

One Manhattan Square
Rochester, New York 14607 U.S.A.
585-263-2700
poweredbyplaycampaign.org



Dedicate an OLED Butterfly!

As The Strong National Museum of Play looks forward to the grand opening of our transformational expansion in summer 2023, we invite you to make a long-lasting mark on the museum by dedicating one of our amazing new OLED butterflies that will light-up the new welcome atrium. With only 140 butterflies available, this is a unique and playful way to support the museum while memorializing, honoring, or just celebrating a loved one of any age!

When you sponsor a butterfly, you support and help to expand The Strong's educational mission while also receiving unique recognition—an augmented reality (AR) butterfly experience that will virtually interact with the physical butterfly lights! This first-of-its-kind interactive, playful way to recognize donors could only happen at the museum of play—and we invite you to be a part of it!

When you sponsor and dedicate a butterfly for \$1,500—you can choose to:

- Give a unique and long-lasting gift to a child, beloved family member, or dear friend
- Cherish the memory and legacy of a loved one
- Raise your company's community profile
- ... or simply show your support for The Strong!

Each sponsored butterfly will be virtually identified with the name of the person you wish to honor or recognize for a minimum of five (5) years. You will also receive a certificate of recognition, acknowledgment of your support on the expansion's all-new digital donor installation and on The Strong's official website, and your donation is tax deductible as allowed by law.*

Please call 585-410-6346 or email advancement@museumofplay.org for more information about this exciting opportunity—or simply return this commitment form (reverse side) via email or mail.

**OLED Butterfly Sponsorship & Recognition Commitment
Form The Strong National Museum of Play**

This agreement is between _____ (DONOR) and The Strong. I (we) hereby
agree to make a gift to The Strong in the amount of \$1,500 to sponsor a butterfly light in the museum's new welcome atrium.
FULL LEGAL NAME OF DONOR(S)

Fulfillment Structure and Schedule

Commitments can be fulfilled through an outright donation of \$1,500 or payments made over two (2) or three (3) years. *Due to campaign counting and tax regulations, payments on this commitment cannot be fulfilled through the purchase of museum memberships; admission or event tickets; Play Ball purchases, tickets, or tables; or other transactions for which goods and services are received.*

I (we) intend to fulfill this commitment with a single payment of \$1,500 on _____.

I (we) intend to fulfill this commitment over the next two years as follows: \$750 on _____
and \$750 on _____.

I (we) intend to fulfill this commitment over the next three years as follows: \$500 on _____,
\$500 on _____, and \$500 on _____.

Butterfly Recognition: Honoree's Name(s)

Please print the name(s) you would like to appear in the augmented reality (AR) butterfly experience. This is also how the honoree's name(s) will appear in print and online. *In honor of* *In memory of*

Recognition is limited to names only—no messages. Only standard letters and numbers can be used. In the final AR experience, there may not be differentiation between capital and lowercase letters. No emojis, numbers, or symbols other than standard name punctuation (hyphens and periods) are allowed. There is a strict character limit of 50 characters including spaces, which due to the parameters of the AR experience, cannot be exceeded.

Donor Acknowledgment and Recognition: Donor's Name(s)

Please list my (our) names in acknowledgements or materials as follows:

PLEASE PRINT DONOR NAME(S) AS YOU WOULD LIKE TO SEE IN PRINT/ONLINE

—OR—

I (we) prefer to remain anonymous in publications and other forms of public recognition.

DONOR SIGNATURE

DATE

Name (PRINTED) _____

Address _____

City/State/ZIP _____

Phone _____ Email _____

Payment Information

Check made payable to The Strong is enclosed. If paying by check, a pledge reminder will be mailed each year as indicated above.

Please charge my card on the schedule indicate above:

Visa Mastercard American Express Discover

Amount: \$ _____

Card # _____

Expiration Date _____ Security Code _____

Signature _____

**The Strong is a tax-exempt nonprofit organization recognized by section 501(c)(3) of the Internal Revenue Code ID# 16-0954168. Please consult your tax advisor about the tax deductibility of your gift.*