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.
Naming Opportunities: Physical Spaces

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 commons area. Prominent signage will be featured throughout the area and in publicity for outdoor events held on the plaza, including concerts and other performances.
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, neighbors, community members, 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.
“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 ROPE 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.
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.

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
**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.

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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

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