

Events & Programs Sponsorship Opportunities 2026



WHY DISCOVERY MUSEUM

- Align your brand with a known, trusted, and meaningful community resource
- Enjoy exceptional visibility to a growing audience of 165,000 annual on-site visitors
- Support children in our community



ACCESS EVENT SPONSOR

People of all backgrounds and abilities should have equal access to Discovery Museum’s playful learning experiences—a core conviction that has driven our work for decades. These free events, held throughout the year, help ensure the Museum remains accessible and welcoming for all.

Free Friday Nights

Discovery Museum is open for free every Friday night during the summer and the first Friday night of each month during the school year. These events play an important role in Discovery Museum’s outreach to families facing cost as a barrier to access or who are unable to visit during the usual daytime hours. Typical attendance ranges between 300 and 400 people per event.

Summer dates: Every Friday night between June 19 and Aug. 28

School year dates: Jan. 2, Feb. 6, March 6, April 3, May 1, June 5, Sept. 4, Oct. 2, Nov. 6, Dec. 4

Especially for Me (EFM)

Discovery Museum offers free admission and dedicated hours 25+ times per year for individuals with disabilities and their caregivers. Developed in collaboration with our community partners including Autism Alliance, The Learning Center for the Deaf, and Perkins School for the Blind, EFM events offer supportive accommodations, tailored educational programming, and opportunities for families to connect in an inclusive, sensory-friendly environment. More than 2,000 people from 180 communities across the region participate each year.

Dates for 2026: **Autism-friendly Evening**
January 10, October 10

Evening for Deaf, Blind, or Deafblind
January 31, December 12

Inclusive Evenings for all families
February 28, March 21, May 16, June 27,
July 18, August 15, October 30

Inclusive Evening for Visitors Ages 18+
September 19

Access Event Sponsor Visibility	\$1,000 per event
Onsite “Sponsored by” recognition during event	logo
Sponsor recognition on website calendar listing	logo
Tickets to Discovery Museum (transferable, one-time use)	5
Recognition in Discovery Museum’s annual report of gifts	name

MONTHLY PROGRAMS SPONSOR

Nearly every day of the year, our skilled educators lead hands-on programs that spark children’s curiosity, expand their artistic, scientific, and cultural understanding, and connect them to the natural world. Each month between 1,500 and 2,500 adult and child visitors take part in our guided indoor and outdoor programming, including family favorites like Backyard and Beyond, Make a Mess, and Everyday Engineering.

Monthly Programs Sponsor Visibility	\$7,500 6 months	\$5,000 3 months	\$2,500 1 month
Onsite “Sponsored by” recognition for the duration of the sponsorship	large logo	logo	name
Sponsor recognition on 20+ website calendar listings per month	large logo	logo	name
Social media Thank You post	1		
Tickets to Discovery Museum (transferable, one-time use)	15	10	5
Recognition in Discovery Museum’s annual report of gifts	logo	name	name

SECOND ANNUAL NATURE PLAY FESTIVAL SPONSOR

Friday, July 10, 2026

As an organization committed to environmental sustainability and outdoor play, Discovery Museum works daily to instill a love of the natural world in kids and inspire environmental stewardship. On July 10, 2026, we will transform this daily work into an all-day, free, open-to-the-public community event featuring a sampling of our most popular immersive nature programs. Vendors and community partners will join us to provide hands-on activities and educational resources. With 3,200 attendees in 2025, Nature Play Festival is our biggest public event of the year, held right on our 100% solar-powered, carbon-neutral campus.



Nature Play Festival Sponsor Visibility	\$25,000	\$15,000	\$10,000	\$5,000	\$1,000
Onsite "Sponsored by" recognition	large logo	logo	logo	logo	name
Sponsor recognition on website calendar listing	large logo	logo	logo	name	name
Recognition in event marketing	large logo	logo	name	name	
Social media Thank You post	2	1			
One free rental of our Community Building (max 28 people)	•				
One corporate volunteer day	•	•			
Event table	•	•	•		
One year free admission for employees and families	•				
Tickets to Discovery Museum (transferable, one-time use)	n/a	30	20	10	5
Recognition in Discovery Museum's annual report of gifts	half page	call out	logo	name	name

ABOUT DISCOVERY MUSEUM

Discovery Museum is a hands-on museum for families that blends science, nature, and play. The Museum and its Discovery Woods outdoor nature playscape and treehouse are accessible and blend the best of STEAM (Science, Technology, Engineering, Art, and Math) learning on a beautiful 4.5-acre campus abutting 180 acres of conservation land. Discovery Museum is located in Acton, MA, about 20 miles west of Boston.

VISIBILITY METRICS

Email list: 85,500+ Media list: 150+ Facebook followers: 18,000+ Instagram followers: 8,000+ Avg. monthly website hits: 25,000



CONTACT

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