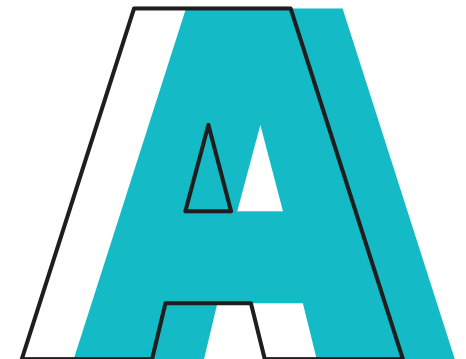
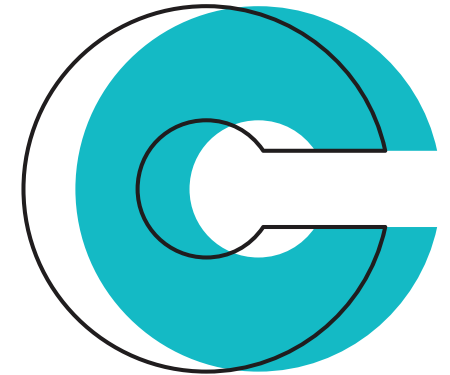


# Children's Museum of the Arts

## Corporate Sponsorship Opportunities



CMA's corporate partners help further our mission to extend the benefits of the arts to all children, regardless of means. CMA's audience represents a cross section of New York City including influential, affluent museum visitors to the museum and underserved, underrepresented communities from across NYC who might otherwise not have access to the arts.

# About CMA

The mission of the Children's Museum of the Arts is to extend the benefits of the arts to all children and their communities and to secure the future of the arts by inspiring and championing the next generation of artists and art lovers.

- **CMA is a hands-on, multimedia arts institution for young artists ages 1 to 15, and their families.** CMA's public programs include daily fine and media arts workshops, large scale art installations in our 2,000 square foot gallery, early childhood arts programming, intensive art classes for ages 6 to 15, and a wide range of public school and community-based programs that bring quality arts instruction to underserved populations.
- **In October 2011, CMA opened a new 10,000 square foot space in Lower Manhattan to rave reviews and staggering attendance.**



- CMA's inaugural show in our new space, Make Art (In) Public, featured the artwork of Keith Haring, Swoon, Christo & Jeanne Claude, and other renowned public artists.
- CMA will serve **at least 70,000 visitors in FY 2011-2012**
- www.cmany.org sees **27,000 monthly visits, and 100,000 monthly pageviews**. Current Exhibit page is the most viewed page after the Home Page. We distribute 40,000 printed course catalogs annually.
- **CMA visitors represent an influential audience, drawing from affluent lower Manhattan neighborhoods Soho, West Village, and Tribeca. Additionally, CMA is committed to providing access to the arts for all children, regardless of means;** we serve 30% of our audience for free and bring our programming into public schools, community space, and homeless shelters throughout NYC.

# Recent Press

## The New York Times

"Where Art Is Child's Play," October 21, 2011

## The Villager Since 1933

"The Children's Museum of the Arts finds a new home," October 6, 2011



**MOMMY  
POPPINS**

"Children's Museum of the Arts: The NYC Kids Art Spot Opens Its Beautiful Brand-New Space," September 28, 2011



"Children's Art Museum Molds Creative Minds," September 28, 2011



"Nine things to do at The Children's Museum of the Arts' new location," September 14, 2011



"Child Star of Hudson Square," October 5, 2011



"Lower Manhattan Arts League learns art of surviving the recession," October 30, 2011

# Corporate Membership

Corporate Memberships support CMA's Art for All programs, providing free or reduced-rate admission to low-income families, seniors and infants, as well as scholarships for fee-based programs. Membership is offered in two tiers:

In addition to tiered benefits, all corporate members receive:

- Listing in donor acknowledgement materials
- Annual exhibition preview

## \$5,000

(up to 100 employees)

- Free Admission for employees and their families, and 50% discount for guests
- 5 Tickets to CMA's Annual Art Auction
- Company Logo on CMA's web site

## \$10,000

(over 100 employees)

- Company Logo in CMA Donor Recognition Materials
- Free Admission for all employees, their families, and their guests
- Website Listing with Premium Logo Placement
- Inclusion in CMA e-newsletter (7,000 opt-in addresses)
- Opportunity to host private event at CMA
- 10 complimentary admission passes for clients
- 10 Tickets to CMA's Annual Art Auction

