Naming Opportunities and Recognition Levels

At The Strong, 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 inspires guests to explore the history of play—and its naming 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.

WELCOME ATRIUM IN THE MUSEUM EXPANSION
MULTI-YEAR COMMITMENT: $5 MILLION
One seldom forgets their first impression of a place—and The Strong’s new welcome atrium will be the first impression for nearly one million guests each year. Regional, national, and international visitors will begin their play-filled experiences in the atrium. Just imagine walking into The Strong and seeing a grand entrance—named in honor of you or your business—welcoming millions of visitors into a world of play and imagination.

PARKING GARAGE
MULTI-YEAR COMMITMENT: $2 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 being 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.

DIGITAL WORLDS GALLERY EXHIBITS (2)
MULTI-YEAR COMMITMENT: $1 MILLION
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, which leads the way in training other educators in play-based learning.

GATEWAY BUILDING
MULTI-YEAR COMMITMENT: $1 MILLION
The Strong’s gateway building provides a visually engaging entryway between the new parking garage and welcome atrium. This playful, modernist construction is both high-traffic and highly visible. In naming this structure, a generous supporter can have their name or brand associated with an iconic piece of architecture that will welcome millions of neighborhood visitors and museum guests each year.

PLAZA IN FRONT OF MUSEUM
MULTI-YEAR COMMITMENT: $1 MILLION
Some of the most important elements of any neighborhood are the outdoor spaces where residents and visitors gather. 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.

OUTDOOR PLAY GARDEN AND EXHIBIT
MULTI-YEAR COMMITMENT: $1 MILLION
The new 17,000-square-foot board game-themed play garden includes beautiful landscaping; a covered terrace; and original, interactive games. Guests can play a larger-than-life board game, enjoy physical play, take a picture alongside oversized Scrabble game tiles, and explore other activities inspired by iconic board games. This unique outdoor space is a highly visible naming opportunity for any business, individual, or family.

PLAY LAB/MAKER SPACE
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, this extremely visible space 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 creativity, toys, machines, and art.

“READY YOUR SENSES FOR A NOSTALGIA OVERDRIVE...IF YOU CAN PLAY WITH IT, YOU’LL FIND IT HERE!”
—CNN’s Great Big Story
COLLECTIONS STORAGE FACILITY
**MULTI-YEAR COMMITMENT: $500,000**
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.

HIGH-ADVENTURE ROPES COURSE
**MULTI-YEAR COMMITMENT: $500,000**
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.

DIGITAL WORLDS CONCOURSE
**MULTI-YEAR COMMITMENT: $500,000**
After passing through admissions, guests proceed up a grand staircase 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—while also serving as the gateway to additional 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 naming opportunity for a business, family, or individual. Donors can choose to name the admissions desk itself or the overall admissions area.

WOODBURY SCHOOL CLASSROOMS (2)
**MULTI-YEAR COMMITMENT: $500,000**
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.

“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

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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.

FOOD COURT DINING AREA
MULTI-YEAR COMMITMENT: $250,000
With something for everyone, The Strong’s new food court provides guests with a variety of delicious and healthy options from local and national vendors. This bustling 7,500 square-foot space provides a highly visible naming opportunity for any individual, family, organization, or business.

PLAY SPACE OR INTERACTIVE WITHIN AN EXHIBIT (MULTIPLE)*
MULTI-YEAR COMMITMENT: $150,000–$250,000
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.

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 to conduct business, the board room is an ideal naming opportunity for a corporation, foundation, or family.
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)
MULTI-YEAR COMMITMENT: $150,000
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–$250,000
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–$250,000
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.
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: $100,000+
- 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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<th>Level</th>
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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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