

2011 EARLY CHILDHOOD DEVELOPMENT SPONSORSHIP OPPORTUNITIES

BALTIMORE & OHIO RAILROAD MUSEUM
The Birthplace of American Railroad
B&O in Baltimore and Ellicott City Station



 Smithsonian Affiliations

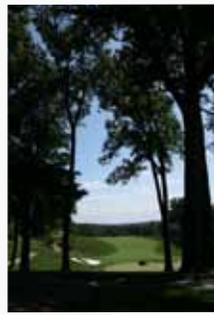
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CELEBRATE WITH US ON THE ROYAL BLUE!

AN AWARD WINNING EDUCATIONAL PROGRAM

Current research has shown that early childhood learning in museums provides real experiences with real objects all related to critical content areas. Children learn by doing and remembering what they have personally experienced. Museum learning instills valuable attitudinal and motivational outcomes not as richly available in a classroom setting. Designed by the Smithsonian Institution's Early Enrichment Center, the B&O Railroad Museum's program is one of only a few in America to achieve critical acclaim.



THE B&O RAILROAD'S ROYAL BLUE

Beginning in 1890 and operating through the mid-20th century The Royal Blue was the B&O Railroad's premier passenger train between Washington D.C. and New York City. Elegant mahogany paneled coaches, superb dining and exquisite hospitality were the hallmarks of this regal railroad line. Nothing could be a finer metaphor for the valued supporters of the Museum's early childhood program.

THE ROYAL BLUE OPEN

Each year the B&O Railroad Museum honors and celebrates its achievements in the field of early childhood education with an all day event honoring our participants, donors and friends. The day of celebration is held each year at the Caves Valley Golf Club near Baltimore, Maryland. This private non-public club consists of nine

THE LUNCHEON

Enjoy an elegant luncheon on the patio of the clubhouse with friends and colleagues and avail yourself of an exclusive opportunity to attend a practice session with one of the Club's acclaimed professionals.

A DAY OF GOLF

Designed by nationally acclaimed golf course architect Tom Fazio as "a golfer's club," Caves Valley is one of a few clubs in America focused solely on golf and golfer's needs. The course features 18 holes, each uniquely fashioned to suit the natural environment, as well as a comprehensive state of the art practice facility which includes multiple practice ranges with sand bunkers, chipping greens and putting greens.

A CELEBRATORY DINNER

Following your outing our supporters and friends gather for an evening reception with open bar, paired wines and an exquisite menu prepared by one the East Coast's most highly awarded Chefs. Recognition of our education program supporters and winners of the Royal Blue Open are honored, new friends and colleagues made as our day of celebration draws to a close.



About Us

The Baltimore & Ohio Railroad Museum is dedicated to fulfilling its mission by

Preserving the physical legacy and experience of American railroading, and to interpret and present its history to the widest possible audience.

Developing programs which broaden and deepen public appreciation of the past, present, and future significance of the railroad industry in the development of American life, especially in the City of Baltimore, State of Maryland, and the region.

The B&O Railroad Museum's Early Childhood Development Program was designed in collaboration with the Smithsonian Institution's Early Enrichment Center and is based on learning reading, recognition, communication and simple math in a museum environment through the use of historical objects and art.

Both staff and volunteers are trained to work effectively with children. The B&O Railroad Museum is uniquely equipped to serve the needs of children since most children love trains!

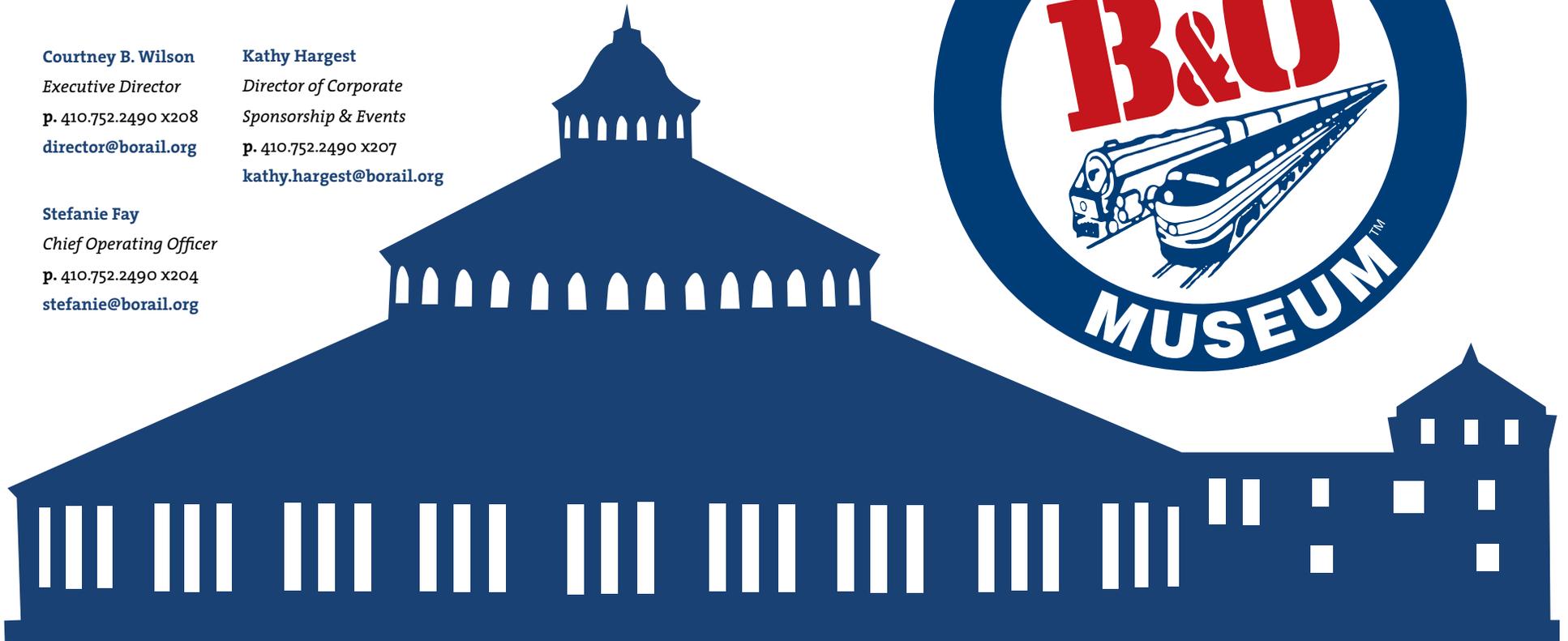
Each year the Board of Directors celebrates the success of the Museum's Early Childhood Development Program with a celebratory golf outing at the exclusive Caves Valley Golf Club. A day of golf, a recognition dinner and other evening events cap off each year's effort to provide the highest quality learning programs for pre-school kids in the region.

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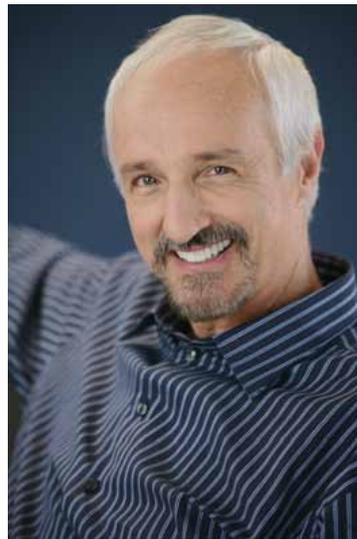


B&O TV Network

The B&O Museum Network is a 10-15 minute educational television show starring the Museum's celebrity spokesperson, actor Michael Gross, and features trivia, interviews, upcoming special events, news about the world of railroading, traveling, collecting and other segments of interest, children's programming and games, and educational segments about railroading history. The Network is shown daily on flat screen monitors throughout the Museum's campus to more than 160,000 visitors per year. A new program is completed each month, posted on YouTube for limitless international exposure, and is included in Train Mail, the Museum's monthly e-newsletter which reaches on average over 40,000 people per month.

Michael Gross

Michael Gross is a television and movie actor who plays both comedic and dramatic roles. He is perhaps best known for his role as "Steven Keaton" in the 1980s sitcom Family Ties, and as "Burt Gummer" in the Tremors movies series.



PRESENTING SPONSOR

Narrated introduction:
"Presented by *your company name...*"

Company recognition for sponsoring the program

90 seconds of commercial time for each program (may be split into 15 or 30 second segments) at the opening, closing and in between.

Opening and closing sponsorship logo (during the program opening and closing and on the DVD cover artwork) on a one hour Network interview with the Museum's spokesperson "Michael Gross Talks Trains." This one hour program will run in the Museum's café and be sold in the museum store.

2 invitations to end of Year Royal Blue Event.

Sponsorship Consideration \$10,000

SPONSOR

45 seconds of commercial time (may be split into segments) during each program.

Opening and closing sponsorship logo (during the program opening and closing and on the DVD cover artwork) on a one hour Network interview with the Museum's spokesperson "Michael Gross Talks Trains." This one hour program will run in the Museum's café and be sold in the museum store.

1 invitation to end of Year Royal Blue Event.

Sponsorship Consideration \$5,000





Families enjoying the many amenities at the B&O Railroad Museum, from our train rides to learning about where American Railroading all began.

Toddler Time at the B&O

Toddler Time is the first and third Wednesday of each month through October, with a special Halloween Toddler Time. Throughout the year, more than 15,000 visitors enjoy Toddler Time.

Using interactive reading methods, trained staff members present railroad stories aimed at children ages 2—5.

The Opportunity

A Supporting Sponsor is sought for our Toddler Time program. Your product and brand will physically interface with more than 15,000 visitors per year, and be featured in print advertising locally and regionally.

OPTION ONE

Link on borail.org's sponsorship page with your logo to your website, from date of contract for one year.

50 complimentary passes

On-site marketing product display during any and/ or all Toddler Times.

Feature article/ promotion in 5 issues of the Museum's monthly email newsletter, Train Mail (120,000 impressions).

Supporting Sponsor of Toddler Time will receive a listing on all the B&O's promotional materials relating to Toddler Time.

Complimentary \$5,000 level corporate membership to the Museum.

4 invitations to end of Year Royal Blue Event.

Sponsorship Consideration \$25,000

OPTION TWO

Link on borail.org's sponsorship page with your logo to your website, from date of contract for one year.

25 complimentary passes

On-site marketing product display during any and/ or all Toddler Times.

Feature article/ promotion in three issues of the Museum's monthly email newsletter, Train Mail (120,000 impressions).

Supporting Sponsor of Toddler Time will receive a listing on all the B&O's promotional materials relating to Toddler Time.

2 invitations to end of Year Royal Blue Event.

Sponsorship Consideration \$10,000

OPTION THREE

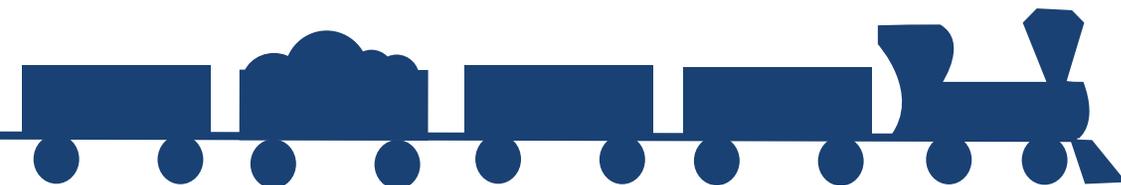
15 complimentary passes

On-site marketing product display during any and/ or all Toddler Times.

Feature article/ promotion in three issues of the Museum's monthly email newsletter: Train Mail (120,000 impressions)

1 invitation to end of Year Royal Blue Event.

Sponsorship Consideration \$5,000



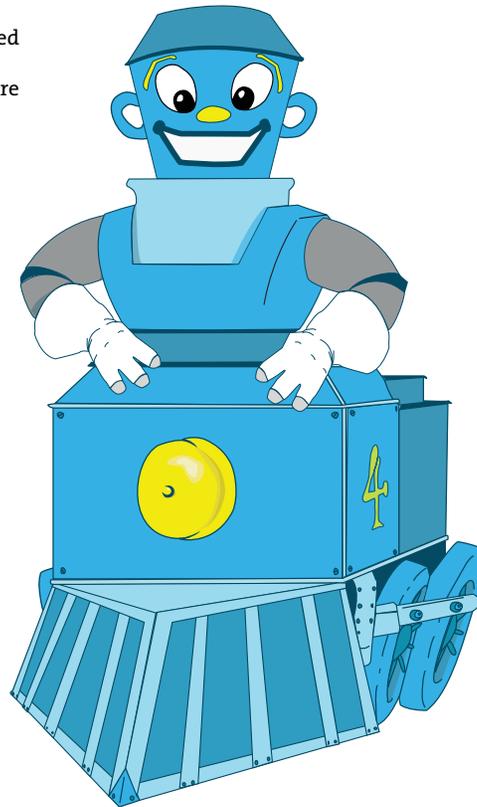


Choo Choo Blue Kid Zone at the B&O

New for 2011 is an attractive and secure designated play zone inside the Museum's Roundhouse where parents and kids ages 2 to 12 years can explore learning games and activities that teach early developmental skills through railroading and inspire young learners to explore the Museum's collections and exhibits. Scheduled story telling, crafts and other activities starring the Museum's mascot Choo Choo Blue take place here as well.

The Opportunity

A Supporting Sponsor is sought for our Choo Choo Blue Kid Zone. Your product and brand will physically interface with more than 160,000 visitors per year, and be featured in print advertising locally and regionally



OPTION ONE

Link on borail.org's sponsorship page with your logo to your website, from date of contract for one year.

50 complimentary passes

On-site marketing product display at Kid Zone.

Feature article/promotion in three issues of the Museum's monthly email newsletter, Train Mail (120,000 impressions).

Supporting Sponsor of Kid Zone will receive a listing on all the B&O's promotional materials relating to Kid Zone.

Complimentary \$5,000 level corporate membership to the Museum.

4 invitations to end of Year Royal Blue Event.

Sponsorship Consideration \$25,000

OPTION TWO

Link on borail.org's sponsorship page with your logo to your website, from date of contract for one year.

25 complimentary passes

On-site marketing product display at Kid Zone.

Feature article/promotion in three issues of the Museum's monthly email newsletter, Train Mail (120,000 impressions).

Supporting Sponsor of Kid Zone will receive a listing on all the B&O's promotional materials relating to Kid Zone.

2 invitations to end of Year Royal Blue Event.

Sponsorship Consideration \$10,000

OPTION THREE

15 complimentary passes

On-site marketing product display at Kid Zone.

Feature article/promotion in three issues of the Museum's monthly email newsletter: Train Mail (120,000 impressions)

1 invitation to end of Year Royal Blue Event.

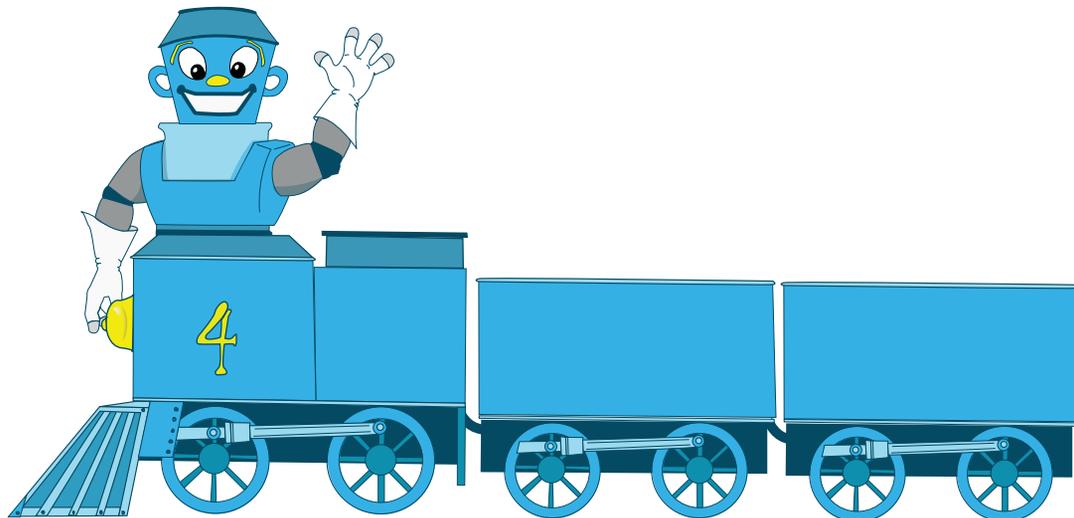
Sponsorship Consideration \$5,000





Choo Choo Blueville at the B&O

An engaging, educational and entertaining ride for kids 2 to 12 years old through a miniature landscaped village. Kids get a chance to be the engineer in their own locomotive as the train winds its way through Choo Choo Blueville with all the sights and sounds of a real railroad.



The Opportunity

A Supporting Sponsor is sought for our Choo Choo Blueville. Your product and brand will physically interface with more than 160,000 visitors per year, and be featured in print advertising locally and regionally

OPTION ONE

Link on borail.org's sponsorship page with your logo to your website, from date of contract for one year.

50 complimentary passes

On-site marketing product display at Choo Choo Blueville.

Feature article/promotion in three issues of the Museum's monthly email newsletter, Train Mail (120,000 impressions).

Supporting Sponsor of Choo Choo Blueville will receive a listing on all the B&O's promotional materials relating to Choo Choo blueville.

Complimentary \$5,000 level corporate membership to the Museum.

4 invitations to end of Year Royal Blue Event.

Sponsorship Consideration \$25,000

OPTION TWO

Link on borail.org's sponsorship page with your logo to your website, from date of contract for one year.

25 complimentary passes

On-site marketing product display at Choo Choo Blueville.

Feature article/promotion in three issues of the Museum's monthly email newsletter, Train Mail (120,000 impressions).

Supporting Sponsor of Choo Choo Blueville will receive a listing on all the B&O's promotional materials relating to Choo Choo blueville.

2 invitations to end of Year Royal Blue Event.

Sponsorship Consideration \$10,000

OPTION THREE

15 complimentary passes

On-site marketing product display at Choo Choo Blueville.

Feature article/promotion in three issues of the Museum's monthly email newsletter: Train Mail (120,000 impressions)

1 invitation to end of Year Royal Blue Event.

Sponsorship Consideration \$5,000





Holiday Festival of Trains & Toys

Holiday Festival of Trains & Toys is a one-of-a-kind holiday kids event held at the Baltimore & Ohio Railroad Museum from November through January. During this time museum visitors will enjoy a unique assembly of operating model and toy train layouts universally known as the world's greatest hobby. The holiday celebration of toy trains and model railroading layouts begins with the arrival of Railway Santa by locomotive the day after Thanksgiving. The festival features many different layouts including the Museum's HO model train layout in the C&O #725 passenger car, and the outdoor G scale layout in the Museum's backyard.

The Opportunity

A presenting sponsor is sought for this unique event; your product and brand will physically interface with more than 60,000 visitors and will be featured in all Holiday Festival of Trains & Toys advertising locally and regionally.

OPTION ONE

On-site sponsor signs from November through January, listing your company as sponsor for "The Holiday Festival of Trains & Toys"

Link from borail.org's sponsorship page with your logo to your website posted from date of contract for one year.

Feature article/promotion in 3 issues of Museum's monthly email newsletter: Train Mail (120,000 impressions)

100 complimentary passes to Museum

Your company featured as Presenting Sponsor of "The Holiday Festival of Trains & Toys" on all promotional media buys

B&O Railroad Museum's public relations department will issue a local and regional press release announcing your sponsorship

On-site product display during the event

4 invitations to end of Year Royal Blue Event.

Sponsorship Consideration \$15,000

OPTION TWO

On-site sponsor signs from November through January, listing your company as sponsor for "The Holiday Festival of Trains & Toys"

Link from borail.org's sponsorship page with your logo to your website posted from date of contract for one year.

Feature article/promotion in 3 issues of Museum's monthly email newsletter: Train Mail (120,000 impressions)

50 complimentary passes to Museum

On-site product display during the event

3 invitations to end of Year Royal Blue Event.

Sponsorship Consideration \$10,000

OPTION THREE

On-site sponsor signs from November through January, listing your company as sponsor for "The Holiday Festival of Trains & Toys"

Link from borail.org's sponsorship page with your logo to your website posted from date of contract for one year.

Feature article/promotion in one issue of Museum's monthly email newsletter: Train Mail (40,000 impressions)

25 complimentary passes to Museum

2 invitations to end of Year Royal Blue Event.

Sponsorship Consideration \$5,000

