

<u>GIVING</u> OPPORTUNITIES

You are the key to unlocking imagination & exploration.

DOORS OPEN, COME ON IN!



Development 225-361-0018 ext. 118 Development@KnockKnockMuseum.org

About Knock Knock Children's Museum 4

Ways to Give S GIVING OPPORTUNITIES

Access for All 10

Program Sponsors 12

Signature Fundraisers 14

Special Events 18

Knockturnal Nights 19

Learning Zones & Building Elements 20

Corporate Memberships 22

Who's There Fund 24

Teacher Training 25

Additional Ways to Give 26

Knock Knock, Who's There?

We Are

Dream to Reality

What began as a dream at a kitchen table 15 years ago is now a Capital-area asset: Knock Knock Children's Museum. A 501(c)(3) private non-profit organization, Knock Knock is committed to providing an inclusive gathering place where families and children of all backgrounds and experience can interact and learn through play. The 26,000 square-foot facility is filled with hands-on, fun-filled interactive learning zones addressing the development of the whole child impacting our community by:

- · Serving children, birth through age 8, and their families
- Providing high-quality early learning experiences for all children, including an expanding population of children living in under-resourced environments and poverty, with physical or cognitive disabilities
- Helping close the knowledge and experience gap in the early childhood years
- Developing workforce & 21st-century skills exploration

Counting On 2018 ANNUAL NUMBERS

188,179 attendees

909790 volunteer hours

16,500 free or reduced admission visitors



Executive

Committee

Erin Lutkewitte Kilgore, Chair

Raedtha "Rae" Vasquez, Vice Chair

Kelli Bondy Troutman, Secretary

Rolfe Miller, Treasurer

Peter Claffey, Executive Director

Current Board

of Directors

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Sandra Davis

Trey Godfrey

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Hunter Hines

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Collis Temple III

Jon Leblanc

Melissa Juneau

Abby Barden

FROM OUR LEADERSHIP

Counting on Y-O-U.

There are countless worthwhile organizations doing important work in our community, and we proudly partner with many of them. But Knock Knock Children's Museum is different. We are a community spark for engaging, playful learning experiences that inspire and support lifelong learning. This playful learning is what opens the door to so many other experiences in a child's life. Knock Knock is here to ignite the spark of learning through our 18 Learning Zones.

As we look to the future, we recognize that the children playing at Knock Knock today are the workforce of tomorrow. In fact, it is quite likely that many of these children will have careers in fields and industries that don't even exist yet. But, through our purpose of creating experiences, Knock Knock equips children with a knowledge skillset and a curiosity for learning and innovation that helps prepare them for those future careers.

This would not be possible without the philanthropic support of our community at large. As you will see in the following pages, there are many ways in which you or your organization can make a meaningful investment in the future of our children (and have a little fun while doing it!). With Knock Knock, you can rest assured your gift will be thoughtfully invested in our community. We hope you consider being a part of our team. We promise it'll be a play date worth remembering!

Erin Kilgore Chair, Knock Knock Children's Museum Board of Directors

Let Us Count The Ways.

Being a grassroots organization means that we seek community support in many ways. Whether through earned income like memberships, or contributions from event-based fundraisers, Learning Zone sponsorships or other individual gifts, Knock Knock depends on a variety of ways to make play happen!

Admission and membership fees cover only 60% of the museum's annual expenses. We have created campaigns to help to cover the essential operating expenses like art and technology supplies, educational programming, field trips for low-income students, outreach to schools, improvement of our facilities and much more! There are many ways to open the door to playful learning!

Access for All

Year-Round • All Levels

Knock Knock is a force for innovation in early learning, working tirelessly to close the knowledge and early childhood education gap in Louisiana's Capital Region Area. An Access for All donation makes this experience possible for all children.

Program Sponsors

Annual & Multi-Year Pledges Limited Opportunities

Provide exceptional educational opportunities by sponsoring programming in one or all of the museum's 18 learning zones.

Signature Fundraisers

Duck Derby • Storybook Soirée

Sponsorship opportunities are available for both annual signature events.

Signature Events

Noon Year's Eve • Mardi Gras School's Out Bash • Boo's There

An annual sponsorship includes the four community-wide celebrations in the nine parish Capital Region Area.

Knockturnal Nights

Quarterly Knockturnal Nights Adults Only Events

An annual sponsorship includes four nights of events for young professionals & adults to play at the museum.

Learning Zone &

Building Element

One Time or Multi-Year Pledge

Bring expertly designed play areas to life through Learning Zone sponsorships and building element additions.

Corporate Memberships

Annual Membership

Support local playful learning initiatives for Capital Area families and students while also providing countless benefits to your own work family.

Who's There? Fund

One Time or Multi-Year Pledge

Open the door to learning for children and families in our community by supporting the museum's most urgent needs.

Teacher Training

Subsidize teachers to attend one of Knock Knock's full day teacher training sessions.



Access For All

Knocking Down Barriers to Learning Through Play

Gift Range: \$5,000 - \$250,000

Impact Group: Under-Resourced Families

Knock Knock Children's Museum aims to encourage families of all backgrounds to visit the children's museum regularly and build lifelong museum habits by removing the primary barriers to access. Providing high-quality early learning experiences for all children, including an expanding population of children living in under-resourced environments and poverty, with physical or cognitive disabilities. To meet this goal, Knock Knock Access For All has been established with funding from generous donors who believe in Knock Knock Children's Museum's commitment to seek, include and welcome all visitors.



number of visits given through Access For All

"Children who have ample opportunities to engage in meaningful play experiences are more likely to succeed in school and in life. We are pleased to have provided the seed money to incubate this program."

- Diane and Lowell Dodge, Dodge Family Fund Currently, seed funding is available through Knock Knock Access For All to begin knocking down the barriers with key opportunities to open the door to learning through play including:

Reduced Admission for

Low-Income Families

\$5,000 - \$250,000

Low-income families can visit Knock Knock Children's Museum for a fee of \$3 per person for up to 5 people with the presentation of a Louisiana Purchase (EBT) card and a valid form of photo ID.

Field Trip Scholarships

\$10,000 - \$75,000

Sponsorship provides a free field trip for Title 1 classes in the Capital Region Area's nine (9) parishes: East Baton Rouge, West Baton Rouge, Iberville, Pointe Coupee, East Feliciana, West Feliciana, St. Helena, Livingston and Ascension.

Play For All

\$5,000 mo. / \$60,000 yr.

Sponsorship of a regular monthly program designed for children with sensory processing differences, disabilities and or developmental delays. Children and their families explore Knock Knock in the evening at their own pace, with activities adapted to a variety of abilities. Play For All features a less crowded environment, trained staff, light and sound reduction and designated quiet rooms.

Knock Knock at Your Door

\$15,000

All the Knock Knock fun without all the travel, Knock Knock at Your Door, brings the museum experience into schools and community partners to break down the transportation barrier for students and families.

Free Day Sponsorship

\$10,000

A free day at the museum will help close the opportunity gap and give under-resourced children the chance to have the same experiences and enrichment opportunities.



Program Sponsors

Providing Exceptional Educational Programming Through Play

Gift Range: \$7,500 - \$30,000

Impact Group: Targeted Museum Visitors Depending on Selected Program

Provide exceptional educational programming to our visitors by sponsoring programming in a particular Learning Zone. Knock Knock's Learning Zones are anchored in research and designed to create "teachable moments," including workforce development and 21st-century skills, that connect children's everyday experiences to deeper knowledge and learning.

Sponsorship of one of the following programs allows our youngest citizens to develop critical thinking skills in developmentally appropriate informal learning environments. By providing programming that transcends age and experience, the children's museum empowers children to explore the world at their own pace.

Your funding creates these exceptional educational experiences for our visitors:

Creative in Residence

\$7,500 per quarter

Multi-session artist residences in which registrants learn through theme-based learning experiences.

Baby Rhyme Time

\$1,000 mo. / \$12,000 yr.

Take a trip down the bayou and listen to stories, songs and rhymes for our smallest friends in Crawbaby.

Monthly Museum Programming

\$10,000

Our creative team is always thinking of new ideas! By partnering with us, we will cross develop the month's activities and help enrich the experience for museum visitors, partner with us to open the door to playful learning.

"Our partnership with Knock Knock Children's Museum on Construction Junction month was tremendously valuable and purposeful. It provided us the opportunity to work alongside young children using building activities that are proven to teach beneficial lessons relative to building design and construction. Our members were able to assist the programming each weekend, which added a meaningful layer to our experience."

- Karen Zito, President & CEO, Home Builders Association of Greater Baton Rouge



Signature Fundraisers

Sponsorship for Our Two Biggest Fundraisers





Duck Derby

March 2020

<u>Gift Range:</u> \$1,000 - \$30,000 **Impact Group:** Racers of All Ages

Sponsor this highly anticipated family-friendly fundraiser in which thousands of rubber ducks float down the stream at City Park Golf Course. With special conservation and arts programming, fishing games and more, hundreds of visitors waddle and play their way through Knock Knock after the race.







Sponsorship Levels & Opportunities

| WHAT YOU GET | Platinum | Big Quacker | Mighty Duck | Lucky Duck | Puddle Duck | Duckling |
|--|----------|----------------|----------------|---------------|----------------|-----------|
| Sponsorship Amount | \$30,000 | \$15,000 | \$7,500 | \$5,000 | \$2,500 | \$1,000 |
| Platinum Sponsor | • | | | | | |
| Presenting Sponsor | | • | | | | |
| Donor Wall Recognition | • | • | | | | |
| Recognition in Knock Knock Impact Report | • | • | | | | |
| Recognition on Event Signage & Collateral | • | • | • | • | • | • |
| Social Media Recognition | • | • | • | • | • | • |
| Website Recognition | • | • | | | | |
| Announcement of Gift on Social Media | • | • | | | | |
| Announcement of Gift in Newsletter | • | • | | | | |
| Announcement of Gift via e-blasts | • | • | | | | |
| Name and Logo Displayed at Event | • | • | • | • | Name Only | Name Only |
| VIP Access | 12 | 10 | 8 | 6 | 4 | 2 |
| Duck Adoptions at \$5 per Duck | 100 | 50 | 25 | 10 | 6 | 4 |
| Duck Derby Corporate Challenge | • | • | • | • | • | • |







Storybook

Soirée

August 2020

Gift Range: \$2,500 - \$50,000

Impact Group: Adults of All Ages Looking for

a Unique Gala Experience

The story we tell here is a story of wanting to help all children develop a love of learning through igniting their curiosity and imagination. By supporting Storybook Soirée, an adults-only evening of fun and play, you are helping the museum in its mission to be a community spark for engaging, playful learning experiences that inspire and support lifelong learning.

social media followers

attendees





Sponsorship Levels & Opportunities

| WHAT YOU GET | Platinum | Presenting | Publisher | Editor | Writer | Illustrator |
|--|----------|------------|-----------|----------|-----------|-------------|
| Sponsorship Amount | \$50,000 | \$25,000 | \$15,000 | \$10,000 | \$5,000 | \$2,500 |
| Platinum Sponsor | • | | | | | |
| Presenting Sponsor | | • | | | | |
| Recognition on Donor Wall | • | • | | | | |
| Recognition in Knock Knock Impact Report | • | • | | | | |
| Recognition on Event Signage and Collaterals | • | • | • | • | • | • |
| Recognition on Social Media | • | • | • | • | • | • |
| Recognition on Website | • | • | | | | |
| Announcement of Gift on Social Media | • | • | | | | |
| Announcement of Gift in Newsletter | • | • | | | | |
| Announcement of Gift via e-blasts | • | • | | | | |
| Name and Logo Displayed at Event | • | • | • | • | Name Only | Name Only |
| Complementary Passes to Event | 20 | 16 | 12 | 10 | 8 | 6 |
| VIP Access | 12 | 10 | 8 | 6 | 4 | 2 |

Special Events

Sponsorship for Four Annual Events



Gift Range: \$10,000 - \$35,000

Impact Group: Revelers, Trick-or-Treaters, Students, Families and More

Noon Year's Eve: December 31st

Mardi Gras: Parade And Reveler's Event

School's Out Bash: Beginning of Summer Celebration

Boo's There: October Halloween Event

As an event's sponsor, you have the opportunity to keep the programming fresh by supporting our 4 public events. These events bring together the museum's diverse community to celebrate in unique and fun ways.

Sponsorship Levels

Presenting \$35,000 (\$25,000 Cash) (\$10,000 In-Kind)

Contributing \$20,000 (\$10,000 Cash) (\$10,000 In-Kind)

Supporting \$10,000 (\$5,000 Cash) (\$5,000 In-Kind)



guests in 2018 & 2019 Mardi Gras Festivities adults comprise nearly 50% of our patronage at our special events

Noon Year's Eve & School's Out Bash are new for 2020

Knockturnal Nights

Adults Can Learn Through Play Too!

Gift Range: \$5,000 - \$20,000

Impact Group: Young Professionals and Adults Looking for a Night of Play

Knock Knock Children's Museum goes KNOCKturnal. We're turning down the lights and turning up the tunes for our first ever grown-up playdate, Knockturnal Nights: Grown-Ups at Play! Knock Knock invites adults 21 and older to turn back the time to your childhood and come play in our 18 Learning Zones.

Sponsorship Levels & Opportunities

| WHAT YOU GET | Level 1 | Level 2 |
|--|---------------|--------------|
| Sponsorship Amount | \$20,000 (x1) | \$5,000 (x4) |
| Recognition on Donor Wall | • | |
| Recognition in Knock Knock Impact Report | • | |
| Recognition on Event Signage and Collaterals | • | • |
| Recognition on Social Media and Website | • | • |
| Announcement of Gift on Social Media | • | • |
| Announcement of Gift in Newsletter | • | • |
| Announcement of Gift via e-blasts | • | • |
| Name and Logo Displayed at Event | • | Name Only |





Learning Zones & Building Element Sponsors

Creating Teachable Moments Through Play

<u>Gift Range</u>: \$5,000 - \$1.5 Million <u>Impact Group:</u> 154,436 Annual Visitors to the Museum

The expansive footprint of the museum campus provides a variety of opportunities for individuals, foundations or corporations looking to join in on the teachable moments that happen at Knock Knock every day. From benches to exhibits - or Learning Zones as we call them - opportunities are easily customizable based on individual interests.

"Our future depends on giving our children critical learning experiences that will help them succeed in school and ultimately in life. I am proud to be part of helping Knock Knock offer those experiences to children of all backgrounds throughout our area."

- Art F. Favre, President,
Performance Contractors, Inc.

Doors of Opportunity for Learning

Zone, Elements & Building

Spaces Sponsorships:

Traveling Exhibit Space: \$3,000,000

Learning Zone Floor 0: \$1,500,000

Learning Zone Floor 1: \$1,500,000

The New Heights Floor: \$1,000,000

Crawbaby: \$500,000

B.R. Star Studio: \$250,000

Knock Knock at Your Door Outreach Vehicle: \$150,000

Lobby: \$100,000

Clock Tower: \$75,000

Special Events Room: \$75,000

Oak View Oak Tree: \$50,000

Pelican Pantry Cash Registers: \$50,000 (2 available)

Backyard Oak Trees: \$25,000 (3 available)

Outdoor Benches: \$10,000

Picnic Tables: \$5,000

Educational areas are inherently subject to depreciation due to their hands-on nature and young users. Knock Knock is committed to providing an exceptional visitor experience from opening day thereafter. For this reason, sponsorship terms are limited to seven (7) years. Refreshing components, materials and/or programming content at this juncture takes advantage of evolutions in education and ensures each Learning Zone is meeting this standard. After the seven (7) year term, a sponsor will have the first opportunity to continue support.

Corporate Memberships

Building Better Teams While Learning Through Play

Gift Range: \$5,000 - \$50,000

Impact Group: Your Work Family & The Families Visiting Knock Knock

With a calendar full of amazing exhibits, events and daily programs, there has never been a better time to become a member of the Knock Knock family. The Corporate Membership Program not only provides a tax-deductible membership donation, but your company will receive an exciting year of employee benefits and partnership with the Capital Region Area's only museum devoted exclusively to children and their families.

Utilize your benefits to reward employees, entertain clients and connect with community partners.

Win-Win-Win:

EMPLOYEE BENEFITS

- Reusable membership cards that grant free admission for up to four visitors on each visit
- 10% discount on museum birthday parties
- 10% discount on any full-price membership purchase (Family or Family Flex)

BUSINESS BENEFITS

- Single-use museum admission guest passes, good for up to four visitors
- Single-use Knockturnal Nights passes, good for one individual
- Discount on one private use of the museum for a business meeting or entertaining
- "Proud Corporate
 Member of Knock Knock
 Children's Museum"
 icon for your use
- Portion of membership is tax-deductible

BUSINESS RECOGNITION

- Logo recognition on our corporate membership webpage
- Recognition in Knock Knock's annual impact report
- Recognition on Donor Giving Wall of Honor at appropriate giving



Membership Level Benefits:

| WHAT YOU GET | Leader | Supporter | Champion | Partner |
|--|------------------------------|------------------------------|----------------------------|----------------------------|
| Sponsorship Amount | \$50,000 | \$25,000 | \$10,000 | \$5,000 |
| Membership Cards and Associated Benefits Includes Onboarding with Staff | 25 | 15 | 8 | 6 |
| Exclusive Sponsor of Member Morning Events | 2 | 2 | 1 | 1 |
| Recognition on Social Media Related to Your Sponsored Event(s) | • | • | • | • |
| Recognition in Member Newsletter Related to Your Sponsored Event(s) | • | • | • | • |
| Logo Recognition on Our Corporate Membership Webpage | • | • | • | • |
| Museum Admission Guest Passes | 50 | 25 | 15 | 8 |
| Knockturnal Nights Guest Passes | 40 | 20 | 10 | 4 |
| Discount on One Private Use of the Museum | 15% (Value up to \$1,087) | 15% (Value up to \$1,087) | 10% (Value up to \$435) | 10% (Value up to \$435) |
| "Proud Corporate Member of Knock Knock Children's Museum" Icon for Your Use | ٠ | • | ٠ | ٠ |
| Estimated Tax-Deductible Amount (May vary, consult your proposal and tax adviser) | \$43,663 | \$20,913 | \$7,955 | \$3,473 |

Who's There? Fund

Ensure the Future of Teachable Moments Through Play

<u>Gift Range:</u> Any Amount <u>Impact Group:</u> Anyone

Being a non-profit organization means raising funds for operation is integral to our success. In fact, admission and membership fees alone only cover 60% of the museum's overall annual expenses. With play, creativity and innovation at the heart of everything we do, it was important for us to host several events throughout the year to help us achieve our financial goals in a fun way. From racing ducks to pieing brand ambassadors in the face, each of these occasions provided opportunities to spread awareness about Knock Knock Children's Museum and how the community could help further impact its citizens in engaging ways.



"Knock Knock is a place where children can play with a purpose. Meaningful play is vital to children and can have a profound impact on their development. We support the work of Knock Knock because we believe the museum is an asset to the community and a place where in today's busy world families can make time to play together."

- Adrienne and Brandon Hollie Owners, Relief Windows



Teacher Training

Teaching the Teachers of Teachable Moments

Gift Range: Any Amount

Impact Group: Y-O-U, Our Community, Our Visitors, Well, Everyone!

Knock Knock is so excited to offer an engaging day of professional learning at our Making and Tinkering with STEM Workshop. Educators from public and nonpublic schools who work with children in preschool through third grade may sign up to investigate how making tinkering and engineering experiences designed for young children support fundamental STEM thinking and learning.

Your gift, large or small, makes a big impact!

425,878
visitors to date!

volunteer hours

16,500

promotions reached via social media followers

HOW TO CONTRIBUTE

CHECK

Make Check Payable To:

Knock Knock
Children's Museum

Memo:

Program or Sponsorship
Opportunity/Level

Mail To:

1900 Dalrymple Drive Baton Rouge, LA 70808

CREDIT CARD

Process Online:

KnockKnockMuseum.ord

Other Methods of Giving

ONE TIME GIFT

Make an impact in the lives of children in the Capital Area with your easy one-time gift.

MONTHLY GIVING

Many donors find monthly giving an easy and convenient way to make a difference in the lives of area children. This is a hassle-free, tax-deductible, safe and secure way to support Knock Knock. Just set it and forget it!

PLANNED GIVING

Planned giving helps donors find a way to make charitable gifts now and after their lifetime, while potentially providing financial benefits for themselves and loved ones. Unlike cash donations, planned giving donations are typically made from assets in the donor's estate rather than disposable income. Leave a legacy with planned gifts.

GIVE IN TRIBUTE

Make a donation in the honor or memory of a loved one. By supporting Knock Knock, you have the opportunity to honor a special person or pay tribute to someone by making a memorial donation where you can help make a difference in the lives of children.

GIVE STOCK

Contact our team to learn more about how a gift of stock can support Knock Knock.



Knock Knock
Children's Museum
is a community
spark for engaging,
playful learning
experiences that
inspire and support
lifelong learning.

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For latest news & info visit our website at www.KnockKnockMuseum.org

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