakken.org.

|||. EDUCATION PROGRAM SPONSORSHIPS

C. WEEK OF WONDER SPONSORSHIP (\$7,500)

Sponsor a STEM Week of Wonder in a single school near you. This high impact STEM education program engages students of all grades in a single elementary or middle school. Educators work in classrooms and perform assembly style performances, while engaging each grade with fun and exciting STEM activities. The end of the week culminates in a STEM Family Night where students can bring their families and friends to see the projects they have been working on.



At the Family Night Event sponsors are invited to volunteer to engage students in STEM activities, chat with families about STEM careers, and get excited about STEM with the students.

D. SCIENCE STUDIO SPONSOR (\$2,000)

Science Studio is a rotating collection of STEM based experiments and activities for families that takes place each weekend in the Bakken Classrooms. General Museum visitors have the opportunity to chat with a Bakken Educator, learn about fun science concepts, and explore thought-provoking ideas. The theme and activity offerings change each month, and most weekends attract hundreds of visitors to engage in the fun.

This sponsorship would support one month of science studio programming, which includes 8 days of Science Studio at The Bakken Museum.



EDUCATION PROGRAM SPONSORSHIPS

| BENEFITS OF SPONSORSHIP | SCIENCE STUDIO SPONSOR | WEEK OF WONDER SPONSOR | CAMP SPONSOR | OUTREACH SPONSOR |
|---|------------------------|------------------------|-------------------|-------------------|
| Price | \$2,000 | \$7,500 | \$10,000 - 15,000 | \$10,000-\$20,000 |
| Logo on website & annual report | ✓ | ✓ | ✓ | ✓ |
| Logo on program webpages and information | ✓ | ✓ | ✓ | ✓ |
| Logo on program materials | ✓ | ✓ | ✓ | ✓ |
| Social mention linked to program | ✓ | ✓ | ✓ | ✓ |
| Company representative invited to attend | | ✓ | ✓ | |
| Opportunity for company volunteers at program | | ✓ | ✓ | |

Science Studio //

\$2,000

Week of Wonder //

\$7,500

Camp Innovation //

\$10,000

\$15,000

Outreach //

\$10,000

\$15,000

\$20,000



TOTAL: _____

IV. À LA CARTE SPONSORSHIPS

A. SCHOLARSHIP FUND (\$100+)

Contribute to The Bakken's scholarship fund, which financially supports student's participation in our invention programs and workshops. Sponsors of the Scholarship Fund would be featured on our website and in our annual report.

B. NEWSLETTER SPONSORS (\$150, INCREMENTS OF)

The Bakken Museum's newsletter, sent on the first Tuesday of each month, goes out to our 10,000 subscribers. You'll reach museum members, parents, educators, and STEM advocates. Your logo will be included and linked in our digital newsletter. Each increment of \$150 will allow the sponsorship of one month's newsletter.

C. MAKERSPACE (\$250+)

Support The Bakken's Makerspace where students use their curiosity to make something new. This sponsorship supports the purchase or repair of tools, supplies, and equipment. All sponsors will be recognized on our website and in the Makerspace.

D. GARDENS & GROUNDS SPONSORSHIP (\$500)

Support The Bakken's robust and beautiful gardens and grounds. Our grounds have a wide array species of Minnesota flora and fauna and are a centerpiece to our museum's programs, events, and visits. These sponsors will be featured in our museum lobby as a sponsor of the grounds.

E. UPLINK (\$750, UP TO THREE TIMES ANNUALLY)

Spread the news of upcoming education programs, events, and exhibits by sponsoring 1 of the museum's printed newsletters. Sent three times annually, Uplink is mailed to museum members and distributed to local libraries and community centers. Your logo will be printed in the newsletter with an acknowledgment of sponsorship.



TOTAL: _____

V. TOTALS & BILLING INFORMATION

SPONSORSHIP TOTAL OR TALLY

| | | | |
|------|--|------|-------|
| I. | Corporate Sponsorship Total (Pg. 01) | \$ | _____ |
| II. | Event Sponsorship Total (Pg. 04) | + \$ | _____ |
| III. | Education Program Sponsorship Total (Pg. 07) | + \$ | _____ |
| IV. | A La Carte Sponsorship Total (Pg. 08) | + \$ | _____ |
| | TOTAL | = \$ | _____ |
| | CORPORATE MEMBER DISCOUNT | - \$ | _____ |
| | GRAND TOTAL | = \$ | _____ |

SPONSORSHIP CONTACT & PAYMENT INFORMATION

Organization: _____

Mailing Address: _____

Key Contact: _____ Phone: _____ Email: _____

PAYMENT INFORMATION

Check (payable to: The Bakken Museum)

Invoice

SPONSORSHIP AGREEMENT

Signature: _____

Signed by: _____

Title: _____

Date: _____

Questions related to this partnership should be directed to:
Hannah Coleman-Zaitzeff: Development Associate, 612.926.3878, coleman@thebakken.org.

VI. MATERIAL SPECS REQUIRED

All sponsorships are recognized on our website and in our annual report with your company's name and logo. We request that all sponsorship partners send full color, white, and black versions of their chosen logo and send us links to their social media accounts so we can celebrate and recognize your partnership with The Bakken Museum.

Preferred logo formats:

- » Adobe Illustrator (preferred)
- » PDF (vector)
- » High Resolution (300 dpi) JPEG, TIFF, or PNG

Please provide links to the social media accounts you would like to be tagged for promotional posts:

Instagram

Twitter

Facebook

LinkedIn

Other

Please send all materials to Laura Whittet, Director of Marketing and Communications at whittet@thebakken.org.

Please send all materials within two weeks of payment.

FIND THE BAKKEN MUSEUM ONLINE

A media kit, including The Bakken Museum's logos, images, and example language can be found online at thebakken.org/press.

Interact with the museum on social media! You can find us using the following accounts:

Instagram [@thebakkenmuseum](https://www.instagram.com/thebakkenmuseum) [#bakkenmuseum](https://www.instagram.com/bakkenmuseum)

Twitter [@thebakkenmuseum](https://twitter.com/thebakkenmuseum)

Facebook [The Bakken Museum](https://www.facebook.com/TheBakkenMuseum)

LinkedIn [The Bakken Museum](https://www.linkedin.com/company/thebakkenmuseum)



2022

SPONSORSHIP KIT

CONTACT US

3537 Zenith Avenue South, Minneapolis, MN 55416-4623

Phone: 612.926.3878, Fax: 612.927.7265

info@thebakken.org // thebakken.org // [@thebakkenmuseum](https://www.instagram.com/thebakkenmuseum)



American
Alliance of
Museums



Association of Science
and Technology Centers

