

# HERSCHELL CARROUSEL FACTORY MUSEUM



**SPONSORSHIP OPPORTUNITIES**

**2024**

2023 YELP AWARD - BELOVED BUSINESS



# WHO WE ARE

The Herschell Carrousel Factory Museum, operated by the Carousel Society of the Niagara Frontier, is a premier national historic site and community resource for family recreation and learning that fosters an appreciation for the unique heritage of the carousel and related industries in the Niagara Region.

Through educational, cultural, and recreational programming, visitors will experience the places, people, stories and artifacts associated with the production of carousels, band organs and amusement devices.

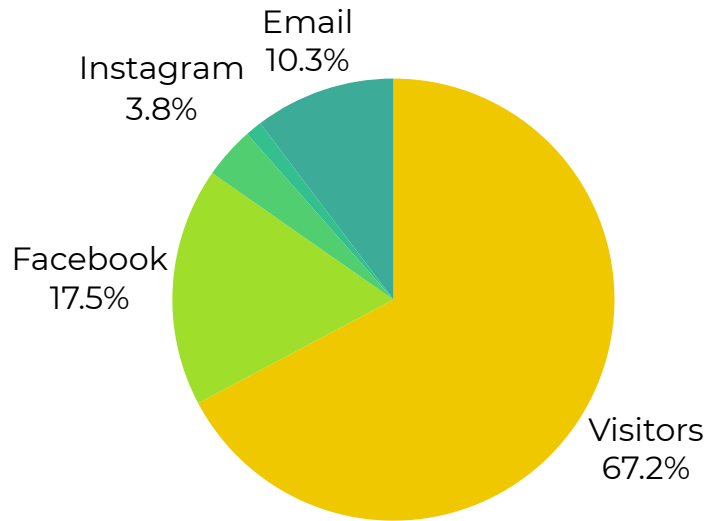
# WHY SPONSOR THE MUSEUM?

The museum is the largest family-friendly cultural institution in the Tonawandas. Having over 400 local members and over 22,000 local and international visitors last year, the museum is a cost effective way for local companies to reach new customers of diverse backgrounds.

We are always willing to work with local companies to fit your marketing needs to young adults, families, and seniors. *The museum does accept trade including goods and services for sponsorship. contact Ian for more details.*

Since its opening in 1983, the Herschell Carrousel Factory Museum has been a beacon of community history and stories. The museum is home to award winning education programs, six functioning historic rides (two antique carousels), and Wurlitzer Musical equipment featuring band organs.

# SEASON REACH



VISITORS	22,304
MEMBERS	402
FACEBOOK	5,796
INSTAGRAM	1,256
EMAIL	3,417

ALL CATEGORIES INCREASED  
SINCE 2023










# BUY-A-BRICK



Our forever bricks are \$125 for a lasting legacy engraved by Wagner Monuments. Bricks are laid in our outdoor Kiddieland Testing Park Exhibit. Bricks are 4' x 8' and are limited to 3 lines and 18 characters per line. All letters will be rendered in UPPER CASE. Messages will be automatically centered. Character limit includes spaces and punctuation. Please note: political, and religious ads are not accepted.

Please contact Ian at [director@carrouselmuseum.org](mailto:director@carrouselmuseum.org) or (716) 693-1885 to purchase or for more information.

# SEASON SPONSORSHIP

	<b>GOLD</b> <b>\$7,500</b>	<b>SILVER</b> <b>\$4,000</b>	<b>BRONZE</b> <b>\$2,000</b>
<b>SPONSORSHIP DAY</b> APPRECIATION DAY FOR ALL MUSEUM SPONSORS			
<b>RECOGNITION</b> DONOR WALL, WEBSITE, & ANNUAL REPORT			
<b>ONE CORPORATE EMPLOYEE DAY</b> FREE ADMISSION AND RIDES			
<b>ONE EDUCATION BUILDING RENTAL</b>			
<b>FAMILY PASSES</b> 4 PEOPLE	<b>10</b>	<b>5</b>	<b>3</b>

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# EVENT SPONSORSHIP

This year the museum is proud to offer three sponsorship levels. All level sponsors receive: their logos present on all marketing materials in-person on the day of the event, recognition on the museum's website, tickets to the event (when tickets are needed). Most events include additional unique perks for sponsors of all levels.

**Solo Sponsors** allow you to be the sole sponsor of the event. These are first come first serve.

**Title Sponsors** are announced at the top of events and receive greater recognition during and before the event. Only two title sponsors are permitted per event. These are first come first serve.

**Joint Sponsors** are more affordable sponsorships to be able to contribute to multiple events.

## THANK YOU TO OUR 2023 EVENT SPONSORS



**ROSSSERVICE**

**Aquasol**  
CORPORATION

*Twin City  
Ambulance*

THE  
**MARKET**  
IN THE SQUARE



If interested in a specific event and to see other perks of sponsoring said event, Please contact Ian at (716) 693-1885 or [director@carrouselmuseum.org](mailto:director@carrouselmuseum.org).

# EVENT SPONSORSHIP

	SOLO SPONSOR	TITLE SPONSOR	JOINT SPONSOR
<b>VICTORIAN TEA</b> ADULT EVENT	\$1,000	\$500	\$150
<b>JUNE 20TH \$1 ADMISSION</b> EVENING HOURS	\$1,000	\$500	\$200
<b>NATIONAL BAND ORGAN DAY</b> EDUCATIONAL EVENT	\$750	\$350	\$100
<b>JULY 18TH \$1 ADMISSION</b> EVENING HOURS	\$1,000	\$500	\$200
<b>CLASSICS AT THE CARROUSEL</b> CLASSIC CAR SHOW	\$2,000	\$1,000	\$500
<b>NATIONAL CARROUSEL DAY</b> EDUCATIONAL EVENT	\$750	\$350	\$100
<b>AUGUST 15TH \$1 ADMISSION</b> EVENING HOURS	\$1,000	\$500	\$200
<b>HALLOWEEN SPOOKTACULAR</b> TWO DAY EVENT	\$2,000	\$1,000	\$500
<b>LANTERN TOURS</b> TWO DAY EVENT, ADULT	\$1,000	\$500	\$150
<b>SANTA ON THE CARROUSEL</b> THREE DAY EVENT	\$2,000	\$1,000	\$500
<b>COOKIES &amp; CARROUSELS</b> ADULT HOLIDAY EVENT	\$500	\$250	\$50

# AD SPACE



The museum is now accepting Ads for the 2024 "Self Guided Museum Tour", a guide that is handed to each guest upon admission to the museum. Spaces are available between \$100 and \$500 dollars in black and white and two full page full color ad spaces are available (please see below). Purchased ads are for the entire 2024 season (March - December). Please note: personal messages, political, and religious ads are not accepted. All ads due by March 25th.



<b>FULL PAGE</b> 5 X 8  \$500 (FULL PAGE COLOR \$650)	<b>1/4 PAGE</b> 2.4 X 5  \$175	<b>1/8 PAGE</b> 2.5 X 2  \$100
	<b>1/2 PAGE</b> 5 X 3.8  \$225	

Please contact Director Ian K. Seppala at (716) 693-1885 or [director@carrouselmuseum.org](mailto:director@carrouselmuseum.org) for more information or to purchase a sponsorship.



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