

Grand Rapids Public Museum Sponsorship.

2026



GRAND RAPIDS
PUBLIC MUSEUM

Be curious.



grpm.org



Dear partners of the Grand Rapids Public Museum,

For over 170 years, the GRPM has served as a cultural cornerstone of Grand Rapids and West Michigan reaching over 200,000 visitors annually through exhibitions, educational programs, and community events that focus on science, history, and culture. As Michigan's oldest Museum, we inspire curiosity and learning by providing access to our Collections of over 250,000 artifacts and specimens.

I invite you to support the Grand Rapids Public Museum as a sponsor.

With your investment, the GRPM will continue to deliver leading-edge, accessible educational experiences to learners of all ages. Whether you're drawn to certain exhibits, feel inspired by community programs, or love to celebrate at fundraising events, your support helps us preserve and share stories that resonate with our community and each other as citizens.

Thank you for considering this partnership with the GRPM. Your support will make a lasting impact on the West Michigan community, sparking curiosity about history, science, and culture for generations to come.

With gratitude,

A handwritten signature in blue ink that reads "Dale A. Robertson". The signature is fluid and cursive, with "Dale" and "A." on the first line and "Robertson" on the second line.

Dale A. Robertson
President & CEO
Grand Rapids Public Museum



EXHIBITS



TYRANNOSAURUS: MEET THE FAMILY

October 2025 – April 2026

Meet the most feared predator of all time! This exhibition brings the latest Tyrannosaurus 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 *Tyrannosaurus* cast skeletons
- 3 models of feathered dinosaurs
- 7 *Tyrannosaurus* cast skulls
- *Interactives and multimedia experiences*

BACKYARD ADVENTURES

January 2026 – September 2026

Experience an exhibition all about the science in your own backyard! Topics include the biological interactions between plants and insects, the zoology of nocturnal animals, the horticulture of growing giant vegetables, the mathematics needed to lay brick for patios, and much more.

Backyard Adventures will feature:

- 16 interactive science displays
- Extensive supporting sets and equipment
- STEM learning in a fun, active, dynamic, and entertaining way



UNSEEN OCEANS

American Museum
of Natural History

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					
EXHIBIT SIGNAGE	 Prominent Logo	 Logo	 Logo	 Name	 Name
DONOR WALL + ANNUAL REPORT	 Name	 Name	 Name	 Name	 Name
EXTERNAL	 Logo	 Name	 Name		
DIGITAL MARKETING					
WEBSITE	 Prominent Logo	 Logo	 Logo	 Name	 Name
EMAILS	 Prominent Logo	 Logo	 Logo	 Name	 Name
SOCIAL MEDIA TAGS					
OTHER BENEFITS					
ADMISSION	 3 Annual Memberships; 25 passes	 1 Annual Membership; 20 passes	15 passes	10 passes	5 passes
EXTRAS	 25 Carousel ride passes; <i>Option to be the sole sponsor of one individual exhibit element</i>	 20 Carousel ride passes; <i>Option to be the sole sponsor of one individual exhibit element</i>	15 Carousel ride passes	10 Carousel ride passes	5 Carousel ride passes

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 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 Wurlitzer 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.

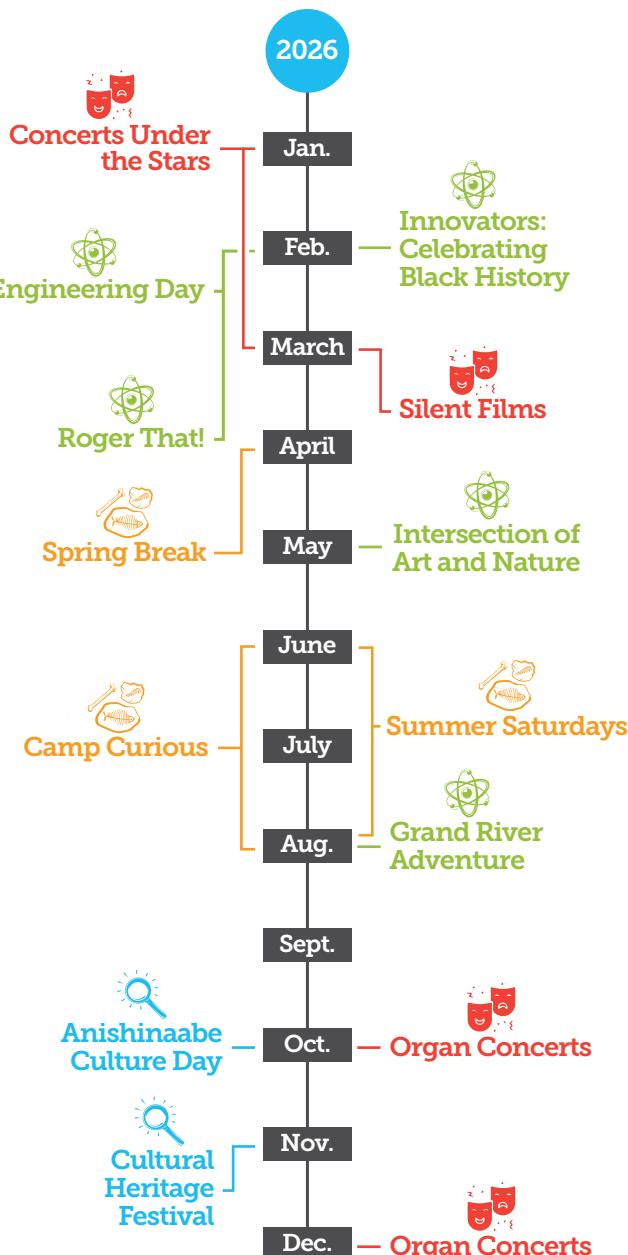


Accessibility

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



Year at a Glance:



Learn more at grpm.org/programs

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	Title \$25,000	Ambassador \$10,000	Patron \$5,000	Sustainer \$2,500	Friend \$1,000
PHYSICAL MARKETING					
PROGRAM SIGNAGE	✓ Prominent Logo	✓ Logo	✓ Logo	✓ Name	✓ Name
DONOR WALL + ANNUAL REPORT	✓ Name	✓ Name	✓ Name	✓ Name	✓ Name
DIGITAL MARKETING					
WEBSITE	✓ Prominent Logo	✓ Logo	✓ Logo	✓ Name	✓ Name
EMAILS	✓ Prominent Logo	✓ Logo	✓ Logo	✓ Name	✓ Name
SOCIAL MEDIA TAGS	✓	✓			
OTHER BENEFITS					
ADMISSION	✓ 3 Annual Memberships; 25 passes	✓ 1 Annual Membership; 20 passes	✓ 15 passes	✓ 10 passes	✓ 5 passes
EXTRAS	✓ 25 Carousel ride passes; Reserved program tickets*	✓ 20 Carousel ride passes	✓ 15 Carousel ride passes	✓ 10 Carousel ride passes	✓ 5 Carousel ride passes

Individual Program
\$500

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

EVENTS

Collections & Cocktails

May 21, 2026

This elevated spring fundraiser celebrates the GRPM's vast Collections, with a formal dinner and curated activities to spark your curiosity. Guests can dress to the nines while digging deep into the year's themed topic, and supporting the essential preservation of the GRPM's Collections.



MUSEUM ADVENTURE *After Dark*

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

Museum Adventure After Dark

February 26, 2026 + October 1, 2026

Held twice each year, Museum Adventure After Dark is a smash-hit casual and educational fundraising event, where guests have the chance to delight in discovery again. The event features curated cocktails, mocktails, and elevated snacks, as well as educational experiences sure to amaze and delight. And, guests get to explore all three floors of the Museum...at night!

18th Annual Jay & Betty Van Andel Legacy Awards Gala

November 2026

The Museum's largest fundraiser, the Jay & Betty Van Andel Legacy Awards Gala honors outstanding leaders throughout West Michigan who have inspired others with their personal and professional investments in the Grand Rapids and West Michigan communities past, present, and future.



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PHYSICAL MARKETING					
EVENT SIGNAGE + SCREENS	 Prominent Logo	 Logo	 Logo	 Name	 Name
MAILED ELEMENTS	 Prominent Logo	 Logo	 Logo	 Name	 Name
DONOR WALL + ANNUAL REPORT	 Name	 Name	 Name	 Name	 Name
DIGITAL MARKETING					
WEBSITE	 Prominent Logo	 Logo	 Logo	 Name	 Name
EMAILS	 Prominent Logo	 Logo	 Logo	 Name	 Name
SOCIAL MEDIA TAGS					
OTHER BENEFITS					
AT THE EVENT	 30 Tickets; Priority Seating*; Valet Parking*; Verbal recognition during program; Give welcoming remarks; Sole sponsorship of an event element	 20 Tickets; Priority Seating*; Valet Parking*; Sole sponsorship of an event element	 10 Tickets; Valet parking*	 10 Tickets	 4 Tickets
ADMISSION	 3 Annual Memberships; 25 passes	 1 Annual Membership; 20 passes	 15 passes	 10 passes	 5 passes
EXTRAS	 25 Carousel ride passes	 20 Carousel ride passes	 15 Carousel ride passes	 10 Carousel ride passes	 5 Carousel ride passes

*When Applicable

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.



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PHYSICAL MARKETING					
MUSEUM SIGNAGE	✓ Prominent Logo	✓ Logo	✓ Logo	✓ Name	✓ Name
DONOR WALL + ANNUAL REPORT	✓ Name	✓ Name	✓ Name	✓ Name	✓ Name
EXTERNAL ADS	✓ Prominent Logo				
DIGITAL MARKETING					
WEBSITE	✓ Prominent Logo	✓ Logo	✓ Logo	✓ Name	✓ Name
EMAILS	✓ Prominent Logo	✓ Logo	✓ Logo	✓ Name	✓ Name
SOCIAL MEDIA TAGS	✓	✓			
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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
272 Pearl Street NW
Grand Rapids, Michigan 49504
grpm.org