



2026 SPONSOR OPPORTUNITIES

Where Learning and Fun Collide



Powered by Community, Fueled by Curiosity

Every flicker of curiosity has the power to set something extraordinary in motion for a child, a family, and an entire community. At Kaleideum, that momentum accelerates because of the people and partners who believe in what's possible when learning and fun collide.

In 2025, more than 215,000 visitors explored Kaleideum — families, educators, and lifelong learners from across the country and around the world. Each visit represented a moment of wonder, a burst of creativity, and a connection that reminds us why community matters.

That energy is propelling us into an even more exciting 2026. We're expanding partnerships, deepening access for Title I schools and underserved families, and introducing bold new exhibits and events that reflect the full potential of our diverse community. Every program, festival, and learning experience is designed to ignite curiosity and build connection — both inside and beyond the museum walls.

When you sponsor Kaleideum, you're helping turn those moments of discovery into something lasting. Your partnership fuels creativity, strengthens community, and ensures that every family — regardless of background — can experience the joy of discovery and see a future filled with possibility.

Together, we're not just inspiring curiosity. We're shaping what's next.

With appreciation,



Elizabeth Dampier
Chief Executive Officer
Kaleideum



120 W. Third Street
Winston-Salem, NC 27101
kaleideum.org

Fiscal Year 2025 Impact

Every number tells a story — of a child inspired, a classroom engaged, a family connected, a future imagined.



215,000 visitors

welcomed through our doors in 2025



21,316 students

participated in on-site field trips that brought classroom learning to life



3,038 teachers

received free admission to support curriculum-connected exploration



25,889 guests

accessed the museum through Museums for All



457

volunteers

generously gave their time to support exhibits, events, and programs



2,569 military family members

engaged through our Blue Star Museums program

3,385 individuals

visited using Community Access Passes provided through libraries and nonprofit partners

Your Sponsorship fuels more moments of discovery, more access, and opportunity for all.

- **Free field trips** for every student in Winston-Salem/Forsyth County Schools
- **Discounted admission** for families with EBT, WIC or Second Harvest Food Bank Link2Feed cards through Museums for All
- **Free educational programs** for students from Title I schools
- **Discounted family events and \$5 Friday Nights** that bring learning to life
- **Exhibits and experiences** that reflect the richness of our whole community
- **Community access passes** shared through libraries and nonprofit partners

When you sponsor Kaleideum, you're not just supporting a museum. You're investing in curiosity, community, and a future filled with possibility.



Why Sponsor Kaleideum?

*It's more than a logo on a banner.
It's a legacy of learning.*

When you sponsor Kaleideum, you join a vibrant community of partners who believe in the power of play, creativity, and experiential learning — for everyone. You help create a space where curiosity thrives, ideas collide, and people of all ages feel inspired to explore.

In 2025, we welcomed **215,000 visitors**, and in 2026, we anticipate even more: an estimated **250,000 guests** connecting through hands-on exhibits, STEAM programs, cultural events, and joyful discovery.

Your sponsorship brings that experience to life — and connects your brand with an audience that values learning, innovation, and community.

As a sponsor, you'll receive:

- Recognition across **digital signage** throughout the museum
- Logo placement in **event signage, print materials, and programs**
- Features in **email newsletters** sent to 29,000+ subscribers
- Mentions across **Facebook and Instagram** (25,000+ followers combined)
- **VIP invitations and tickets** to Kaleideum's most dynamic events
- Customized activations that align your brand with mission-driven impact

At Kaleideum, we're building a place where curiosity leads, creativity connects, and everyone belongs.

Let's make that possible — together.

To become a sponsor, contact:

Erin Craver

Vice President of Philanthropy

ecraver@kaleideum.org

(336) 714-7125

KALEIDOSCOPE Ball 2026

Saturday, September 26, 2026

The **Kaleidoscope Ball** is the centerpiece of Kaleideum’s annual fundraising calendar and a celebration of everything the museum represents: creativity, connection, and curiosity in motion. By sponsoring the Ball, you’re not just investing in one extraordinary evening — you’re helping open doors of opportunity for thousands of children and families across our community.

Proceeds from the Kaleidoscope Ball directly support Kaleideum’s **Access and Opportunity Initiative**, which removes barriers to learning and ensures that all children can experience the joy of discovery. Your sponsorship helps provide **free field trips for Winston-Salem/Forsyth County Schools**, **educational programs for Title I students**, and **discounted admission through Museums for All**. Together, these initiatives reach more than **25,000 visitors each year**, creating equitable opportunities for hands-on exploration and lifelong learning.

The evening unfolds in two parts: an elegant **VIP Dinner** featuring an inspiring program, live auction, and paddle raise — followed by a high-energy **After Party** that transforms the museum into a vibrant celebration filled with music, immersive experiences, and late-night fun.

“As a first-time sponsor and co-chair of the Kaleidoscope Ball, I’ve seen just how much Kaleideum means to this community. Supporting this event wasn’t just about planning a magical evening — it was about investing in something bigger: the power of play, the joy of discovery, and the chance for every child to learn beyond the classroom. It’s an honor to be part of that mission.”

*— Taylor Williams,
2025 Inventor Sponsor
& Kaleidoscope Ball
Chair*



Evening Schedule

6-8:30 pm | VIP Dinner & Program

The Kaleidoscope Ball begins with an exclusive seated dinner for Kaleideum's closest supporters — our cash sponsors, Patron ticket holders, and honored guests. This elegant experience includes a curated meal, powerful mission storytelling, live auction excitement, and the chance to directly support Kaleideum's impact in the community. All VIP Dinner guests are invited to continue the celebration at the After Party.

8:30-11:30 pm | After Party

Guests with After Party tickets join the festivities beginning at 8:30 pm, when the museum opens for a dynamic evening of celebration and connection. The After Party features live music and dancing, a silent auction, games of chance, signature cocktails, and hands-on experiences throughout the museum — a night that perfectly reflects the playful, creative spirit of Kaleideum.

Why Your Sponsorship Matters

When you sponsor the Kaleidoscope Ball, you're not just supporting a night of celebration — you're investing in **access, equity, and opportunity**.

Your support helps more than **25,000 children each year** experience Kaleideum through free and reduced-cost visits, field trips, and community partnerships. Together, we're inspiring the next generation of innovators, creators, and critical thinkers.



To become a sponsor, contact:
Erin Craver
Vice President of Philanthropy
ecraver@kaleideum.org
(336) 714-7125



Kaleidoscope Ball Sponsor Benefits

Deadline for sponsorship: July 3, 2026

	Sponsor Levels				
	Presenting Sponsor \$30,000	Innovator Sponsor \$15,000	Inventor Sponsor \$10,000	Designer Sponsor \$5,000	Patron Sponsor \$2,500
VIP Dinner Tickets	10	10	10	4	2
After-Party Tickets	14	8	6	4	2
Logo/Name:	RESERVED				
Save-the-Date					
Invitation		✓	✓	✓	✓
Printed event program - logo placement		✓	✓	✓	✓
Kaleideum website and event website		✓	✓	✓	✓
Digital Signage at event		✓	✓	✓	
Recognition on social media (25,000+ followers)		✓	✓	✓	
Signage at entrance		✓	✓		
Branded e-blast (29,000+ subscribers)		✓	✓		
Verbal recognition at event					
Inclusion/quote in press release					
Media mentions	✓				
Recognition on video board near stage	✓	✓	✓		

Sponsor Recognition Details

Every sponsorship opens doors of discovery for children and families across our community. Your partnership helps ensure that all children can access Kaleideum’s hands-on experiences and educational programs.

All **cash sponsors** and **Patron ticket holders** include VIP Dinner access as outlined above.

In-kind sponsors at the \$10,000 level receive **two VIP Dinner tickets**. **In-kind sponsors** at the \$5,000 and \$2,500 levels receive **After-Party tickets** in recognition of their generous support.



Sponsor Kaleideum's Signature Family Events

*Celebrate Curiosity.
Champion Community.*

At Kaleideum, we believe something magical happens when families come together to **play, learn, and explore — side by side**. Throughout the year, our six **signature events** create joyful moments that spark curiosity, strengthen connection, and turn everyday visits into lifelong memories.

In 2025, more than **7,600 guests** joined us for:

- Family Valentine's Dance
- Bright Futures Festival
- MESStival
- Ghoul Times
- Festive Family Friday
- Noon Year's Eve

These events aren't just fun — they're part of something bigger. **Sponsorship dollars help us open the doors wider**, ensuring that families from all backgrounds can experience the joy of learning through play.

When you sponsor a Kaleideum family event, you're not just putting your name on a banner.

You're showing up for your neighbors. You're investing in joyful learning. You're helping every child—and every grown-up who loves them—thrive.

We'd love for you to be part of what's next.

To become a sponsor, contact:

Erin Craver

Vice President of Philanthropy

ecraver@kaleideum.org

(336) 714-7125

Family Events Sponsor Benefits

	Sponsor Levels					
	Presenting Sponsor \$20,000	Innovator Sponsor \$10,000	Creator Sponsor \$7,500	Builder Sponsor \$5,000	Explorer Sponsor \$2,500	Community Partner \$1,000
Tickets per Event	10	6	4	2		
Table Presence (number of events with table display)	6 Events	4 Events	3 Events	2 Events	1 Event	1 Event
“Presented by...” branding	✓					
Logo/Name:						
Welcome Desk entrance screen	✓	✓	✓			
Digital signage in the museum	✓	✓	✓	✓		
Promotional materials	Logo	Logo	Logo	Logo	Logo	Name
Printed event signage	✓	✓	✓	✓		
Website carousel	✓	✓				
Event page on website	Logo	Logo	Logo	Logo	Logo	Name
Branded e-blast (29,000+ subscribers)	Featured	Mention	Mention	Grouped	Grouped	Name
Recognition on social media (Facebook 13,000+; Instagram 12,000+)	Dedicated	Dedicated	Shared	Shared	Grouped	Name
Post-event sponsor report	✓	✓				

Event	2026 Date	2025 Attendance
Family Valentine’s Dance	Friday, February 13	237
Bright Futures Festival	Saturday, February 28	1,559
MESStival	Saturday, May 9	1,878
Ghoul Times	Sunday, October 25	1,555
Festive Family Friday	Friday, December 5	471
Noon Year’s Eve	Wednesday, December 31	1,406
		7,627



\$6,500:
Make an
impact all
month long

An average of 18,000 guests visit Kaleideum each month. We can help you find the perfect month to shine!

Be a Monthly Museum Sponsor

Each month, Kaleideum welcomes more than **18,000 guests** — families, educators, travelers, and curious minds of all ages. As a **Monthly Museum Sponsor**, your organization will be woven into every visit, every moment of discovery, and every joyful connection that happens here.

Whether you're passionate about **Heart Health Month, Hispanic Heritage Month, Children's Dental Health Month**, or simply want to celebrate your commitment to community, we'll help you find the perfect month to shine.

Sponsorship Includes:

- Logo placement on **digital signage in the museum** for the entire month
- Feature on the **kaleideum.org homepage carousel** with a direct link to your website
- Your logo on the **monthly printed calendar** (also featured digitally on the homepage)
- **Social media spotlight**, thanking and recognizing your organization

Want to go further?

You'll also have the opportunity to:

- **Host an engagement table** in the museum **twice** during your month or participate in one of our signature events: **Family Valentine's Dance, Bright Futures Festival, MESStival, Ghou! Times, Festive Family Friday, or Noon Year's Eve.**
- Use your presence to connect with guests through activities, giveaways, or educational engagement.

And to help you share the magic of Kaleideum, you'll receive **15 Kaleideum Family Passes** to distribute to clients, employees, or anyone who could use a little more wonder in their world.

One month. Thousands of moments. An impact that lasts.

To become a sponsor, contact:

Erin Craver, Vice President of Philanthropy
ecraver@kaleideum.org • (336) 714-7125

Exceptional Night at the Museum

Where every child can shine.

Exceptional Night at the Museum is a sensory-friendly evening designed for children and adults with intellectual, developmental, and physical disabilities — along with their families and caregivers. These events occur six times a year and offer a welcoming space where needs are understood, programming is inclusive, and every visitor is celebrated.

Each evening brings together an average of **200 guests** for a calmer, more flexible museum experience, with adaptive activities across the museum.

Presenting Sponsorship Includes:

- **Event Co-Branding:** “Presented by [Sponsor]” logo on all promotional materials
- **Tickets:** Four complimentary admissions to each Exceptional Night
- **On-Site Activation:** Sponsor table at every event for giveaways, activities, or guest engagement
- **Digital Signage:** Logo displayed on digital signage in the museum to promote the events
- **Website Visibility:** Logo featured in the homepage carousel
- **E-Newsletter Recognition:** Logo included in Kaleideum’s weekly e-blast (29,000+ subscribers) while promoting the events
- **Social Media Visibility:** Recognition on Facebook and Instagram event promotions (13,000+ Facebook, 12,000+ Instagram followers)

By sponsoring Exceptional Night at the Museum, you help ensure that every child — **regardless of ability** — has the opportunity to experience hands-on learning in a place that welcomes them just as they are.

We’d be honored to have you join us in making these nights possible.



**Presenting Sponsorship:
\$6,500
(Full Year)**

In 2026, Exceptional Night at the Museum will be held on:

Thursday, February 12

Thursday, April 16

Thursday, June 18

Thursday, August 20

Thursday, October 22

Thursday, December 17



\$6,500
(Full Year
Sponsorship)

Each \$5 Friday welcomes an average of 200 guests. Your sponsorship helps keep Kaleideum accessible for more families, more often.

\$5 Friday Nights at Kaleideum

Opening Doors. One Friday at a time.

First Friday of the month

On the **first Friday of every month**, Kaleideum stays open late — and lowers the cost of admission. **For just \$5 per person after 5 pm**, families can explore every floor of the museum, enjoy hands-on activities, and spend meaningful time together in a space designed for discovery.

Each \$5 Friday Night welcomes an average of **200 guests**, many of whom may not otherwise have the opportunity to experience Kaleideum. For some, it's their very first visit. For others, it's a chance to return again and again — building confidence, connection, and community.

\$5 Friday Night Sponsorship Includes:

- **Event Co-Branding:** “Presented by [Sponsor]” logo on all promotional materials
- **On-Site Activation:** Sponsor table at every event for giveaways, activities, or guest engagement
- **Digital Signage:** Logo displayed on digital signage in the museum
- **Website Visibility:** Logo featured in the homepage carousel
- **E-Newsletter Recognition:** Logo included in Kaleideum’s weekly e-blast (29,000+ subscribers) when promoting \$5 Friday Night
- **Social Media Visibility:** Recognition on Facebook and Instagram event promotions (13,000+ Facebook, 12,000+ Instagram followers)
- **15 Kaleideum Family Passes** to share with your employees, clients, or community partners

Your sponsorship helps us keep Kaleideum accessible for more families, more often. Together, we can make learning feel welcoming, affordable, and full of wonder — every month.

To become a sponsor, contact:

Erin Craver, Vice President of Philanthropy
ecraver@kaleideum.org • (336) 714-7125

Kaleideum After Dark

Kids can't have ALL the fun!

Second Saturdays

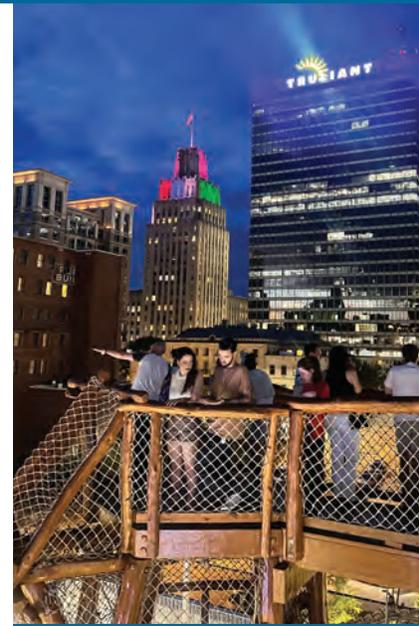
Experience Kaleideum like you've never seen it before — **no kids allowed**. **Kaleideum After Dark** is our monthly **21+ series** where grownups can sip cocktails, enjoy live music, and rediscover the joy of play. From rooftop laser tag and trivia nights to karaoke in the Digital Dome, every event invites hundreds of “big kids” to laugh, explore, and connect in totally unexpected ways.

With attendance averaging **500-600 guests per event**, Kaleideum After Dark offers powerful visibility and year-round engagement with a vibrant, community-minded audience.

Presenting Sponsor Benefits:

- **Event Co-Branding:** “Presented by [Sponsor]” logo on all promotional materials
- **Tickets:** Four complimentary admissions to each Kaleideum After Dark event
- **On-Site Activation:** Sponsor table at every event for giveaways, activities, or guest engagement
- **Digital Signage:** Logo displayed on digital signage in the museum
- **Website Visibility:** Logo featured in the homepage carousel and all After Dark event listings
- **E-Newsletter Recognition:** Logo included in Kaleideum’s weekly e-blast (29,000+ subscribers)
- **Social Media Visibility:** Recognition on Facebook and Instagram event promotions (13,000+ Facebook, 12,000+ Instagram followers)

This is more than a sponsorship. It’s a full-year partnership with one of Winston-Salem’s most beloved cultural spaces — reaching curious, connected, and community-minded adults all year long.



Yearlong
Presenting
Sponsorship:
\$20,000
(12 events)

Individual
Event
Sponsorship:
\$2,000

RESERVED

Business Memberships

Inspire your team. Invest in your community.

Looking for a meaningful way to give back *and* give something special to your employees? A Business Membership with Kaleideum is more than just a perk — it's a partnership that supports creativity, curiosity, and connection for thousands of families across our region.

When your business joins as a member, you help sustain a vibrant, welcoming museum where learning comes to life through play. And in return, your employees enjoy exclusive benefits that make them feel like part of the Kaleideum family.

Business Memberships include:

- **Admission to Kaleideum** for your employees through shared membership cards
- **Individual guest passes** to use for clients, customers, or team appreciation
- **10% discount** in the Fractals Gift Shop
- **Your company logo** featured on the Kaleideum website
- **Regular updates and e-newsletters** to keep you connected to the impact you're making

Whether you're celebrating your team or strengthening your connection to the community, a Business Membership is a simple, joyful way to do both.

If you have questions or would like to explore the right fit for your company, contact **Leigh Ann McDonald Woodruff** at (336) 767-6730 or lwoodruff@kaleideum.org.





Star: \$10,000

- 16 membership* cards in the business name for company employees to use
- 75 individual guest passes
- 10% off in the gift shop upon presentation of membership card
- Company logo recognition on the membership page of the website



Diamond: \$5,000

- 8 membership* cards in the business name for company employees to use
- 50 individual guest passes
- 10% off in the gift shop upon presentation of membership card
- Company logo recognition on the membership page of the website



Rhombus: \$2,500

- 5 membership* cards in the business name for company employees to use
- 35 individual guest passes
- 10% off in the gift shop upon presentation of membership card
- Company logo recognition on the membership page of the website



Square: \$1,500

- 3 membership* cards in the business name for company employees to use
- 20 individual guest passes
- 10% off in the gift shop upon presentation of membership card
- Company logo recognition on the membership page of the website



Triangle: \$500

(For businesses with 25 or fewer employees)

- 1 membership* card in the business name for company employees to use.
- 8 individual guest passes
- 10% off in the gift shop upon presentation of membership card
- Company logo recognition on the membership page of the website

**Business membership cards may be used to bring up to 10 individuals to the museum per visit.*

Thank you for believing in Kaleideum!

Your support helps us create a place where curiosity is sparked, creativity is celebrated, and every child feels like they belong.

Because of you, Kaleideum is more than a museum — it's a community resource, a classroom without walls, and a launchpad for lifelong learning.

Thank you for standing with us.
Thank you for investing in wonder.
We are truly grateful.

