

Grand Rapids Public Museum Sponsorship.

2025



GRAND RAPIDS
PUBLIC MUSEUM

Be curious.



grpm.org

Dear partners of the GRPM,

For 170 years, the Grand Rapids Public Museum (GRPM) has been an integral part of the West Michigan community, helping to tell the stories of those who have come before us, and teaching and inspiring the decision makers of the future. Through gifts from partners like you, the Museum hosts renowned traveling exhibitions, increases public access to the Museum's Collections of more than 250,000 artifacts and specimens, and provides unique, leading-edge educational programs to students and visitors.

Generous support from sponsors allows the Museum to continue to bring in world-class exhibits, provide engaging public programs, and enhance educational offerings for students throughout Kent County and the greater West Michigan region.

Please consider supporting the Grand Rapids Public Museum as a sponsor.

The Museum offers a wide variety of sponsorship opportunities. We aim to deliver the maximum benefit from your investment in the Museum, and can work with you to create a strategic sponsorship package to meet your goals.

Your support will make a lasting impact on visitors connecting with the GRPM to learn and spark their curiosity about history, science, and culture.

Sincerely,



Dale A. Robertson
President & CEO
Grand Rapids Public Museum



EXHIBITS



SHARKS

June – August 2025

Majestic. Powerful. Diverse. Showing the world a new perspective on sharks. Visitors will go back in time to meet sharks' ancient ancestors, see life-size shark models and uncover their extraordinary adaptations with interactive displays.

Sharks will feature:

- Breathtaking shark models
- Cutting-edge audiovisual and media presentations
- Artifacts and tactile displays, including touchable models and casts
- Diverse, First Nation stories and culture from around the world

TYRANNOSAURUS: MEET THE FAMILY

October 2025 – April 2026

Meet the most feared predator of all time! This exhibition brings the latest tyrannosaur discoveries to life, overturning our preconceptions about these ferocious predators with the help of multimedia experiences, cast skeletons, real specimens, and more!

Tyrannosaurs will feature:

- 5 complete tyrannosaur cast skeletons
- 3 models of feathered dinosaurs
- 7 tyrannosaur cast skulls
- Interactives and multimedia experiences



UNSEEN OCEANS



UNSEEN OCEANS

June 2026 – January 2027

With the use of 21st-century technologies like robotics, satellite monitoring, and more, scientists are revealing the unseen habitats of the oceans' most mysterious animals and mapping remote, inhospitable areas in unprecedented detail. Experience an ocean you never imagined.

Unseen Oceans will feature:

- Interactive digital media installations and immersive theater experience
- A floor-to-ceiling swirl of model biofluorescent fish and otherworldly plankton
- 180° screens to watch life-sized ocean creatures swim by...and more!

Exhibit sponsors will receive exposure to over 250,000 visitors annually, including a base membership of 5,000.

SPONSORSHIP

	Title \$25,000	Ambassador \$10,000	Patron \$5,000	Sustainer \$2,500	Friend \$1,000
PHYSICAL MARKETING					
IN-HOUSE	✓ Logo [†]	✓ Logo	✓ Logo (exhibit) Name (Museum)	✓ Name	✓ Name
EXTERNAL	✓ Logo ^{†*}	✓ Logo [◇]	✓ Name [◇]	✓ Name [◇]	
ANNUAL REPORT	✓	✓	✓	✓	✓
DIGITAL MARKETING					
WEBSITE	✓ Logo [†]	✓ Logo	✓ Logo	✓ Name	✓ Name
TAGGED IN POSTS	✓	✓			
EMAIL BLASTS	✓	✓			
OPENING/ CLOSING EVENTS	30 tickets; <i>Option: Provide Remarks</i>	20 tickets	15 tickets	10 tickets	2 tickets
MUSEUM BENEFITS					
ADMISSION	✓ 25 passes; 3 memberships	✓ 20 passes; 1 membership	✓ 15 passes	✓ 10 passes	✓ 5 passes
EXTRAS	✓ Group Archive Tour; <i>Option: branded bag stuffer</i>	✓ Group Archive Tour			

† Prominent Placement; ◇ Some applicable locations; * All applicable locations

Individual Exhibit
\$500

Interested in supporting just one exhibit? No problem! As an individual exhibit sponsor, you'll receive: Name listing at the Museum; **Recognition** in the GRPM Community Engagement Report; **Option** to be the sole sponsor of one individual element of your chosen exhibit (perhaps a favorite color, a certain shark, or a particular tyrannosaur!)

COMMUNITY PROGRAMS

STEAM

STEAM programming at the GRPM inspires guests of all ages to explore the worlds of science, technology, engineering, art, and math. From nature, to outer space, to innovation, there is truly something for everyone.



Culture

West Michigan is a beautiful mosaic of cultures. Throughout the year the GRPM celebrates the various cultures represented in our community and the role they have played in making Grand Rapids what it is today.



Camps

During the summer and "snowflake break" the Grand Rapids Public Museum transforms into a unique learning lab. Preschool through high school campers are inspired to be curious as they explore the Museum's collection and engage in one of a kind learning experiences.



Arts & Entertainment

Guests can experience the Mighty Wurlizer Theater organ and Roger B. Chaffee Planetarium like never before with our one of a kind concerts. Local graphic artists and musicians come together to create an immersive experience in our planetarium for our Concerts Under the Stars series. Guests will transport back in time as they experience a silent movie accompanied by the Theater Organ.

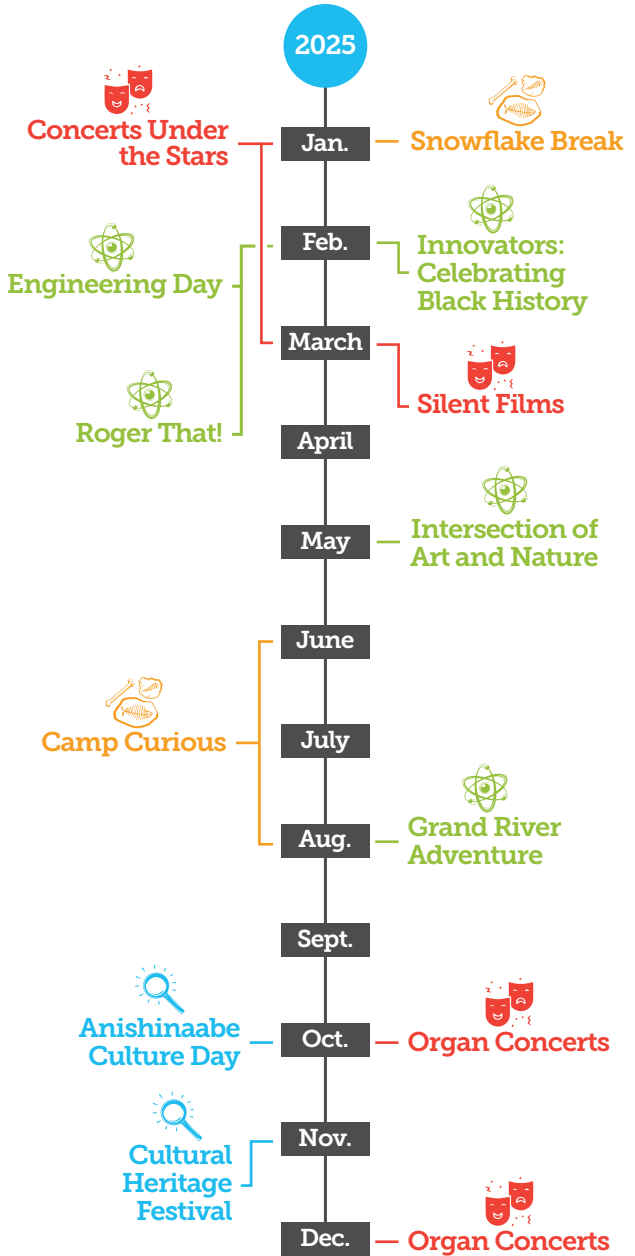


Accessibility

The GRPM strives to be a museum for everyone. In addition to our sensory bags and designated quiet spaces that are available everyday, we offer multiple programs a year focused on making the Museum an inviting place for guests with sensory needs.



Year at a Glance:



Learn more at grpm.org/programs

SPONSORSHIP

	Ambassador \$10,000	Patron \$5,000	Sustainer \$2,500	Friend \$1,000
PHYSICAL MARKETING				
MUSEUM SIGNAGE	✓ Logo†	✓ Logo (exhibit) Name (Museum)	✓ Name	✓ Name
ANNUAL REPORT	✓	✓	✓	✓
DIGITAL MARKETING				
WEBSITE	✓ Logo	✓ Logo	✓ Name	✓ Name
TAGGED IN POSTS	✓	✓		
EMAIL BLASTS	✓			
MUSEUM BENEFITS				
ADMISSION	✓ 20 passes 1 membership	✓ 15 passes	✓ 10 passes	✓ 5 passes
EXTRAS	✓ Group Archive Tour			

† Prominent Placement

Individual Program
\$500

Interested in supporting select program(s)? No problem! For each individual program you sponsor, you'll receive: **Name listing** on print and digital marketing materials for that program; **Recognition** in the GRPM Community Engagement Report.

EVENTS

Museum Adventure After Dark *February 2025*

Museum Adventure After Dark is an after-hours, casual fundraiser where guests can delight in discovery and be a kid again. Engage with Museum experts, explore the Museum, and enjoy adult beverages and snacks.

MUSEUM ADVENTURE

After Dark

History, Science, and Culture
with a *Twist!*



Signature Spring Fundraiser *May 2025*

Guests can dress to the nines and enjoy an upscale evening at the Museum, while supporting the preservation of our vast collection of artifacts.

The Jay & Betty Van Andel Legacy Awards Gala *November 2025*

The Jay & Betty Van Andel Legacy Awards Gala is our largest annual fundraiser to support ongoing educational programming & exhibits, and honors outstanding leaders in our community.



SPONSORSHIP

	Title \$25,000	Ambassador \$10,000	Patron \$5,000	Sustainer \$2,500	Friend \$1,000
PHYSICAL MARKETING					
DONOR WALL	✓ Logo†	✓ Logo	✓ Name	✓ Name	✓ Name
EVENT SIGNS & PROMOTION	✓ Logo†	✓ Logo	✓ Name	✓ Name	✓ Name
ANNUAL REPORT	✓	✓	✓	✓	✓
DIGITAL MARKETING					
WEBSITE	✓ Logo	✓ Logo	✓ Logo	✓ Name	✓ Name
TAGGED IN POSTS	✓ Plus Included in Paid Digital	✓	✓		
EMAIL BLASTS	✓ Logo	✓ Name	✓ Name	✓ Name	✓ Name
MUSEUM BENEFITS					
ADMISSION	✓ 25 passes; 3 memberships	✓ 20 passes; 1 membership	✓ 15 passes	✓ 10 passes	✓ 5 passes
EXTRAS	✓ Group Archive Tour; Branded event element; <i>Option: event give away</i>	✓ Group Archive Tour; Branded event element	✓ Group Archive Tour		

† Prominent Placement

EDUCATION

Education at the GRPM impacts 45,000 students annually.

At the Museum students are led through engaging programs and activities by GRPM teachers that allow them to actively construct their own understandings. The educational programs are centered on a constructivist, student-centered learning philosophy that aims to highlight unique historical artifacts and scientific specimens to provide concrete connections to classroom topics at local, national and global levels.



Programs are aligned with Michigan Curriculum standards, and are kept at a low price to allow for the broadest possible school participation. An educational sponsorship helps to keep the cost low by providing underwriting support to bridge the gap between actual costs and program fees.



SPONSORSHIP

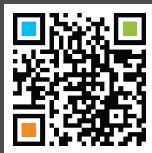
	Ambassador \$10,000	Patron \$5,000	Sustainer \$2,500	Friend \$1,000
PHYSICAL MARKETING				
MUSEUM SIGNAGE	✓ Logo†	✓ Logo (exhibit) Name (Museum)	✓ Name	✓ Name
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EMAIL BLASTS	✓			
MUSEUM BENEFITS				
ADMISSION	✓ 20 passes 1 membership	✓ 15 passes	✓ 10 passes	✓ 5 passes
EXTRAS	✓ Group Archive Tour			

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How to Support

Donate online at grpm.org/donate
scan the QR code to the right.



Accreditation

The GRPM was the first public museum in the United States to be accredited
by the American Alliance of Museums. www.aam-us.org

Contact Info & Museum Hours

Monday – Friday 9 a.m. - 5 p.m.
Saturday & Sunday 10 a.m. - 5 p.m.
development@grpm.org



Grand Rapids Public Museum
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Grand Rapids, Michigan 49504
grpm.org