Farm Animal
FRIDAYS

2017 SDCDM Farm Animal Fridays

LAST FRIDAY of Every Month
10:30am – 11:30am

- Meet Farm Animals
- Special Storytime
- Participate in a Themed Craft or Activity

FREE with Museum Admission

REACH & STATISTICS

Average Farm Animal Friday Attendance: **200**

2017 Projected Annual Museum Attendance: **150,000**

Current Average Website views: **14,000** visits per month

Current Average Social Media Followers: **8,000**

Media: Opportunities for participation in multiple local media segments throughout the summer.

SAN DIEGO CHILDREN'S DISCOVERY MUSEUM'S

FARM ANIMAL FRIDAYS

San Diego Children's Discovery Museum is excited to announce the launch of Farm Animal Fridays!

Farm Animal Fridays is an educational program that takes place on the last Friday of every month. Each program includes an opportunity to meet farm animals, hear a special storytime, and participate in a themed craft or activity. Each Farm Animal Friday features a different theme and animal.

Farm Animal Fridays is part of the Museum's mission to provide hands-on educational experiences for children to learn about our world. The opportunity to meet farm animals inspires curiosity and learning about animal science, along with a guided educational workshop to add context and new information for discovery.

We hope you will consider supporting our efforts with one of the sponsorship opportunities on the back of this page. With our current annual attendance tracking to be around 150,000, we project over 2,000 kids will participate in Farm Animal Fridays throughout the year. Please contact Danielle Mendoza, Director of Marketing & Events, if you have any questions or to pledge your support. Our staff is here to make sure you get the most of your sponsorship:

Danielle Mendoza, DanielleM@sdcdm.org or (760) 233-7755 x1003.

Thank you for your support!

Javier Guerrero

Executive Director
San Diego Children's Discovery Museum

San Diego Children's Discovery Museum

320 North Broadway • Escondido, CA 92025 • www.sdcdm.org • (760) 233-7755

San Diego Children's Discovery Museum is a 501(c)(3) organization as determined by the Internal Revenue Service (Tax ID #33-0912735)

SPONSOR BENEFITS

	$10,000	$5,000	$2,500	$1,000	$500
Title Sponsor of Farm Animal Fridays Inclusion in event logo	✓				
Recognition in all SDCDM Media Coverage for Farm Animal Fridays	✓				
SDCDM On-Site Branding & Recognition for each Farm Animal Friday	✓	✓			
Presenting Sponsor for Individual Farm Animal Friday- Inclusion in event logo	✓	✓	✓		
Speaking Opportunity at Farm Animal Friday	✓	✓	✓		
Spotlight feature in e-mail for Farm Animal Friday (8,000 database)	✓	✓	✓	✓	
Inclusion in (4) Stand Alone Social Media posts (8,000 followers)	✓	✓	✓	✓	
Vendor Booth	✓	✓	✓	✓	
Recognition in marketing and promotional materials for Farm Animal Fridays	✓	✓	✓	✓	✓
Logo on Event Website	✓	✓	✓	✓	✓
Free Museum Passes ($8 each)	100	25	20	15	5
Free Annual Family Membership to Museum ($95 each)	20	7	5	3	1

If you are interested in sponsoring one or more San Diego Children's Discovery Museum's Farm Animal Fridays, please email your name, phone number, address, and sponsorship level to **Danielle Mendoza**, DanielleM@sdcdm.org or call (760) 233-7755 x1003 and she will contact you to arrange your sponsorship.

All checks can be made out to San Diego Children's Discovery Museum and mailed to:

San Diego Children's Discovery Museum
Attn: Farm Animal Fridays
320 North Broadway
Escondido, CA 92025

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