

PLEASE TOUCH MUSEUM®'S
14TH ANNUAL

**GREAT
FRIEND
TO KIDS**
Awards



SPONSORSHIP OPPORTUNITIES

THE WINNERS

of the 14th Annual Great Friend to Kids Awards

Lifetime Achievement Award:

Anne Hamilton

Other Awards:

Cordella Hauser

Phillie Phanatic

Shire Pharmaceuticals

Tom Toscani



**Please
Touch
Museum®**

MEMORIAL HALL,
FAIRMOUNT PARK



Thursday, November 19

6:30 p.m. – 10:00 p.m.

Please Touch Museum

at Memorial Hall, Fairmount Park

4231 Avenue of the Republic

Philadelphia, PA 19131

Awards Presentation

Cocktails & Heavy Hors d'oeuvres

Media Sponsors:

WPVI-TV/6abc

The Philadelphia Inquirer, Daily News

and philly.com

*Attire: Business/Cocktail

THE HISTORY

of the Great Friend to Kids Awards



2007 Great Friend to Kids Award Winners (Pictured from left to right): Jane Golden, Carter & Pat Merbreier (Captain & Mrs. Noah), Germaine Ingram Esq., Elliot Shelkrot, (front): Susan Shea, Rocco Fiorentino



2008 Great Friend to Kids Lifetime Achievement Award Winner Nancy D. Kolb

Since 1996, Please Touch Museum's Great Friend to Kids Awards have honored individuals and organizations that have made outstanding contributions to enriching the lives of children. By recognizing those who are dedicated to helping children, we hope to inspire others to do the same! All proceeds from the event support Please Touch Museum's exhibits and programs.

Past winners include Stan and Jan Berenstain, co-authors of the immensely popular *Berenstain Bears* series of children's books; the Philadelphia Eagles; Sheryl S. Leach, the founder and creator of the popular children's television show, *Barney*; Kathy O'Connell, host of WXPB-FM's "Kids Corner"; NBA All-Star Dikembe Mutombo, Founder of the Dikembe Mutombo Foundation; Alex Scott, Founder of Alex's Lemonade Stand; the Philadelphia Mural Arts Program; and Carter and Pat Merbreier of *Captain Noah and His Magical Ark*.

THE STORY

of Please Touch Museum®

Please Touch Museum has been enriching the lives of children by creating learning opportunities through play for over 32 years. We believe young children learn best when they are engaged in playful, hands-on experiences in a social environment that encourages interaction with others. We dedicate ourselves to ensuring that children, regardless of economic background, have equal access to these experiences.

On October 18, 2008, we opened the doors to our new home at Memorial Hall in Fairmount Park! Memorial Hall was constructed to be the Art Gallery of the 1876 Centennial Exhibition and first home to the renowned Philadelphia Museum of Art. Please Touch is a hands-on "first museum experience" for kids, with child-friendly exhibits that are both educational and fun. The museum has embraced the challenge of creating a contemporary children's museum in a building that embodies the spirit of the Victorian age. The new museum offers 38,000 square feet of brand-new exhibits, the restored century-old Woodside Park Dentzel Carousel, on-site parking and a family-friendly restaurant. The overall experience goal for Please Touch Museum at Memorial Hall is to create opportunities for visitors to experience and understand the world in new ways.



MEMORIAL HALL,
FAIRMOUNT PARK



4231 Avenue of the Republic, Philadelphia, PA 19131
215-581-3181 • www.pleasetouchmuseum.org

Please Touch Museum® is a non-profit organization and is accredited by the American Association of Museums. A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1.800.732.0999. Registration does not imply endorsement.

PLATINUM

SPONSORSHIP

GREAT
FRIEND
TO KIDS
Awards

For \$12,500, you will receive the following benefits:

10 Special Friend Tickets with valet parking
(\$2,000 value)

Full-page ad (5 ½" W x 8 ½" H) in the
Great Friend to Kids program book
(1,000 impressions, \$1,000 value)

75 general admission passes to Please Touch
Museum (\$1,125 value, valid for one year
from issue date)

75 general admission passes donated to
Please Touch Museum's Children's Fund*

Exclusive behind-the-scenes guided tour with
our Museum Curator for up to 15 visitors

10% discount on a Please Touch Museum rental
(rental fee only, does not include discounts on
food, beverage, rental equipment, etc.)

\$8,375 is tax deductible

Your company name or logo will appear in all promotional materials pertaining to the Great Friend to Kids Awards, including the following (date sensitive):

- Great Friend to Kids invitations
(5,000 impressions)
- Great Friend to Kids program book
(1,000 impressions)
- Great Friend to Kids tickets
(1,000 impressions)
- Full-page ads about the Great Friend to Kids Awards, appearing in the November 19, 2009 editions of *The Philadelphia Inquirer* and *Daily News* (500,000 impressions)
- Press releases sent to more than 200 local and national media outlets
- *In Touch*, Please Touch Museum's quarterly newsletter (15,000 impressions)
- Please Touch Museum's development newsletter
(6,000 impressions)
- Please Touch Museum 2009 Annual Report
(5,000 impressions)
- TargetX email distribution list
(10,000 addresses)
- A link to your company's homepage will be featured on the Great Friend to Kids page of Please Touch Museum's website
(250,000 hits)

*The Children's Fund provides free museum visits to economically disadvantaged families.

GOLD SPONSORSHIP

GREAT
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For \$7,500, you will receive the following benefits:

10 Tickets with valet parking
(\$1,500 value)

Full-page ad (5 ½" W x 8 ½" H) in the
Great Friend to Kids program book
(1,000 impressions, \$1,000 value)

50 general admission passes to Please Touch
Museum (\$750 value, valid for one year from
issue date)

50 general admission passes donated to Please
Touch Museum's Children's Fund*

10% discount on a Please Touch Museum rental
(rental fee only, does not include discounts on
food, beverage, rental equipment, etc.)

\$4,250 is tax deductible

Your company name or logo will appear in all promotional materials pertaining to the Great Friend to Kids Awards, including the following (date sensitive):

- Great Friend to Kids invitations (5,000 impressions)
- Great Friend to Kids program book (1,000 impressions)
- Full-page ads about the Great Friend to Kids Awards, appearing in the November 19, 2009 editions of *The Philadelphia Inquirer* and *Daily News* (500,000 impressions)
- Press releases sent to more than 200 local and national media outlets
- *In Touch*, Please Touch Museum's quarterly newsletter (9,000 impressions)
- Please Touch Museum's development newsletter (6,000 impressions)
- Please Touch Museum 2009 Annual Report (5,000 impressions)
- TargetX email distribution list (10,000 addresses)
- A link to your company's homepage will be featured on the Great Friend to Kids page of Please Touch Museum's website (250,000 hits)

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SILVER SPONSORSHIP

GREAT
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For \$5,000, you will receive the following benefits:

6 Tickets with parking
(\$900 value)

Half-page ad (5 ½" W x 4" H) in the
Great Friend to Kids program book
(1,000 impressions, \$500 value)

25 general admission passes to Please Touch
Museum (\$375 value, valid for one year
from issue date)

25 general admission passes donated to
Please Touch Museum's Children's Fund*

\$3,225 is tax deductible

Your company name or logo will appear in all promotional materials pertaining to the Great Friend to Kids Awards, including the following (date sensitive):

- Great Friend to Kids invitations (5,000 impressions)
- Great Friend to Kids program book (1,000 impressions)
- Full-page ads about the Great Friend to Kids Awards, appearing in the November 19, 2009 editions of *The Philadelphia Inquirer* and *Daily News* (500,000 impressions)
- Please Touch Museum 2009 Annual Report (5,000 impressions)
- Great Friend to Kids page of Please Touch Museum's website (250,000 hits)

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BRONZE SPONSORSHIP

GREAT
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For \$2,500, you will receive the following benefits:

4 Tickets with parking
(\$600 value)

Half-page ad (5 1/2" W x 4" H) in the
Great Friend to Kids program book
(1,000 impressions, \$500 value)

10 general admission passes to Please Touch
Museum (\$150 value, valid for one year
from issue date)

10 general admission passes donated to
Please Touch Museum's Children's Fund*

\$1,250 is tax deductible

ABOUT THE AD

All ads in the Great Friend to Kids program book will be printed in black and white. Please provide your ad in a digital format by Wednesday, October 21, 2009. The preferred file format is a high-resolution PDF file with all images and fonts embedded into it. You may also send an EPS or high-resolution (300 dpi @ 100%) JPEG or TIFF file. Please be sure to include all fonts and logos as well as a hard copy of the ad. If you have questions about the file format, please call Joe Brevoort at Red Attic Design Studios, 610-521-0409 or e-mail joebrevoort@gmail.com.

Your company name or logo will appear in all promotional materials pertaining to the Great Friend to Kids Awards, including the following (date sensitive):

- Great Friend to Kids program book (1,000 impressions)
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- Please Touch Museum 2009 Annual Report (5,000 impressions)
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