AKRON CHILDREN'S MUSEUM'S GROWN-UP PLAY DATE FUNDRAISER

OMA Webinar: Fundraising, February 2021
Presented by: Traci Buckner, Exec. Director,
Email: traci@akronkids.org
What is a Grown-Up Play Date?

Programs Used

Event Photos

Is all of that work worth It?

Successes & Lessons Learned
it was this!

WE TURNED THE MUSEUM INTO AN ADULT PLAYGROUND WITH A BAR IN THE BARN, LIVE & SILENT AUCTION, A DJ, SILENT DISCO, GLAMOROUS OUTFITS, A GLAM STATION, CHAIR MASSAGE ROOM, POKER TABLES + MORE!
now it's
a party
in a bag

MOVED IT TO A VIRTUAL PARTY
BECAUSE THE PANDEMIC (COVID-19)
RAINED ON OUR PARADE!

Save the Date
Grown-Up Play Date
October 17, 2020
This year ACM along with our friends will be hosting small family parties in support of the
**Sponsorship Levels (in-person party)**

**Grown-Up Play Date**

*A fundraiser benefitting the Akron Children’s Museum*

**Sponsorship Opportunities**

**When:** Saturday, October 17, 2020  
**Where:** Virtual event with small family parties at home

**Projected Reach:** Tens of thousands will be reached in Northeast Ohio, primarily via social media, advertisements, press releases, email, and word-of-mouth. Event will also be promoted by a Presenter Committee of local influencers.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>$10,000</th>
<th>$7,500</th>
<th>$3,000</th>
<th>$2,000</th>
<th>$1,000</th>
<th>$500</th>
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<tbody>
<tr>
<td>Presenting Event Sponsor</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Business Sponsorship of ACM Exhibit for one year</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Major Advertisement during Event</td>
<td>✔️</td>
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<tr>
<td>Company Logo on Event Flyers &amp; Ads</td>
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<td>✔️</td>
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<tr>
<td>Company Logo on Event Website, and in Virtual Program</td>
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<tr>
<td>Full Page Ad in Virtual Program</td>
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</table>

**Tickets for Event**

<table>
<thead>
<tr>
<th>Level</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>10</td>
<td>8</td>
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<tr>
<td>6</td>
<td>4</td>
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<td>4</td>
<td>2</td>
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</table>
### Sponsorship Levels (Virtual Party)

<table>
<thead>
<tr>
<th>Benefits</th>
<th>$10,000 Lead Performance</th>
<th>$7,500 Opening Act</th>
<th>$3,000 Honor for Hollywood</th>
<th>$2,000 Sunset Boulevard</th>
<th>$1,000 Lights! Camera! Action!</th>
<th>$500 Walk of Fame</th>
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<tbody>
<tr>
<td>Presenting Event Sponsor</td>
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<td>Business Sponsorship of ACM Exhibit for one year</td>
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<tr>
<td>Major Advertisement at Event</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Company Logo on Event Films &amp; Ads</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Logo on Event Signage, Website, and in Program</td>
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<tr>
<td>Full Page Ad in Program</td>
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<td>Half Page Ad in Program</td>
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<tr>
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<td>Sponsorship of one Event Station*</td>
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<tr>
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<td>✓</td>
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<td></td>
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<tr>
<td>Tickets to Event</td>
<td><strong>10</strong></td>
<td><strong>8</strong></td>
<td><strong>6</strong></td>
<td><strong>4</strong></td>
<td><strong>2</strong></td>
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short video promos

THIS IS A GOOD WAY TO PROMOTE THE EVENT AND BUILD UP HYPE, WHETHER IT’S VIRTUAL OR IN PERSON.

Watch and share so your friends can have as much fun as you at their own Grown Up Play Date! It’s a party delivered to your doorstep with dinner and games to delight! Tickets on sale now:
http://grownupplaydateakron.com #itsaparty #atyourhouse #justforyou + #yourcrew #dinnerdelivered #funnightin #grownupplaydateakron
Front Porch Family Photos

We hired photographers to come to the homes of those who purchased the $300 Presenter package. We paid photographers $200 to take up to 10 family photos, print an 8*10 and place our logo in the bottom corner.
The fall timing was perfect for families to get the photos back in time for the holidays.
Goosechase scavenger hunt

SOMETHING FUN TO BUILD UP EXCITEMENT UNTIL THE DAY OF THE EVENT. ANYONE CAN PARTICIPATE EVEN IF THEY AREN'T "ATTENDING" THE GUPD. IT'S A GREAT WAY TO ENGAGE DIFFERENT AUDIENCES.
participants post photos and videos

$500 FOR ONE YEAR NON-PROFIT SINGLE GAME LICENSE AT GOOSECHASE.COM
fun prizes & showcase the winners

WE POSTED THE WINNERS AND GAVE THEM A BASKET OF FAMILY-FRIENDLY ITEMS WHICH WERE DONATED.
SEEK SWAG BAG SPONSORS TO COVER THE COST OF FUN ITEMS FOR THE BAG BUT TRY TO GET MOST OF THE ITEMS DONATED IN EXCHANGE FOR THEIR INCLUSION IN THE EVENT MARKETING, VIDEO AND WRITTEN PROGRAM, AND WEBSITE.
monetize the swag ($50) bag

SELL THE SWAG BAG SEPARATELY FOR THOSE WHO DON'T BUY EVENT TICKETS. IT'S ALL PROFIT IF YOUR ITEMS ARE DONATED.
make it bottomless

The more you place in the bag, the more people will be talking about your event. Promote most of the items but include extras they weren't expecting.
Wait until you see what comes in your sensational swag bag when you purchase your ticket to this year’s Grown-Up Play Date! Everything you need for a FUN evening at home! Wine, photo props, cotton candy glitter bombs, a pedicure kit, sparkling cider, Akron charades and Minute To Win It just to name a few things! Watch this video to see how much fun you could have! https://vimeo.com/463070188

#GrownUpPlayDate #goodtimes #MinuteToWinIt #GotSwag

Play Minute To Win It at the Akron Children’s Museum Grown-Up Play Date on October 17, 2020!

MINUTE TO WIN IT, ORIGAMI, AKRON CHARADES. HAVE CHILDREN MAKE SAMPLE VIDEOS OF HOW TO PLAY THE GAMES AND SHARE IN YOUR NEWSLETTER TO YOUR GUESTS AND ON YOUR YOUTUBE CHANNEL.
USE ZOOM TO HOST THE TRIVIA. PICK A FUN KAHOOT THEME. PROVIDE VERY CLEAR INSTRUCTIONS IN YOUR PROGRAM BOOKLET.
ONE YEAR SUBSCRIPTION IS $160. WE ENTERED THE AUCTION ITEMS ON OUR PERSONAL 32AUCTIONS.COM WEB PAGE. WE USED OUR PAYPAL ACCOUNT TO ACCEPT PAYMENTS.
Use I-Movie or free apps to make short vids about the auction items and highlight them prior to and during the online auction.
SELECT 2-3 RESTAURANTS FOR VARIETY OF TASTES AND PRICE POINTS.

- VACCARO'S ITALIAN
- CRAVE CANTINA, MEXICAN
- BLUE HERON BREWERY, AMERICAN
the big day!

WE HIRED A VIDEO ENTERTAINMENT TEAM TO CREATE THE 30 MINUTE EVENT WHICH WAS POSTED LIVE ON YOUTUBE AND ALSO VIEWED ON OUR FACEBOOK ACCOUNT AFTERWARDS. THEY WERE PRICEY (BUT WORTH IT) SO WE OFFERED MUSEUM EXHIBIT SPONSORSHIP TO OFFSET THE COST.
Programs Used

32auctions, Kahoot, Canva, remove.bg, iMovie, Goosechase, FB, IG, YouTube

Successes & Lessons Learned:

Start 1 year in advance with committed committee members who are not on staff.
Staff can be the icing on the cake.
Maybe choose less restaurants and consider pick-up only.

Is all of that work worth it?
YES
$32-$42K
THANK YOU OMA & COLLEAGUES!

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