

Science for All!

Free Friday Nights at MSC

A funding proposal from the Montana Science Center, formerly Children's Museum of Bozeman

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WHAT IS FREE FRIDAY NIGHT?

Free Friday Nights are our evenings, once a month, that the science center stays open late (5-8pm) and we offer free admission. On the second Friday of every month, we have this free evening in order to provide access to two target groups of our community. One target group is our families that need support and access to programs and learning opportunities like ours. The second target group is new families to the Bozeman area and Gallatin Valley.

WHY DO WE OFFER FREE FRIDAY NIGHTS?

Just as the science center is designed to spark creativity, engagement and critical thinking, we believe that all members of our community and the surrounding areas deserve access to informal learning and play opportunities regardless of their socio-economic status.

Additionally, as new families pour into the Gallatin valley because they identify it as an amazing place to live, we welcome them to the science center for a free evening in order to explore one of the incredible resources this community provides to families with growing children. It is our way of engaging the community on a number of different levels in informal learning and exploratory play.



WHY DO WE NEED AN UNDERWRITER?

The costs to operate an activity of this size are a gift we, as a nonprofit, make to our community. However, an underwriter provides much needed assistance to make this program as successful as possible. Additionally, a relationship with an underwriter brings added validity to our program by showing that we are community driven. Through this relationship, we offer marketing to our benefactor throughout the event, prior and afterwards. Underwriters of Free Friday Night frequently take the opportunity to encourage community engagement with their employees as well, by volunteering at the event and promoting their business as the sponsor for that event.

HOW MUCH WILL IT COST?

The Montana Science Center has two investment opportunities for underwriters of Free Friday Nights. These funds cover:

- Visitor Services personnel
- Exhibit Maintenance and Upkeep
- Marketing costs including Social Media boosted posts, radio ads, etc.
- Promotional materials and branding materials, i.e. logoed signs for our sponsors

HOW WILL YOUR SPONSORSHIP BE RECOGNIZED?

The Montana Science Center has created this individualized investment opportunity, which includes the following benefits:

- **Underwriter, \$5,000** (full year, 12 event sponsorship)
 - Premier sponsor of Free Friday Night for a full year;
 - Presence with table or booth at Free Friday Night all year;
 - Banner at Front Desk on Free Friday Night each month;
 - Business logo/signage on Front Desk during day before Free Friday Night;
 - Business logo as “Underwriter” in all Free Friday Night promotions
 - Partnership announcement in releases to press outlets and science center newsletter;
 - Social media mentions;
 - Logo listing on the science center’s Donor Wall, Sponsors and Partners page, and in the MSC Annual Report;
- **Supporter, \$500** (one Free Friday Night, choose available month)
 - Featured sponsor of month chosen;
 - Presence at Free Friday night with booth or table;
 - Signage at Front Desk on Free Friday Night;
 - Business logo as monthly “Supporter” in promotions, on calendar, etc;
 - Business logo in month-of newsletter as “Supporter”
 - Partnership announcement in releases to press outlets and science center newsletter;
 - Social media mentions for month of FFN;
 - Listing on the science center’s Donor Wall, Sponsors and Partners page.

WHAT DOES IT BRING TO MSC?

Your investment in Free Friday Nights at the Science Center brings deeper meaning of our mission to this community. As a nonprofit institution in this community, our business partnerships bring informal learning, exploratory play and creativity in STEM topics to the valley for all, regardless of their socio-economic status. Businesses like yours give our visitors access to a unique set of exhibits and experiences to dig deeper in to learning together, experience STEM with their families and with other members of our community.



Join us as we work to create a suite of wholly unique interactive learning tools for Bozeman!