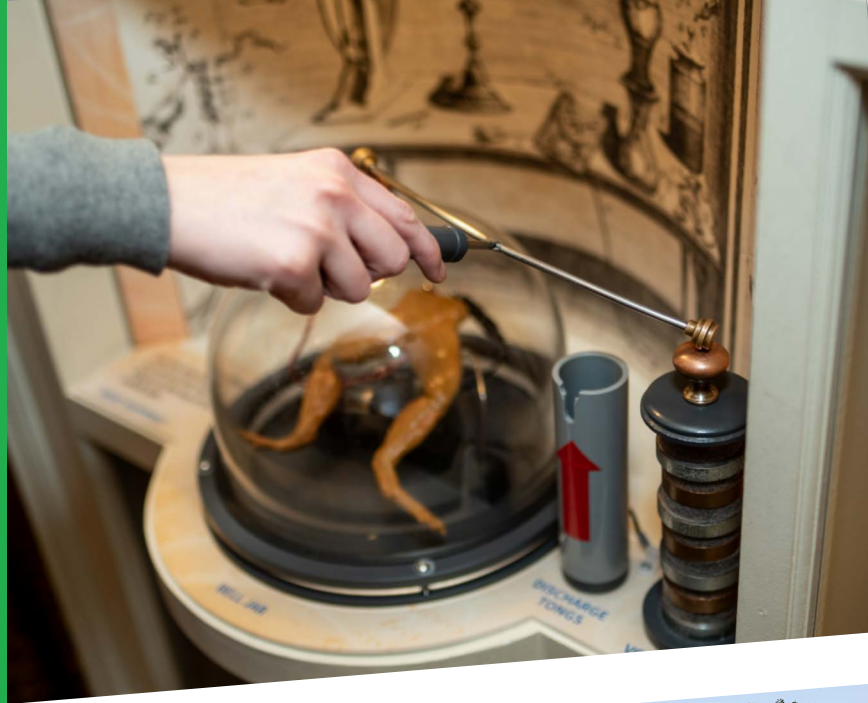




BAKKEN
MUSEUM



2023

**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.

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.

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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

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.

2023 DATES & THEMES

- » Thursday, June 1 – Bakkenalia: Birds & Bees
- » Thursday, July 20 – Bakkenalia: Adult Summer Camp
- » Thursday, October 5 – Science Fiction

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.

2023 DATES & THEMES

- » Saturday, March 25 - Discovery Day: Women in Science
- » Saturday, September 30 - Discovery Day 2: Fall Program Preview
- » Saturday, December 16 - Discovery Day 3: Droid December

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.

2023 DATES & THEMES

- » Thursday, February 23 - Tinkering After Dark: Robot Date Night
- » Thursday, November 16 - Tinkering After Dark: Robot Date Night

BRILLIANT: A FUNDRAISING FÊTE FOR THE BAKKEN MUSEUM.

Join us on the evening of Thursday, August 17 to show support for engaging educational experiences, preservation of historic artifacts, and impactful exhibits. It's a whole lot of fun.

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



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

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

*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		✓	✓	

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.



2023

SPONSORSHIP KIT

CONTACT US

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American
Alliance of
Museums



Association of Science
and Technology Centers

