



The gateway building (left) connects the parking garage (far left) to the museum expansion (right). Visitors can explore the plaza (foreground) before entering the new welcome center (inside museum expansion).

Naming Opportunities and Recognition Levels

Updated: March 2021

At The Strong National Museum of Play, we take great pride in working with each donor to develop unique and meaningful recognition benefits that cater to your personal philanthropic priorities. Each customizable commitment agreement demonstrates the impact your support has on The Strong's one-of-a-kind educational mission.

POWERED by **PLAY**

A CAMPAIGN FOR THE STRONG

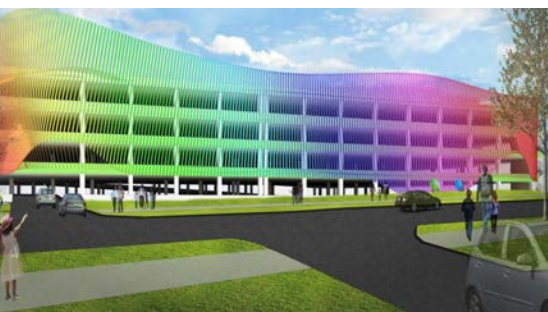
Naming Opportunities: Physical Spaces



Interior of the museum expansion



Gateway/Portal of Play Welcome Building



Parking garage

Whether in an educational exhibit, a classroom where students learn through play, or soaring public gathering spaces, donors who support **Powered by Play: A Campaign for The Strong** have the unique opportunity to leave their mark on a one-of-a-kind museum while supporting The Strong's educational mission.

MUSEUM EXPANSION BUILDING

MULTI-YEAR COMMITMENT: \$10 MILLION

The Strong's 90,000-square-foot expansion serves as the centerpiece of the Neighborhood of Play and the new front door of the museum—welcoming a global audience of nearly one million visitors each year. This architecturally sophisticated yet playful construction is a tremendous opportunity for a supporter's name to be associated with the educational power of play and the billions of media impressions earned by the museum each year.

GATEWAY/ PORTAL OF PLAY WELCOME CENTER

MULTI-YEAR COMMITMENT: \$5 MILLION

One seldom forgets their first impression of a place—and The Strong's gateway is a playful, modernist construction that will feature both high-traffic and highly visible. In naming this structure, a generous supporter will have their name or brand associated with an iconic piece of architecture that will welcome millions of neighborhood visitors and museum guests each year.

PARKING GARAGE

MULTI-YEAR COMMITMENT: \$5 MILLION

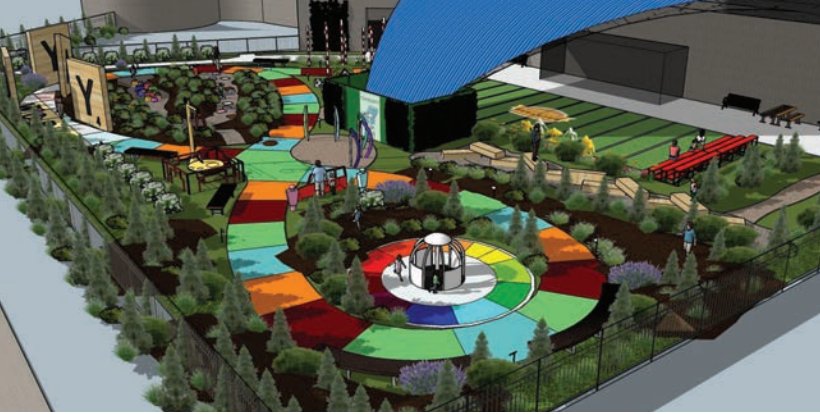
When you think of a parking garage, the word "playful" doesn't usually come to mind. But The Strong's colorful 1,000-car garage is designed to be family-friendly and safe—while also playful and fun! A visually striking building, the garage is an architecturally unique and highly visible naming opportunity at the center of the new Neighborhood of Play.

MUSEUM CAMPUS

MULTI-YEAR COMMITMENT: \$2 MILLION

Donors looking for a wide-ranging naming opportunity can look no further—the museum campus encompasses all outdoor public-facing spaces on museum property, including the plaza, bus drop off, and campus area. Prominent signage will be featured throughout the area and in publicity for outdoor events held on the plaza, including concerts and other performances.

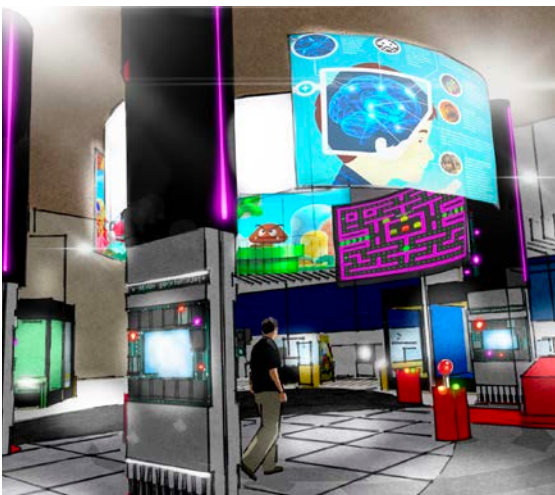
NO LONGER AVAILABLE



Outdoor Play Garden and Exhibit



Play Lab



Digital Worlds

ADVENTURE ATRIUM

MULTI-YEAR COMMITMENT: \$1.5 MILLION

A combination of traditional and new, the Adventure Atrium will remain home to The Strong's historic carousel and the Skyliner Diner. But with the expansion it will also house an all-new high-adventure ropes course and serve as the entryway to the newly renovated food court. The central location and high visibility of the Adventure Atrium makes this an ideal naming opportunity for a business, foundation, or family.

DIGITAL WORLDS GALLERY EXHIBITS (2)

MULTI-YEAR COMMITMENT: \$1 MILLION PER EXHIBIT

Housed in the new Digital Worlds gallery in The Strong's 90,000-square-foot expansion, two spaces (9,000-square-feet and 11,000-square-feet) offer the opportunity to support The Strong's most ambitious and high-profile projects—our world-renowned interactive exhibits. These spaces will serve as the heartbeat of the museum expansion, inspiring people of all ages to explore the transformative power of play.

WOODBURY SCHOOL

MULTI-YEAR COMMITMENT: \$1 MILLION

The Strong's Woodbury School offers preschool and early kindergarten Reggio Emilia-inspired programs that encourage educators and students to work together to create curriculum. Guided by teachers, children delve deeply into topics that stimulate learning. In naming the Woodbury School, a supporter will be aligned with a nationally respected school that leads the way in training other educators in play-based learning.

PLAZA IN FRONT OF MUSEUM

MULTI-YEAR COMMITMENT: \$1 MILLION

At the heart of the Neighborhood of Play, the plaza in front of the museum expansion building serves as an outdoor gathering place—for museum guests, neighborhood residents, and patrons of other businesses in the neighborhood—offering a naming opportunity with high-profile signage and name recognition. Availability of this opportunity is contingent upon possible naming of museum campus.

“READY YOUR SENSES
FOR A NOSTALGIA
OVERDRIVE...IF YOU
CAN PLAY WITH IT,
YOU'LL FIND IT HERE!”

—CNN's Great Big Story

NO LONGER AVAILABLE

NO LONGER AVAILABLE



The High Adventure Ropes course sits above the Sky Liner diner in the Adventure Atrium

“THE STRONG TEACHES PARENTS AND CHILDREN HOW TO PLAY TOGETHER. PARENTS WHO ACCOMPANY THEIR CHILDREN TO THE STRONG HAVE A CHANCE TO DISCOVER SOMETHING ABOUT THEMSELVES.”

—Lella Gandini,
United States Liaison
for the Reggio
Emilia Program

OUTDOOR PLAY GARDEN & EXHIBIT

MULTI-YEAR COMMITMENT: \$1-\$2 MILLION

The new 17,000-square-foot board game-themed play garden includes beautiful landscaping and one-of-a-kind interactive games. Guests can play a larger-than-life board game, enjoy physical play, take a selfie with oversized Scrabble tiles, and explore other activities inspired by iconic board games. Naming options for this unique and highly visible space might also include custom branding and naming of adjacent areas commensurate with the level of support.

PLAY LAB

MULTI-YEAR COMMITMENT: \$1 MILLION

The Strong's new Play Lab is a place where children and their families can invent, design, and construct. Situated on the main pathway through the museum, the play lab is a flexible setting for tinker experiences, messy play, game creation workshops, and more. Programming presented in this space will allow guests to explore the inner workings of toys and machines, while also engaging in creative expression.

HIGH-ADVENTURE ROPES COURSE

MULTI-YEAR COMMITMENT: \$1 MILLION

Situated alongside the museum's iconic carousel, the all-new ropes course stretches above The Strong's vintage diner, allowing guests to engage in rigorous play that is challenging, yet safe. Unlike any other experience in Rochester, the new ropes course is a one-of-a-kind naming opportunity.

COLLECTIONS STORAGE FACILITY

MULTI-YEAR COMMITMENT: \$500,000 - \$1 MILLION

To accommodate The Strong's ever-growing, world-class collection, the expansion includes a new 6,674-square-foot storage facility with climate-controlled conditions for the long-term preservation of sensitive artifacts, enabling the museum to continue its commitment to preserving the history of play.

DIGITAL WORLDS CONCOURSE

MULTI-YEAR COMMITMENT: \$500,000

After passing through admissions, guests proceed up stairs to the Digital Worlds concourse. A centrally located and highly visible area, the Digital Worlds concourse is a space for people to gather and orient themselves—and the gateway to new exhibit galleries.



Interactive in Digital Worlds



Outdoor Play Garden and Exhibit

ADMISSIONS AREA AND DESK*

MULTI-YEAR COMMITMENT: \$250,000-\$500,000

Situated in the welcome atrium, the admissions area is an inviting and visually exciting way for guests to begin their journey through the museum. This is a high exposure opportunity to name the admissions desk itself or the overall admissions area.

NO LONGER AVAILABLE

WOODBURY SCHOOL CLASSROOMS (2)

MULTI-YEAR COMMITMENT: \$500,000

(1 OF 2 REMAINING)

While children at The Strong's Woodbury School learn and develop in playful activities within the museum's hands-on exhibits, two all-new classrooms serve as their home base—making these rooms a meaningful naming opportunity for supporters who believe in the power of play-based education.

CONSERVATION AND DIGITAL PRESERVATION FACILITIES AND LABS (3)*

MULTI-YEAR COMMITMENT: \$250,000-\$500,000

As part of The Strong's ongoing commitment to preserving the history of video games, spaces such as the state-of-the-art Digital Preservation Hub will allow for the care of endangered media. Donors who share The Strong's passion for preserving the cultural significance of video games will find this a unique naming opportunity.

PLAY SPACE OR INTERACTIVE WITHIN NEW EXHIBITS (MULTIPLE)* (UPPER GALLERY TAKEN)

MULTI-YEAR COMMITMENT: \$200,000-\$500,000

Each of The Strong's exhibits contain unique play spaces and interactives. One display introduces guests to the ways women have shaped games. Another explores how art and sound impact play. And that's just the beginning! The Strong's one-of-a-kind exhibits allow supporters to align unique interests with philanthropy. (Additional opportunities are available in existing exhibits starting at \$150,000.)

BOARD ROOM

MULTI-YEAR COMMITMENT: \$150,000

This sophisticated yet playful meeting space is home base for The Strong's Board of Directors. Also available to community and visiting organizations seeking a unique setting for business, the board room is an ideal naming opportunity for a corporation, foundation, or family.



Video Game History Timeline in Digital Worlds



VIDEO GAME HISTORY TIMELINE

MULTI-YEAR COMMITMENT: \$150,000

One of the visual focal points of Digital Worlds is an expansive 80 ft. interactive timeline that positions law among key events from the broader history of video games. Comprised of a unique mixture of artifacts, interpretation, multimedia, and playable games, the timeline explores iconic games and technological milestones.

WOODBURY SCHOOL DISCOVERY GARDEN

MULTI-YEAR COMMITMENT: \$150,000

Woodbury School's outdoor space is designed to encourage creative play in nature. Children can play in the sand pit, climb up the grassy hill, and learn how vegetables and herbs grow in the garden. The space is an idyllic naming opportunity for an organization or family with a passion for education or nature.

WOODBURY SCHOOL ARTS ATELIER & WONDERLAB/ STORYTELLING ATELIER (2)

(1 OF 2 REMAINING)

MULTI-YEAR COMMITMENT: \$150,000 - \$200,000

In the Arts Atelier, Woodbury School students paint, draw, and sculpt as The Strong's nationally recognized team of educators guides them. An additional atelier is flexible in nature and can be adapted for the study of storytelling, puppetry, large construction, and other interests. Donors passionate about the arts and education will find this a perfect naming opportunity.

GUEST REST LOUNGE (3)*

MULTI-YEAR COMMITMENT: \$125,000-\$200,000

These quiet rooms provide guests with a respite from the hustle and bustle of the museum, giving children and adults with special needs the opportunity to self-soothe so they can fully enjoy their visit. Naming a guest rest is a thoughtful way to support inclusivity at the museum.

CONFERENCE ROOMS (3) & FLEXIBLE-USE ACTIVITY ROOMS (2)*

MULTI-YEAR COMMITMENT: \$125,000-\$150,000

Organizations from all over the world utilize The Strong for meetings and special events. Conference and activity rooms are designed to host educational experiences, community events, and much more. A variety of well-appointed rooms are available for naming.

** The values of naming opportunities are determined by a combination of square footage (when applicable), the level of technological support provided for the area via the fund, and prominence within the overall facility.*



Named Leadership Positions & Programmatic Initiatives

In addition to traditional naming opportunities for spaces such as exhibits, galleries, and classrooms, The Strong also offers opportunities to underwrite and support programming initiatives such as scholarly research and collections conservation efforts. Through this campaign—and with your generous support—we seek to strengthen The Strong's position as a unique cultural and educational resource in our community and as a world leader in play-based education and the preservation of play history.

NAMED LEADERSHIP AND STAFF POSITIONS

MULTI-YEAR COMMITMENT: \$750,000-\$5,000,000**

- President
- Vice Presidents
- Program Directors
- Curators and Educators

NAMED COLLECTIONS OR ARCHIVAL PROGRAM/FUND

MULTI-YEAR COMMITMENT: \$500,000-\$1,000,000

- Women in Games
- Inclusivity and Diversity
- Other interest/industry specific collections or archives

NAMED FUNDS TO SUPPORT THE STRONG'S EDUCATIONAL MISSION

MULTI-YEAR COMMITMENT: \$250,000+

- Exhibit Support Fund
- Educational/Community Outreach Fund
- Presidential Discretionary Fund
- Collections Enrichment Fund
- Conservation Technology and Instrumentation Fund
- Collections Conservation Fund
- Information Technology Fund
- *Dancing Wings Butterfly Garden* Fund
- Landscaping and Grounds Fund

ADDITIONAL NAMED FUNDS

MULTI-YEAR COMMITMENT: \$125,000+

- Public Programs Series Fund
- Multicultural Programming Fund
- Woodbury School Support Fund
- Library Acquisition Fund
- Fellowship Research Fund

*** The values of staff naming opportunities are determined by a combination of the leadership level of the position and duration of the named recognition.*

Overall Campaign Recognition Levels

Donors will be recognized at the highest level that reflects their total multi-year commitment/contribution to The Strong's campaign in support of the expansion and associated programming.

FOUNDERS LEVEL

\$1 MILLION +

DIAMOND LEVEL

\$500,000-\$999,999

PLATINUM LEVEL

\$350,000-\$499,999

GOLD LEVEL

\$250,000-\$349,999

SILVER LEVEL

\$100,000-\$249,999

BRONZE LEVEL

\$50,000-\$99,999

SILICON LEVEL

\$25,000-\$49,999

SUPPORTER

\$5,000-\$24,999

The Strong is grateful for contributions of all sizes and levels. The museum is pleased to work with potential donors to develop additional opportunities and multi-year commitment plans that complement their goals and priorities.

For more information about supporting The Strong, please contact

Lisa Feinstein
Vice President for
Institutional Advancement

lfeinstein@museumofplay.org
585-410-6346



the strong
NATIONAL MUSEUM OF PLAY

One Manhattan Square
Rochester, NY 14607 U.S.A.
poweredbyplaycampaign.org