



**Keystone
Kidspace**



5 years of play

2027 PLAY SPONSORSHIPS

**Support families. Connect with the
community. Build your brand.**

HELP MAKE

PLAY FOR ALL

POSSIBLE

Be part of the excitement by joining us as a sponsor!

Keystone Kidspace is our area's premier destination for kids and families - providing a playful environment that encourages kids to be curious, embrace the joy of learning, and just be kids. And we have quickly become a treasured "third place" for families - a place where they can play, create and explore together.

After five years of serving our community, we are actively expanding our programs to meet families where they are - beyond our building and throughout the region. **Which means that sponsors now have more opportunities to reach families, business leaders, and community members from across Central Pennsylvania while supporting the mission of Keystone Kidspace.**

We hope you will join us! And if you do not see an opportunity in this book that is quite right for your business, know that we LOVE to get creative (it's in our DNA) and will happily collaborate with you to design something that fits your brand, resources, and priorities.

OUR AUDIENCE

25k+

**Visitors
Last Year**

11.4k

**Email Newsletter
Subscribers**

with a >40% open rate

10k+

**Reach at Off-Site
Events Last Year**

8.7k

**Social Media
Followers**

with 110k average monthly views



EXTRA PERKS

As a special thank you, all major sponsors receive these extra benefits in addition to public recognition for their support:



Pro tip: Bundle sponsorship packages to level up and get more perks!

PLATINUM SPONSOR LEVEL

“The Industrial Noble Metal”

Sponsorships totaling

up to \$1,500

- ✓ 2 Complimentary Party with Purpose Tickets
- ✓ 5 Complimentary Day Passes
- ✓ Discounted bulk Day Passes

PALLADIUM SPONSOR LEVEL

“The Unsung Hero of Catalysts”

Sponsorships totaling between

\$1,501-\$4,999

- ✓ 4 Complimentary Party with Purpose Tickets
- ✓ 10 Complimentary Day Passes
- ✓ Discounted bulk Day Passes

RHODIUM SPONSOR LEVEL

“The Rarest Precious Metal”

Sponsorships totaling

\$5,000+

- ✓ 8 Complimentary Party with Purpose Tickets
- ✓ 20 Complimentary Day Passes
- ✓ Discounted bulk Day Passes
- ✓ Discounted Rentals & Experiences



OTHER WAYS TO GET INVOLVED AS A SPONSOR

> Design your own day

Does your team do neat stuff that you'd like to show off? We'll work with you to integrate experiences tied to your brand and industry into an entire day of themed activities featured throughout the building.

> Sponsor admission for a day

By covering the cost of admission for a day, you can ensure that ALL York County families have the opportunity to experience the power of learning through play.

COMMITTED TO ACCESS FOR ALL

We believe that *every child has value* and that *play is powerful*. So we strive to make access to learning through play available to all. To make this possible, we provide free or reduced admission through a variety of programs. Over 41% of our visitors received some form of free or discounted admission in 2025. Your sponsorship support helps us to let even more families know about these programs.

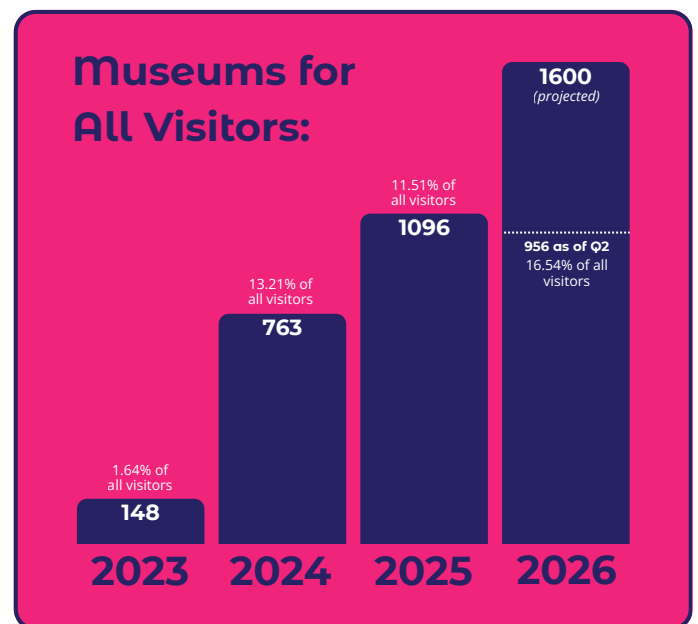
Discounted admission for low-income families

Our Museums for All access program enables a growing number of families who receive SNAP benefits or medical assistance to enjoy significantly reduced admission anytime during Open Play. In 2025, over 11% of our Open Play visitors received discounted admission through this initiative.

1 Museums for All Sponsorship Available: Outreach Sponsor
(can be in-kind)

\$3,000

You will be recognized on all related promotional materials.



Free admission for military families during the summer

Support inviting active duty military families into our revitalized historic armory facility through our participation in the nationwide Blue Star Museums program with free admission for summer 2027.

1 Blue Star Museum Sponsorship Available: Outreach Sponsor

\$1,000

You will be recognized on all related promotional materials.



BE A GOOD NEIGHBOR

Find us out of the building & somewhere near you

Help us meet kids and families where they are - in their schools, libraries, neighborhoods and communities - by participating in dozens of FREE events across our region.

In Schools

Help us say "yes" to as many invitations as we can, from back-to-school events to STEAM showcases to family engagement nights.

2 sponsorships available: Fall or Spring semester



\$2,000

In Communities

Make it possible for us to pop up across the community, helping to make events even more family-friendly and enriching for all.

2 sponsorships available: Fall/Winter '27 and Spring/Summer '28



\$2,000

In Hanover

We're intentionally reaching out to ensure that Hanover kids and families experience equal access to our quality STEAM enrichment.

2 sponsorships available: Spring/Summer or Fall/Winter 2027



\$1,000

Free play passes available through local libraries

Help us reach our goal of placing play passes in each York County library! These passes will give local families access to Keystone Kidspace by checking out a play pass card (admission for up to 4) from their local branch.

1

Presenting Sponsor

Helps us let people know about this amazing opportunity!

\$2,000

13

Individual Library Sponsors

Your support puts 1 pass in a community library branch!

\$500



EXPANDED

PROGRAMS & AUDIENCES

Since opening our doors five years ago, we have refined our core maker offerings and grown an audience of families committed to the power of play. Building on that strong foundation, we are ready to stand up new programs and events that will reach more kids and families, develop new skills, and better meet the needs of underserved audiences.

1

**Sponsorship opportunities
per programming initiative**

\$2,500 *each*

Kitchen Lab Programs

Empower kids to take charge of their health through hands-on knowledge and skills.



Exposure to the Skilled Trades

Introduce the next generation to building, making, engineering, and skilled careers.



Sensory Inclusion

Help create inclusive spaces where every child can explore, engage, and thrive.



Sustainability/ Environmental Education

Put your brand behind the next generation of environmental problem-solvers.



Early Childhood Education & Programming

Give young children a stronger start through hands-on learning and discovery.



Spanish Language & Bilingual Programming

Expand access to our programs for Spanish-speaking families and communities.



MORE

CHANCES

FOR PLAY

Align your brand with some of our most popular stations

The visitor experience at Keystone Kidspace is constantly evolving, keeping families coming back week after week. But even with that change there are certain activities that have become tentpoles in our offerings. Help us to keep these areas stocked and ready for creative tinkering and exploring.

Lego for Fort Blocks



1 exclusive sponsorship

\$2,500

Unlimited Model Magic



1 exclusive sponsorship

\$2,500

Upcycled Creation Wall



1 exclusive sponsorship

\$5,000

Ingredients for the Kitchen Lab



1 exclusive sponsorship

\$5,000

School's Out Open Play

What do families do when school's out on a weekday? They come to play at Keystone Kidspace!

This sponsorship will support additional open play hours on 5 school holidays during the 2027-2028 school year.

1 exclusive sponsorship

1.5k estimated total attendance



\$2,500

Parents Night Out

Caregivers drop their kids off for a night of supervised fun while they hit the town. Evening includes fun maker activities, dinner and snacks.

This sponsorship will support 6 evening events during the 2027-2028 school year.

1 exclusive sponsorship

300 estimated total attendance



\$1,500

HOLIDAYS

AND SPECIAL

EVENTS

St. Patrick's Shenanigans

Shenanigans is a full day of mischief and silliness at Keystone Kidspace. Reach families across the community by supporting this fun day out, embracing all the quirky messiness that kids love.



300 estimated total attendance

1 exclusive sponsorship

\$1,250

Kick Off to Summer

Whew, we made it! The school year may be over but the playful learning doesn't need to stop. Help us kick summer off with seasonal messy maker fun at Keystone Kidspace.



100 estimated total attendance

1 exclusive sponsorship

\$750

Holiday Season Pop-Ups

Reach York County families at our largest holiday events in Downtown York and Downtown Hanover. Help us spread holiday cheer by providing themed maker activities for the kids in our community.



1k estimated total attendance

1 exclusive sponsorship

\$2,500

Noon Years Eve

Ring in the New Year (at noon!) with Keystone Kidspace! Each year families join us to celebrate the new year with activities, games and treats, including a unique ball drop with a Keystone Kidspace twist.



600 estimated total attendance

1 exclusive sponsorship

\$2,000





BIRTHDAY BASH

Each year we host a FREE day packed with our greatest hits to celebrate our birthday. It's our annual opportunity to thank our growing community of families and supporters and to showcase the value of maker education. Now in its 6th year, the Birthday Bash has become a beloved community tradition, bringing families together to celebrate creativity, connection, and hands-on learning. The Birthday Bash is—by far—our largest free event of the year.

1

Sponsorship Levels Available:

We'll include you in all related promotions, including social media & in-building signage, plus...

Exclusive Presenting Sponsor***

You'll be mentioned each time we talk about the Party!
Also includes the opportunity to give swag to our guests.

\$5,000

"Maker" Sponsors

Includes the opportunity to give swag to our guests.

\$2,500

"Explorer" Sponsors

Help us welcome as many families as possible!

\$1,000



700+

estimated total attendance

secure your presenting sponsorship by 4/1/27 to be included in the initial press launch

PARTY WITH PURPOSE



Party with Purpose is Keystone Kidspace's one-of-a-kind annual fundraiser - an exciting night of adult, maker-style activities when the grown-ups get to play. This event reaches a cross-section of the York community including business leaders, creatives, donors, professionals, and more. By sponsoring Party with Purpose, businesses have the opportunity to connect with an engaged community while helping support Keystone Kidspace's mission to inspire creativity, curiosity, and hands-on learning for children and families.

3

Sponsorship Levels Available:

We'll include you in all related promotions, including social media & in-building signage, plus...

Exclusive Presenting Sponsor***

You'll be mentioned each time we talk about the Party!
Also includes the opportunity to give swag to our guests.

\$5,000

"Maker" Sponsor

Includes the opportunity to give swag to our guests.

\$2,500

"Explorer" Sponsor

Let's explore through play together!

\$1,000

200+

estimated total attendance

3hrs

of creative maker fun

secure your sponsorship by 4/1/27 to get your logo on all print materials, including invitations mailed all over York County & beyond



OTHER WAYS TO

GET INVOLVED



➤ Service opportunities for your team

Build team cohesion and have fun while volunteering!



➤ "Waste widget" donations

One man's trash is absolutely a kid's treasure!



➤ EITC contributions

Designate your tax dollars to directly impact kids in our community!



➤ In-kind donations & support

We gladly accept donations of goods and professional services, such as lawn care, printing, ad space, & more!



FOR MORE INFORMATION

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