



## **2023 TARGETED SPONSORSHIP OPPORTUNITIES**

**Mascot Hall of Fame**


**1851 Front Street**

**Whiting, IN 46394**


**219.354.8814**


**[Info@MascotHallofFame.com](mailto:Info@MascotHallofFame.com)**

## 2022 Museum Metrics:

 We had 21,350 guests to the MHOF in 2022 – that’s an average of 102.6 people per day.


- ✓ 7,795 general admission tickets
- ✓ 577 people attended birthday parties
- ✓ 4845 people attended rentals
- ✓ 1810 enjoyed field trips
- ✓ 6,323 attended programs or special events

 People came from 38 states and 505 zip codes


 Top 5 States (from highest to lowest):

- ✓ Indiana
- ✓ Illinois
- ✓ Michigan
- ✓ Ohio
- ✓ Wisconsin

*Giving a special shout out to Texas and Missouri who were tied for 6th*

 Top 5 Zip Codes (from highest to lowest):


- ✓ 46394 – Whiting, IN
- ✓ 46321 – Hammond, IN
- ✓ 46307 – Crown Point, IN
- ✓ 46322 – Hammond, IN
- ✓ 46312 – East Chicago, IN
- ✓ 46324 – Hammond, IN
- ✓ 46327 – Hammond, IN
- ✓ 46311 – Dyer, IN
- ✓ 46323 – Hammond, IN

 60% of our ticket buyers were female


 36% of our ticket buyers were male


 4% are unknown

### Facebook Page Metrics:


 Over 12,500 followers.

 60.5% of our followers are women.

 39.5% of our followers are men.

 Top 5 Cities:

- Chicago, IL
- Hammond, IN
- Whiting, IN
- Crown Point, IN
- Schererville, IN

 Average monthly page reach in 2022: 34,629

## Dr. Frankfurstein's Mascots

\$25,000

In an effort to keep our exhibits fresh and updated, the Museum is currently researching a new type of exhibit area to replace the build a mascot activity in the museum. The space will be repurposed as a maker's area for programs and special craft events.

Repurposing the space into a maker's area will enable the Museum to offer more program types to K-8 students. A sponsor will help rebuild the area and fund materials for classes exploring the arts, science, math, technology, engineering, and critical thinking. Some examples of classes are below:

Mascot Creative Makers: Slime Making

Mascot Creative Makers: Circuits

Family Fun Night: Escape Rooms

Homeschool Hangout: Forensic Science

Mascot Creative Makers: Paper Making





Mascot Creative Makers: Jewelry Making

Homeschool Hangout: Electricity & Magnetism





Homeschool Hangout: 3D Printing

When not in use as a program area, the space will be used as a toddler area for our 3 and under guests.

A sponsor will receive for one year:

-  Renaming of the area to include your brand.
-  Sponsor recognition on all printed handouts for programs and classes that will be held in the exhibit space.
-  Sponsorship recognition in all promotional materials for the exhibit, including social media, website advertising, and all print ads.
-  Opportunity to engage with families and participate in programs.

Sponsor dollars will be used to fund:






-  The cost of the area remodel.
-  Advertising for promotion of the new area.
-  Educational supplies for the new area.
-  Equipment for the new area, including toddler activities.

The Mascot Hall of Fame is a wonderful, interactive children’s museum that teaches children STEAM-based lessons by learning what it takes to be a mascot. But it is also the only international hall of fame for professional and collegiate mascots. People of all ages come to the Museum to learn about the history of mascots, watch videos, view our artifacts – and to meet mascots!




We love to bring mascots to the museum for meet and greets. We are looking for a sponsor to help us bring these masters of mayhem, artists of antics, and creators of laughter and happiness to their fans!

Your sponsorship will enable the MHOF to bring a mascot to the museum monthly for one year.

A sponsor will receive for one year:

-  Sponsor recognition on all printed handouts for the program.
-  Sponsorship recognition in all promotional materials, including social media, website advertising, and all print ads.
-  Sponsor recognition inside the Museum promoting Meet the Mascots.
-  Monthly recognition at each program.
-  Opportunity to engage with families and participate in Meet the Mascots.

Sponsor dollars will be used to fund:

-  Advertising for the program, including print and digital.
-  Travel and accommodations for the Mascot.
-  Costs associated with the mascot appearance.

Museums for All is an access initiative of the Institute of Museum and Library Services (IMLS) that aims to ensure that every family and child has access to a high quality museum experience. Participating museums offer deeply discounted admission to any individual or group of four individuals participating in the Supplemental Nutrition Assistance Program (SNAP) by presenting an Electronic Benefits Transfer (EBT) card. The initiative is currently administered by the Association of Children’s Museums (ACM).

Since the launch of the initiative in 2014/2015, Museums for All has served more than 3.5 million visitors nationwide at more than 800 museums of all varieties, representing all 50 states, the District of Columbia, and the U.S. Virgin Islands. Museums for All is the only nationally coordinated financial accessibility program in the museum field. These numbers reflect the value that participating museums place on access and inclusion, as well as the value that the general public—regardless of current socioeconomic status—places on museum visitation. In many “hub” cities, several museums have come together to become part of this initiative. The charts to the left illustrate the progression of reported visitation and museum participation.

The Mascot Hall of Fame became involved with the initiative to help increase access of the museum to our local communities. The initiative fits with our mission, vision, and inclusion plans. The Mascot Hall of Fame offers \$3.00 admission for up to 4 people with a SNAP or EBT card. This extends to any day that we’re open, including non-ticketed special events and programs.

Finding a sponsor for this program will allow the Mascot Hall of Fame to expand its promotional reach to the people who need to see it the most. Program information will be sent to local schools and nonprofit organizations that aid the community. We will promote the initiative in conjunction with our “MHOF on the Road” program: The Museum hits the road visiting festivals, community events, schools, and more.

A sponsor will receive for one year:

- Sponsorship recognition in all promotion of the Museums for All initiative
  - 📱 Social Media (Twitter, Instagram, Facebook & Tik Toc)
  - 📱 Advertising on the website, averaging 10K pageviews per month
  - 📱 All print advertising
  - 📱 All digital advertising
- Company name placed on our sponsor wall inside of the museum.

Tiny Mascot Story Time is a program that was created for toddlers to preschool aged children. The program starts off with a story, followed by a craft and a snack that match the theme. When the museum shut down during the pandemic, we took Tiny Mascot Story Time virtual. This helped the museum stay relevant while providing an entertaining, educational resource to families at home.

What originally started as a small, in person event grew into a program being recognized nationally by not only preschoolers, but by mascot and sports fans too! Guest readers began with local volunteers and grew into celebrity guests like Tommy Hawk and Jamal Meyers from the Chicago Blackhawks, Jason Cabinda from the Detroit Lions, and Sarah Spain, the Co-Owner of the Chicago Red Stars and ESPN personality. We have used Tiny Mascot Story Time to share messages of inclusion by inviting guests Like Jacob Kiefor, owner of This is Jacob and Down Syndrome advocate to read his favorite book, “You are Enough”. Tiny Mascot Story Time was listed as a remote learning resource for the Indiana Department of Education.




59 episodes posted on Facebook.

79,572 total page reach on Facebook



We suspended the program in August of 2021 to focus on in-person programs.

We are looking for a sponsor to revive the virtual program. Having a sponsor for Tiny Mascot Story Time will enable the MHOF to take steps to increase program recognition. Tiny Mascot Story Time will be posted monthly on the Mascot Hall of Fame’s Facebook page.

A sponsor will receive for one year:

-  Renaming of the program to include your brand.
-  Recognition on all advertising materials for the Tiny Mascot Story Time program, both printed and digital.
-  Each episode of Tiny Mascot Story time will have sponsor recognition as well as a thank you.

Sponsor dollars will be used to fund:

-  Advertising for the program, including print and digital.
-  Cost of video production.





## Children's Entertainment Sponsor

\$6000.00



In addition to mascot appearances, the Mascot Hall of Fame likes to add some good, old fashioned FUN to the calendar for visitors. We have occasionally been able to bring quality family entertainment free with paid general admission to the Museum with great response. We would like to begin offering this to our guests on a monthly basis and need a sponsor to help us achieve this.

Some of our past entertainers have been holiday musicals like the Witches' Brew Ha Ha, quirky shows like Those Funny Little People, magicians, bubble shows, and princess sing-alongs.

A sponsor will receive for one year:

-  Sponsor recognition on all printed handouts for the scheduled entertainment: on site and with our MHOF on the Road Program
-  Sponsorship recognition in all promotional materials for the scheduled entertainment, including social media, website advertising, and all print ads.
-  Monthly recognition at each program.
-  Opportunity to engage with families and participate inside the museum on the day of the entertainment.

Sponsor dollars will be used to fund:

-  Advertising for the program.
-  The cost of the entertainment.

## Monthly Programs Available for Sponsorship

### Family Fun Night

\$2000.00

Family fun night encourages families to put down devices, walk away from the television, and spend real, quality time with each other. The Mascot Hall of Fame stays open late for this program the last Friday of the month to help accommodate parents that have to work. Additionally, to help all families participate, we offer half priced admission for the program, which includes full access to all of the museum exhibits.

A sponsor will receive for one year:

- 🏠 Sponsor recognition on all printed handouts for the program.
- 🏠 Sponsorship recognition in all promotional materials, including social media, website advertising, and all print ads.
- 🏠 Monthly recognition at each program.
- 🏠 Opportunity to engage with families and participate in the program.

Sponsor dollars will be used to fund:

- 🏠 Advertising for the program.
- 🏠 Supplies for the program.
- 🏠 The cost of the discounted admission ticket.

### Homeschool Hangout

\$2500.00

Homeschool Hangout is a program designed for homeschool families. We encourage families to visit the Mascot Hall of Fame for some "out of the box" S.T.E.A.M. educational activities as well socializing and creating friendships with other homeschool families. Homeschool Hangout occurs the 2<sup>nd</sup> Friday of every month. The Mascot Hall of Fame offers 1/2 priced admission to attendees which includes use of the exhibits. The program is designed for elementary to middle school age children and their families.




A past example of Homeschool Hangout was an Olympics theme. The program included a science experiment to learn about static electricity, craft to make a ski lift, a chemistry experiment involving oil and water, and a fun show to learn about gravity and math. Our team shared facts about the Olympics and provided resources to parents to continue learning at home.

A sponsor will receive for one year:

- 🏠 Sponsor recognition on all printed handouts for the program.
- 🏠 Sponsorship recognition in all promotional materials, including social media, website advertising, and all print ads.
- 🏠 Sponsor recognition inside the Museum promoting the event.
- 🏠 Monthly recognition at each program.
- 🏠 Opportunity to engage with families and participate in the program.



Sponsor dollars will be used to fund:

-  Advertising for the program.
-  Supplies for the program.
-  The cost of the discounted admission ticket.

## ***Mascot Creative Makers***





***\$3500.00***

Mascot Creative Makers helps children become confident and creative young makers.



During Creative Makers children can engage in making, through which they cultivate their creativity. Learning to think critically and creatively to solve open-ended problems is essential to success and will allow today's children to shape tomorrow's world. Mascot Creative Makers occurs the 4th Wednesday of every month.

At Creative Makers, children discover that they can make anything and solve any problem once they put their minds to it. Join us for small, 1 hour fun and educational project for children ages 6-12.

A sponsor will receive for one year:

-  Sponsor recognition on all printed handouts for the program.
-  Sponsorship recognition in all promotional materials, including social media, website advertising, and all print ads.
-  Monthly recognition at each program.
-  Opportunity to engage with families and participate in the program.

Sponsor dollars will be used to fund:

-  Advertising for the program.
-  Supplies for the program.

## ***Mascot Top Chef***





***\$5000.00***

Mascot Top Chef is a fun, educational program that teaches children basic cooking skills and kitchen safety. This was a past program and was the most popular of all of our programs!



Cooking with your kids offers a wide variety of opportunities to learn and grow! Mascot Top Chef can be a fun way to teach your child valuable skills, promote good nutrition, and make long lasting memories in the process. This program is open to children ages 7+.

Note: Children will not have access to hot stoves or cooking appliances, team members do the actual cooking. Children will gather ingredients, mix, measure, and do everything up to the actual cooking or baking.

A sponsor will receive for one year:

-  Sponsor recognition on all printed handouts for the program.
-  Sponsorship recognition in all promotional materials, including social media, website advertising, and all print ads.
-  Monthly recognition at each program.
-  Opportunity to engage with families and participate in the program.

Sponsor dollars will be used to fund:

-  Advertising for the program.
-  Supplies for the program.