Sponsorship Opportunities
2026–2027



EVERY CHILD DESERVES A PLACE TO DISCOVER.

Help Fresno Discovery Center expand hands-on STEAM learning for children and families across the Central Valley through interactive exhibits, educational presentations, animal experiences, and field trips.

FRESNO DISCOVERY CENTER™

559-251-5533
FresnoDiscoveryCenter.org
1944 N. Winery Ave. Fresno, CA 93703

Sponsor Discovery. Ignite Curiosity.

A MESSAGE FROM OUR BOARD PRESIDENT



Dear Community Partners,

Your sponsorship helps us ignite curiosity, provide hands-on learning experiences, and create opportunities for children and families throughout the Central Valley. Together, we can encourage lifelong learning and make a lasting impact on our community.

With gratitude,

Missy Vander Werf

Board President

FRESNO DISCOVERY CENTER™

BOARD OF DIRECTORS

Brandi Snow, Board Vice President
Michelle Pipkin, Board Secretary
Mike Ryan, Board Treasurer
Kerry Crabill, Board Member
Urania Gonzalez, Board Member
Joshua Kruger, Board Member
Maurice Ndole, Board Member
Sharon Starcher, Board Member



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TRANSFORMATION OPPORTUNITIES

Ways To Help

- Sponsor a Project
- Sponsor a Field Trip
- Sponsor Outreach Programs
- Sponsor an Event
- Support Animal Care
- Fund New Exhibits
- Volunteer
- Make an In-Kind Gift

Every sponsorship opportunity is designed to add value to your organization. We welcome anonymous gifts, in-kind donations, and customized partnerships to ensure your support makes the greatest possible impact.

Supporters like you help build lifelong memories.

Contact our Executive Director

Elizabeth Jonasson
559.448.6134
E.Jonasson@FresnoDiscoveryCenter.org

Mission & Vision

Our Mission

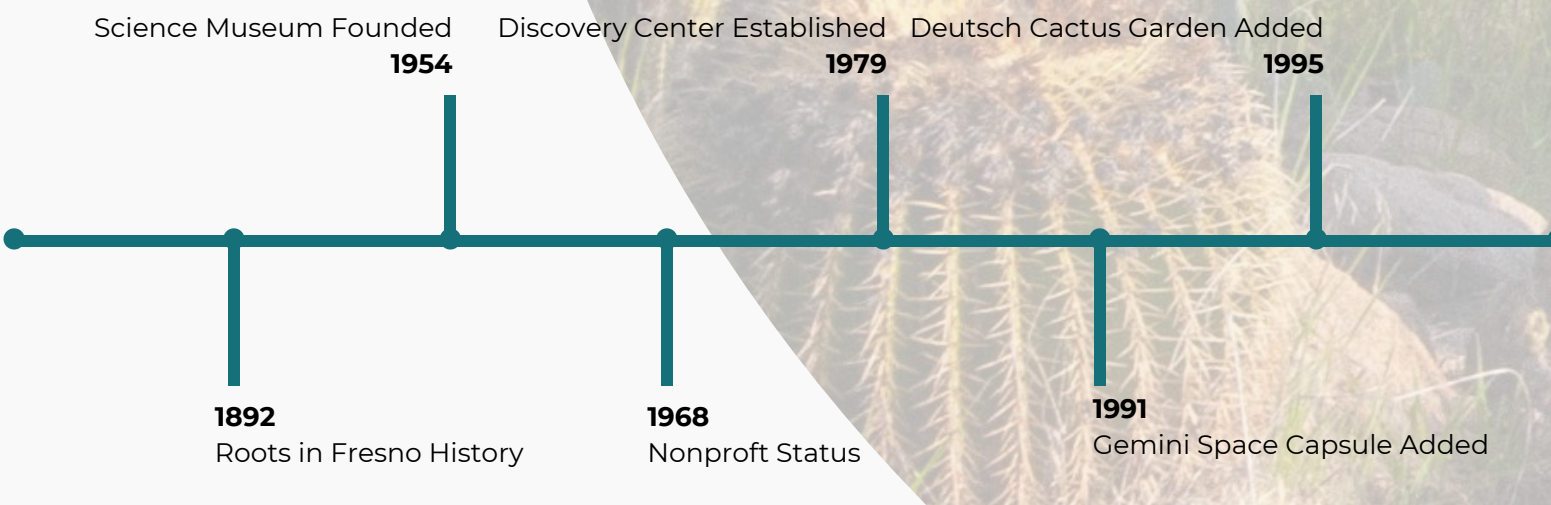
Igniting curiosity and imagination by providing hands on STEAM experiences

Our Vision

Create a future where curiosity leads, creativity thrives, and every child discovers their potential

Who We Are

Since 1954, Fresno Discovery Center has served generations of Central Valley families through hands-on science, nature, animal, and educational experiences. Today, we welcome thousands of children annually through field trips, outreach programs, camps, exhibits, and community events.



Our Impact

2025



10,650+
Students reached through off-site programs

8,850+
Field trip and camp attendees

1,000+
Member families discovering year-round

2,080+
Volunteer hours given by dedicated supporters

50+
Staff and docents powering our mission

2001
Recovery After Fire

2011
City Lease Secured

2012
Restoration Begins

2013
Grand Reopening

2018
Rebranded as Fresno Discovery Center

Today → ∞
Inspiring the Next Generation



2026–2027

EARLY LEARNING LASTING IMPACT

FRESNO DISCOVERY CENTER™

Sponsor Opportunity

EARLY LEARNERS CLASSROOM





Building a Better Space for Our Youngest Explorers

Designed for ages 2-6, the Early Learners Classroom will provide safe, developmentally appropriate spaces where children can build foundational STEAM skills through play, exploration, movement, and creativity.

GOAL $150,000

Funding Supports

- ADA Accessibility
- Playground
- Classroom installations: lighting, storage, temperature controls
- Upgraded bathroom facilities
- Flexible seating

SPONSORSHIP LEVELS

Title Sponsor — $100,000+

- 20-year naming rights for the entire building
- Prominent recognition signage
- Speaking opportunity at the Ribbon-Cutting Ceremony
- Sponsor booth at a Fresno Discovery Center event
- Featured newsletter spotlight
- Media recognition
- One social media video
- Three dedicated social posts

Playground Sponsor — $25,000

- 10-year naming recognition for the playground
- Prominent sponsor signage
- Recognition at the Ribbon-Cutting Ceremony
- Sponsor booth at an event
- Media recognition
- Featured social media video

Classroom Sponsor — $5,000

- Recognition at the Ribbon-Cutting Ceremony
- Sponsor booth at an event
- Featured social media post
- Logo or name feature

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Sponsor Opportunity

Reptile Discovery Wall

Visitors don't just observe these animals. They connect with them.

Our new Reptile Discovery Wall will showcase diverse reptile species through professionally designed habitats that allow children and families to experience wildlife up close while learning about ecosystems, conservation, adaptation, and animal care.

GOAL $60,000



PROPOSED FEATURES

- NASA lab inspired theme
- Live animal habitats grouped by ecosystem
- Living terrariums with live vegetation
- Animal encounter area

Sponsorship Levels

Title Sponsor • $30,000+

- 10-year naming recognition
- Prominent signage
- Speaking role at Ribbon-Cutting
- Media recognition
- Booth at an event
- Social media video
- VIP animal experience

Habitat Sponsor • $5,000

- 5-year recognition on one habitat
- Private animal encounter
- Social media post

Animal Sponsor • $1,500

- Social media post

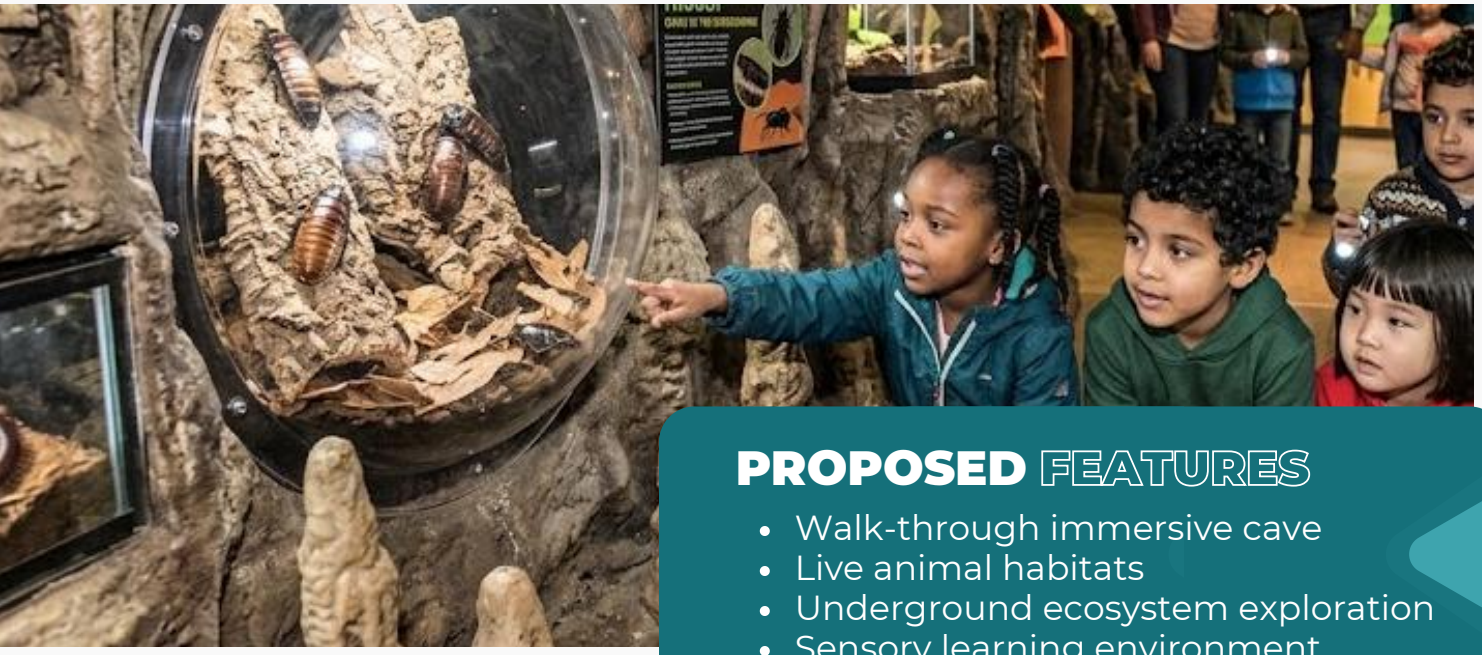
Sponsor Opportunity

Critter Crawl Adventure Cave

Tiny Creatures, Big Impact

The Critter Crawl transforms learning into adventure. Children will journey through an interactive cave-themed environment where they discover insects, amphibians, arachnids, and other fascinating creatures that are often hidden from view

GOAL $40,000



PROPOSED FEATURES

- Walk-through immersive cave
- Live animal habitats
- Underground ecosystem exploration
- Sensory learning environment

Sponsorship Levels

Title Sponsor • $30,000+

- 10-year naming recognition
- Prominent signage
- Speaking role at Ribbon-Cutting
- Media recognition
- Booth at an event
- Social media video
- VIP animal experience

Habitat Sponsor • $5,000

- 5-year recognition on one habitat
- Private animal encounter
- Social media post

Animal Sponsor • $1,500

- Social media post

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DINO DIG DISCOVERY

Unearth the Next Generation of Explorers

A favorite among generations of visitors, the Dino Dig is being transformed into a more inclusive and engaging experience.

Planned improvements include ADA-accessible features, interactive fossil exploration, and enhanced educational programming for learners of all abilities.

GOAL $60,000





SPONSORSHIP LEVELS

Title Sponsor — $30,000+

- Prominent signage for 10 years
- Media recognition
- Speaking role at Ribbon-Cutting
- Booth at an event
- Social media post

Dinosaur Sponsor — $5,000

- 5-year recognition on custom install
- Recognition at Ribbon-Cutting
- Social media post

Explorer Sponsor — $1,500

- Social media post

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INVEST
IN DISCOVERY
INSPIRE
THE NEXT GENERATION
FRESNO DISCOVERY
CENTER™

Sponsor Opportunity

FIELD TRIP HERO

Sponsor a Child's First Discovery

For many students, a field trip to Fresno Discovery Center is a unique experience.

Your support helps remove financial barriers by covering admission and educational programming for classrooms.

SPONSORSHIP LEVELS

$15,000

Sponsors the entire school up to 700 students and teachers

$1,500

Sponsors a grade level for up to 75 students and teachers

$500

Sponsors a classroom visit of up to 25 students and teachers

Sponsors can choose the beneficiary of their gift or allow us to distribute funds where they are needed most. Generosity will be recognized through social media, our newsletter, and with the benefiting school or childcare center.









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Sponsor Opportunity

DISCOVERY ON THE MOVE

Bring Discovery Directly to Schools

Not every child can visit us. We bring science demonstrations, animal encounters, and portable planetarium shows directly into schools and community spaces throughout the Central Valley.

Activities include:

- Animal Encounters
- Planetarium Shows
- Science Assemblies
- Dissections
- STEAM Workshops

Sponsors can choose the beneficiary of their gift or allow us to distribute funds where they are needed most. Generosity will be recognized through social media, our newsletter, and with the benefiting school or childcare center.





SPONSORSHIP LEVELS

$15,000

Sponsors a school-wide activity up to 700 students

$7,500

Sponsors a school-wide activity up to 350 students

$5,000

Sponsors a school-wide activity up to 200 students

$2,500

Sponsors a school-wide activity up to 100 students

$500

Sponsors one classroom activity

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Sponsor Opportunity

COMMUNITY EVENTS

Keeping Family Discovery Affordable

Each year Fresno Discovery Center hosts family-friendly events that bring hundreds of families together for accessible, educational fun. Keeping admission affordable requires community partners who believe every family should experience high-quality STEAM education.

Sponsor Events Such As:

- Tricks & Treats
- Egg Fest
- **Star Wars Day**
- Weekly Programs
- First Saturdays (*discount admission days*)

Sponsorship and partnership opportunities are also available for our programming such as Saturday Science, Sensory Sunday, and Music Mondays. Reach 100-1,500 attendees depending on event.

Join the Rebellion against boring events!

Save the Date:

***Saturday, May 1, 2027**, for a galaxy-sized day of fun and fundraising.*



Sponsor Benefits	Title Sponsor $10,000	Event Sponsor $5,000	Community Sponsor $1,500	Family Sponsor $500
Premium booth at an event	✓	✓	✓	✓
Social media post	✓	✓	✓	
Recognition at event by host	3 times	1 time		
Name & logo on event materials	✓	✓		
Speaking opportunity at event	✓			
Media interview (as applicable)	✓			

Sponsor Opportunity

EXHIBIT TRANSFORMATION

Reimagine Discovery

Many of our exhibits have served families for years. With your help, we can modernize and refresh these experiences for a new generation of learners.

Sponsor Benefits	Title Sponsor $25,000	Exhibit Sponsor $10,000	Support Sponsor $5,000
Booth at an event	✓	✓	✓
Social media post	Video	Photo	Photo
Sponsor name & logo on exhibit	✓	✓	✓
Recognition at ribbon-cutting by host	✓	✓	
Speaking role at ribbon cutting	✓		
Prominent signage	✓		
10-year naming rights for the exhibit	✓		

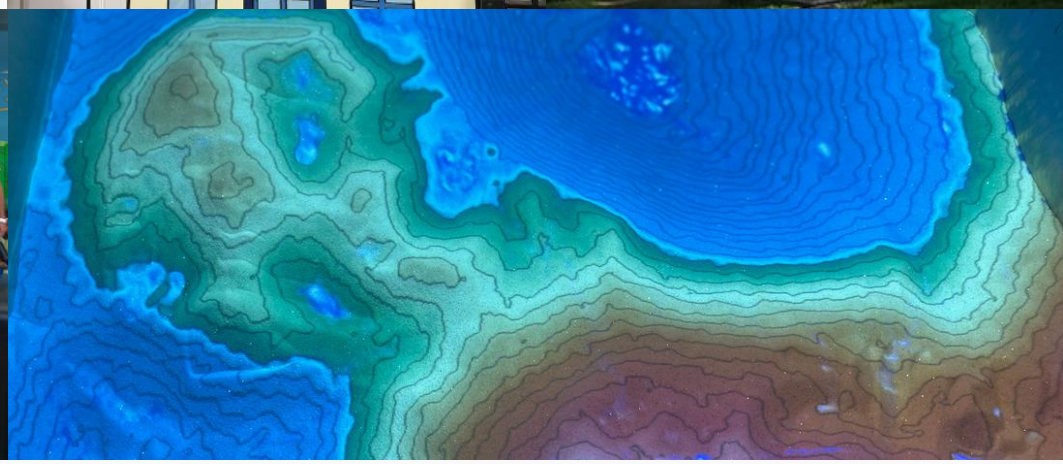
Investments Support

- Interactive upgrades
- Exhibit replacement
- Technology integration
- Accessibility improvements
- New educational experiences









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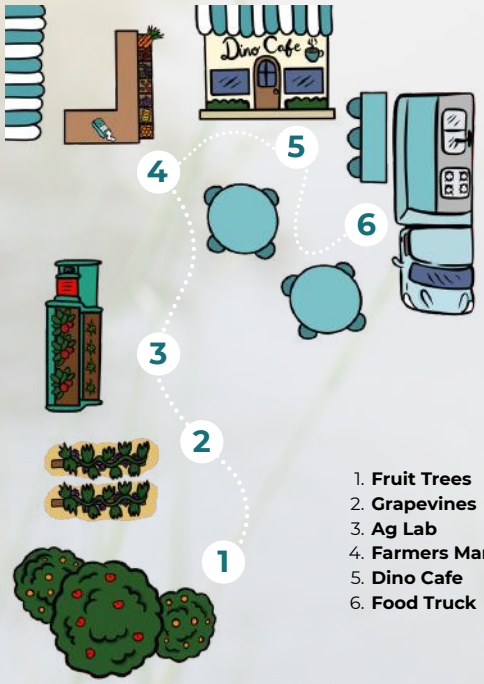
FARM TO TABLE EXHIBITION

An Agricultural Education Experience for the Next Generation

Help children understand where their food comes from and the people, science, technology, water, and agriculture behind it.



EXHIBIT	COST
Trees	Sponsored by The Garabedian Group
Ag Lab	Existing
Fruit and/or Vegetable	$5,000 each
Farmers Market	Sponsored by Fresno Madera Farm Credit
Dino Café	$5,000
Food Truck	$8,500



1. **Fruit Trees**
2. **Grapevines**
3. **Ag Lab**
4. **Farmers Market**
5. **Dino Cafe**
6. **Food Truck**

Sponsors receive:

- Prominent recognition within the exhibit
- Logo placement on exhibit signage and materials
- Recognition in newsletters and press releases
- Social media acknowledgments
- Invitation to participate in the Ribbon-Cutting Ceremony
- Opportunities for customized exhibit branding and product integration where appropriate

Proudly sponsored by

FRESNO MADERA FARM CREDIT

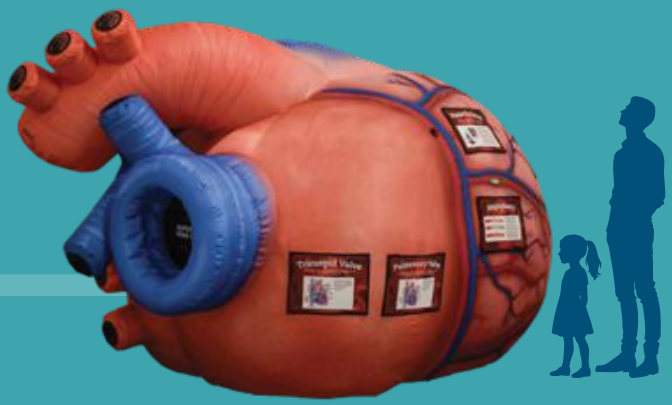
THE GARABEDIAN GROUP
Accountants. Consultants. Advisors.

Sponsor Opportunity

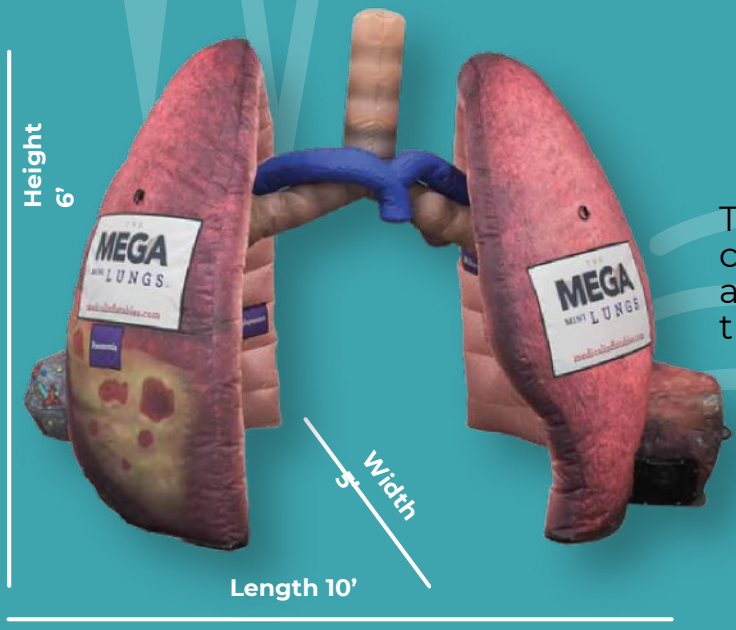
$20,000 Each

MEDICAL EXHIBITS

HEART, LUNGS, & BRAIN



Larger-than-life inflatable versions of the **heart**, **lungs**, and **brain** that bring science to life through engaging, educational displays.



These portable interactive experiences captivate visitors of all ages, inspire curiosity, and support hands-on STEAM learning for thousands of children and families.



Sponsorship includes:

- Prominent exhibit signage for 10 years
- Input on curriculum development
- Media recognition
- Social media post
- Event booth

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FRESNO DISCOVERY CENTER™

Support Fresno Discovery Center

General Support

A general support gift is 100% tax-deductible and helps us provide affordable, educational programs, exhibits, and experiences for our community. Contributions of any amount are greatly appreciated.

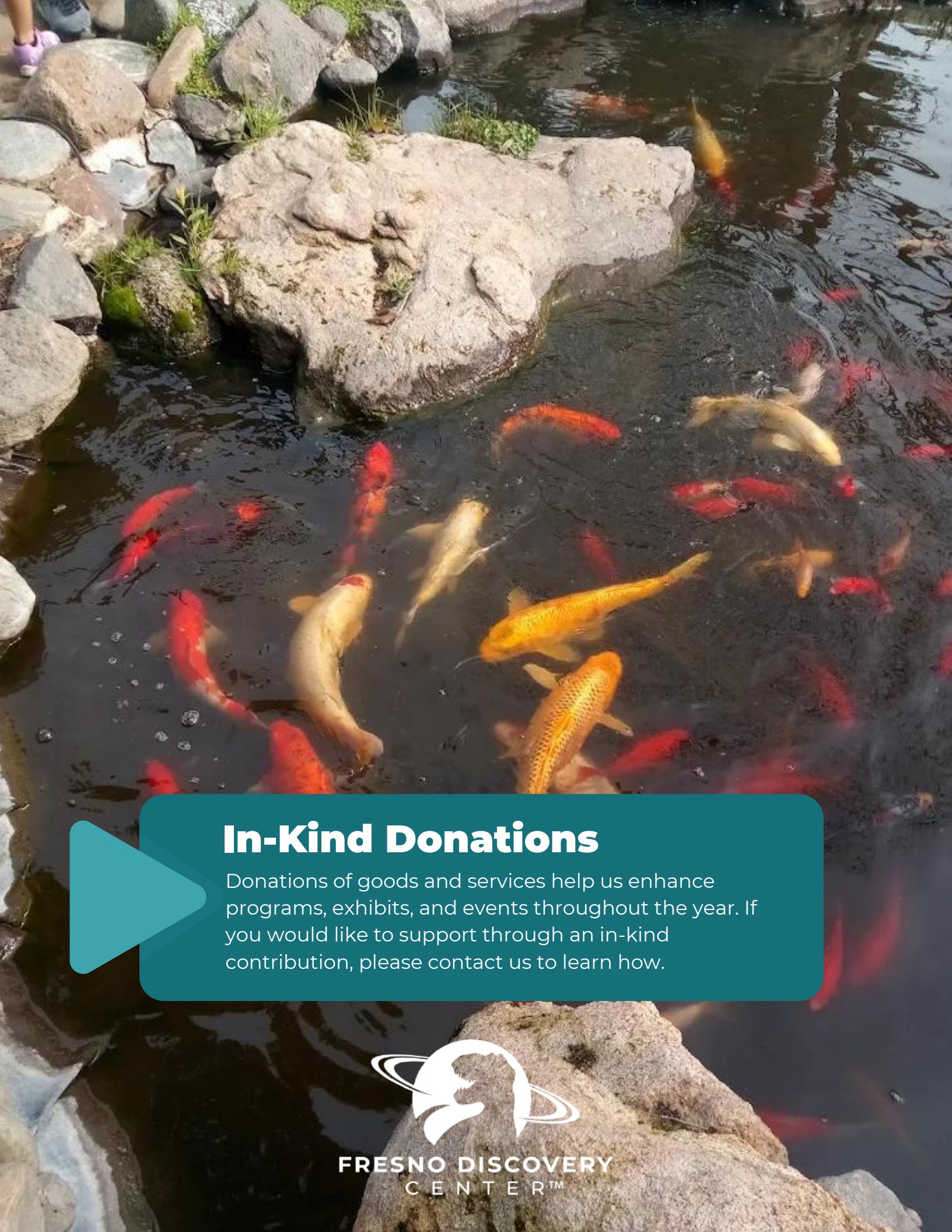
Legacy Giving

Leave a lasting impact on future generations through estate planning, donor-advised funds, stock gifts, or other planned giving opportunities. Your legacy investment helps ensure lifelong learning for years to come.

Adopt an Animal

Support our animal ambassadors and help provide daily care, habitat enrichment, and educational experiences. Every contribution, big or small, helps ensure our animals receive the care they need.





In-Kind Donations

Donations of goods and services help us enhance programs, exhibits, and events throughout the year. If you would like to support through an in-kind contribution, please contact us to learn how.

FRESNO DISCOVERY CENTER™

Volunteer



Your Support Matters

Volunteers play a vital role in helping keep costs low while expanding opportunities for community engagement, service learning, and professional development. Whether you give a few hours each year or become a docent, we welcome individuals, families, corporate teams, and groups to join us.

Volunteer opportunities include:

- Exhibits and visitor engagement
- Special events and community programs
- STEAM education support
- Facility beautification and maintenance projects
- Corporate and group volunteer days

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MAKE A DIFFERENCE

ROUNDUP

Share your spare change with Fresno Discovery Center

How it works

Enroll a credit card

Enroll your primary spending card with a Visa or Mastercard logo. Optionally, set a maximum donation per month.

Round ups happen automatically

Every purchase you make will be rounded up to the next dollar at the end of each month. That total amount will be sent to us.

Know you're making a difference

You'll get a tax deduction receipt, and have an opportunity to invite others to support the cause.



DONATE

SPONSOR

MEMBERSHIP

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CREATE WONDER

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