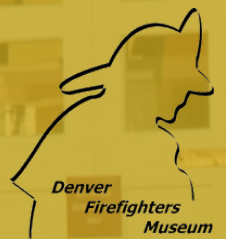


Preserving Denver's firefighting history.

# SPONSORSHIP OPPORTUNITIES

## DENVER FIREFIGHTERS MUSEUM



303-892-1436



[denverfirefightersmuseum.org](https://denverfirefightersmuseum.org)



[director@denverfirefightersmuseum.org](mailto:director@denverfirefightersmuseum.org)

# ABOUT US

**We are one of only 50 fire museums in the United States listed with the Fire Museum Network.**

## Our Mission

The mission of the Denver Firefighters Museum is to preserve the history of the Denver Fire Department and firefighting through the collection and preservation of artifacts, documents and photographs. The purpose of the Museum is to educate the public about fire safety and the history of firefighting in Denver from its inception to the present. This is accomplished through interpretive exhibits, educational programming and scholarly research.

Education is the primary focus of programs at the museum. Educational program content is guided by its relevance to the mission statement. Programs are designed to provide the participants with opportunities to understand how fire safety and prevention directly affect their daily lives.

## Our Vision

It is the vision of the Denver Firefighters Museum to present exhibits that are tangible expressions of the history of the Denver Fire Department. The goal in presenting exhibits is to entertain, educate, and guide the public in the pursuit of new interests. Exhibits also are designed to provide the public with a better understanding of the origins and evolution of current community interests, activities, and attitudes. These goals are accomplished by using equipment, artifacts, documents, and photographs to display the Denver Fire Department's past and present experiences with the community.

## Why Sponsor DFM?

Corporate and foundation sponsorships help us maximize our potential as a community resource to the Denver area and beyond. Show your loyal customers your organization's values and get in front of new customers within the community. Welcoming around 12,000 visitors each year and growing, it's a great time to support the museum and be a part of our exciting journey!





# ABOUT US

## Denver Firefighters Museum History

Replacing the original Denver Fire Station #1 when it was torn down in 1909, the DFM at 1326 Tremont Place became Denver's second Station #1. The building served as an active fire station until the city decommissioned it in 1975 due to its size. The current Station #1 in Denver in 1909. When it was used, vehicles, equipment, and horses were housed on the ground floor with dormitories on the second floor for the firefighters.

Not long after it was decommissioned, Fire Chief Myrle Wise saw an opportunity to save the building and the department's history. Wise nominated the building for Denver Landmark designation, which it won, successfully saving the building from destruction. A group of dedicated volunteers helped to transform the building and collect artifacts from fire stations across the city. The museum incorporated in 1979 and opened officially on May 27, 1980. We have been proudly serving the Denver community ever since.

## Giving Back to Denver

The museum feels strongly about living our values and supporting our community. We are proud to do this in several different ways.

### Engine No. 4

One of the most meaningful ways the museum gives back is by storing and facilitating Engine No. 4, the Denver Fire Department's memorial vehicle. This amazing 1953 Seagrave fire engine served in Denver and now carries fallen active and retired firefighters to their final resting place at the request of their family.



### Library Passes

The museum works with at least 10 local library districts to provide free daily family admission passes to library card holders.

### Family Pass Donations

The museum provides free family admission passes to local organizations for fundraisers.

# OUR VISITORS

The information on this page based on 2024 visitor survey data self-reported to the museum.

**"So cool! Thank you for preserving this history!"**  
-2024 Visitor Survey

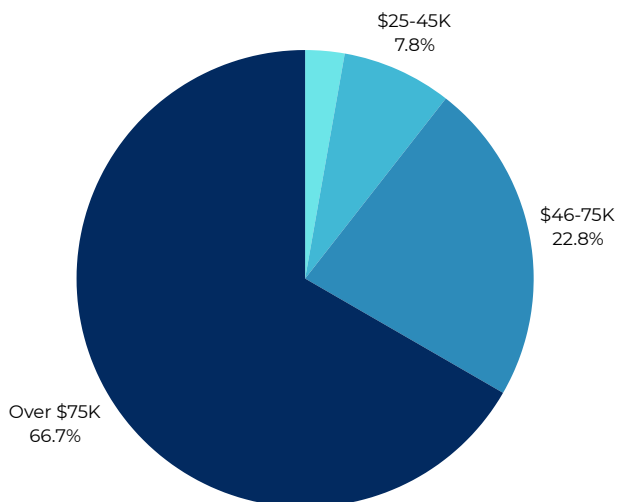
## AGE

Due to the wide appeal of firefighting and fire safety with the public, the museum hosts exhibits and programs for ages 1 - 100!



## INCOME

Under \$25K    \$25-45K    \$46-75K  
Over \$75K





# FIRE SAFETY EDUCATION

## Why we teach fire safety

Fire safety refers to the set of precautions, procedures, and measures taken to prevent fires, minimize the risk of fire-related accidents, and ensure the safety of individuals and property in the event of a fire. Fire danger is still a present risk for many Americans. We know that increased education and community outreach help to reduce the number and severity of fire-related incidents nationally.

Fire safety education has been proven to preserve life, protect property, prevent devastating financial losses, safeguard the environment, ensure business continuity, and promote public safety and fire awareness. This information is especially important when it comes to children, our most vulnerable population.

**2021 data from the U.S. Fire Administration states that 116,500 non-residential building fires led to 1,025 injuries and 115 deaths.**



**According to the U.S. National Security Council, the leading causes of home fires and injuries are cooking and heating.**

**The relative risk of children dying in a fire is now less than the general population. Lower risk may be attributed, in part, to an increase in public fire education.**



# NAMING RIGHTS

## Naming Rights Policy

The intent of this naming policy is to ensure the recognition of generosity on the part of citizens or organizations that support the Denver Firefighters Museum. This policy provides flexibility for both a donor and the DFM and is intended to be mutually beneficial. Naming opportunities exist for internal spaces, collections of artifacts, and any other entities approved by the Board of Directors in accordance with our museum policy.

### Duration of Naming

The DFM will establish the duration for a naming agreement during discussions with the donor. That duration will not exceed 10 years. Any assets already named at the start date of this policy will be grandfathered in under the terms of this policy. Where necessary the DFM will contact the honoree and issue a new written agreement that aligns with our policy. Where not possible, the terms of this policy will inform them of the new agreement. At the end of a period of named recognition, the DFM will offer the donor first naming rights before offering it to other donors or prospects.

### Changes to Naming

Over the duration of a naming opportunity, the Board of Directors may approve changes made to the name, signage, or working of the name. Changes originated by the donor or honoree require prior Board approval. Any subsequent changes to signage or other infrastructure must be paid for in full by the donor or honoree.

### Revoking a Naming Opportunity

The DFM reserves the right to cancel a naming opportunity due to demolition of a museum asset, sale a museum asset, or an Act of God. Where possible, the DFM shall offer an alternative option to the donor or honoree. The DFM reserves the right to revoke a naming opportunity if a donor fails to fulfill their pledge payments associated with the naming. The DFM may also revoke the naming of any asset under the ethical principles of this policy noted below.

### Ethical Principles

As part of this process, due considerations will be given to the reputational risk of a naming opportunity. The Board of Directors will evaluate potential reputational risks and opportunities before preliminary discussions begin with a donor or prospect to ensure the DFM's reputation is upheld. Every naming agreement shall be subject to ongoing ethical evaluation, and the DFM reserves the right to withhold or reverse any naming opportunity should the donor's ethical integrity be called into question. The Board of Directors retains the right to reverse all agreements made if the ethics of the honoree cease to align with the DFM's.





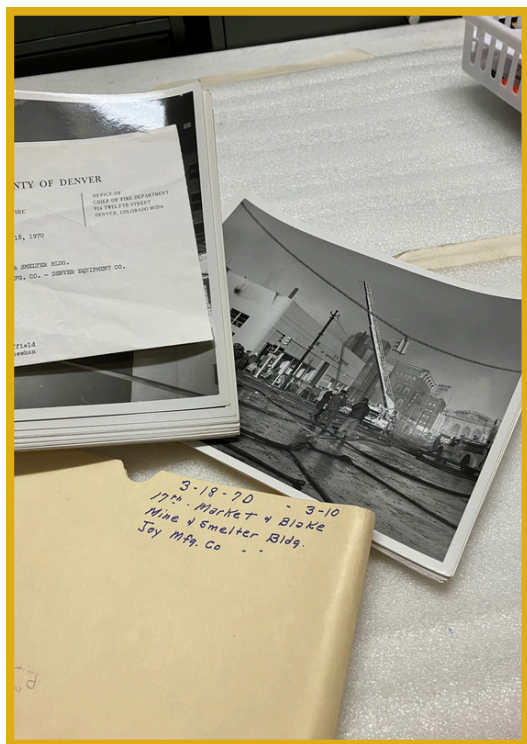
# NAMING OPPORTUNITIES

## Event Hall

### - \$100,000 Annually

Hosting events of up to 100 people, the Event Hall at the Denver Firefighters Museum makes corporate, holiday, and family events ones to remember. The ambience of the 1909 firehouse and the exhibits adds immediate charm and character to any event. This is one of the museum's most visible naming opportunities, with wall space all around attracting the attention of visitors during the museum's open hours and visitors during special events. Name placement will be decided in conversation between the donor and the museum.

The naming cost for the Event Hall for the first year will go toward reestablishing and refurbishing the event rental space on the museum's second floor. This process will include refinishing the original wood floors, relocating the children's area to the other side of the second-floor, and adding dozens of historic images from the museum's archives to decorate the walls. Subsequent funding years will go to support the hiring of a full-time event and marketing coordinator to oversee and facilitate event rentals at the DFM as well as to market the museum to the Denver-area community and beyond.



## Historic Artifact Collections

### - \$125,000 Annually

Create part of your organization's legacy at the Denver Firefighters Museum by sponsoring the historic artifact collection and ensuring that it is cared for by qualified professionals for generations to come. Funds go to support the Collections Manager position at the museum as well as pay for artifact-safe storage materials and digitization equipment to make the historic collection accessible and searchable for the public.

The museum also has naming opportunities for portions of the historic artifact collection.

**Historic Photograph Collection: \$50,000 per year**  
**Denver Fire Log Archives: \$50,000 per year**



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# INTERACTIVE EXHIBITS

## Interactive Exhibit Sponsorships

The Denver Firefighters Museum offers a variety of unique, hands-on interactive stations designed to support learning in the museum. Your sponsorship allows DFM to maintain each station's quality, safety, and cleanliness by providing routine maintenance, replacing missing pieces, and ensuring the upkeep of each component. Many of our interactive stations require updates. Interactive station sponsorships are typically a 3-year agreement and include recognition on a name plaque on the interactive station, DFM website, newsletter, social media, and all other printed marketing materials.



## Why invest in interactivity in a museum?

Interactivity brings content to life. Studies have shown that humans remember only **10% of what we read** and **20% of what we hear**. However, we remember **70% of what we discuss with others** and up to **80% of what we personally experience**. The impacts on learning are incredibly positive when even a small mechanical interactive element is added to a learning experience like an exhibition, program, or event. Additionally, interactive elements in a museum:

1. Allow for open-ended, creative play which encourages repeated visitation.
2. Incentivizes membership purchases for families.
3. Embraces enjoyment and fun as key components in learning.
4. Demonstrates how learned content is relevant to a visitor's daily life.





# INTERACTIVE EXHIBITS

## Learning 9-1-1

- \$20,000 1<sup>st</sup> year

- \$2,000 Annually after 1<sup>st</sup> year

At Learning 9-1-1, children can practice dialing for emergency services and speaking to an operator on a pretend red telephone. The museum would like to upgrade this interactive to include a museum-created 9-1-1 dialing app so families can teach children how to call from their cell phone and keep practicing with the app at home. Currently, there is no 9-1-1 dialing app for children that the museum is aware of that is available for iOS and Android cell phones. Additional upgrades include number recognition activities so younger visitors can start to learn 9-1-1.



## Red Fire Truck

- \$1,000 Annually

One of the most popular spots in the museum, the Red Fire Truck, engages a child's imagination as they pretend to drive through the streets of Denver to answer a call. Through their role play, children learn cooperation and important social skills. Sponsorship includes your business' logo on the side of the truck for visitors to see your commitment to the DFM. Upgrades to this exhibit include installing working lights on the truck for children to control.



## Dress Like a Firefighter

- \$1,500 Annually

Located right next to the Red Fire Truck, Dress Like a Firefighter encourages children to bunk up with a full set of gear before they jump on the truck. Just like a real firefighter! This pretend play reinforces an important fire safety behavior that firefighters are trusted community helpers. Sponsorship recognition for this interactive includes the business' logo on the wardrobe.



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# INTERACTIVE EXHIBITS

## Tools of the Trade Touch Tank - \$2,000 Annually

This case full of artifacts that are all right to touch, the Tools of the Trade Touch Tank allows visitors of all ages to hold the history of firefighting in their hands. Using all of their senses, visitors explore these artifacts and learn how firefighters used them to fight fires, communicate, and protect their community. Upgrades to this station include new education artifacts and a digital display to explore the use and history of each artifact through primary sources in the museum's artifact collection.



## Denver Fire Department Oral Histories - \$1,000 Annually

What better way to learn about history than to hear the stories from the people who lived it? That is exactly what the DFD Oral Histories interactive station accomplishes by sharing videos of recorded oral histories from retired Denver firefighters. Upgrades to this exhibit include updating the technology and adding new oral histories for visitors to explore.

## Squirt's Square - \$10,000 Annually

Squirt's Square is the largest interactive area designed just for children and families at the DFM. This station incorporates a large-scale play house so young visitors and their adults can practice life-saving fire safety behaviors like their home escape plan, crawling low under smoke, and identifying common home fire hazards. However, the DFM needs to relocate this area within the museum as well as install upgrades such as tablet/computer stations with digital fire safety activities, an interactive hazard kitchen to teach kitchen safety, improved hands-on activities to reinforce fire safety behaviors like number recognition activities and sorting activities for home fire hazards.





# EVENTS AND PROGRAMS

## Squirt's Fire Safety Class - \$7,000 Annual Sponsorship

This fire safety class designed just for preschoolers brings fire safety education to our youngest visitors in fun and engaging ways! Fire safety education can easily be active, playful, and interactive for children and their adults. Take-home folders filled with activities reinforce the life-saving behaviors learned in class and help families continue learning and practicing fire safety at home. The DFM offers this class every other month and as an add-on to preschool field trips. The museum is excited to increase marketing efforts to reach larger audiences of parents and preschools.



Providing educational and exciting programs for children and adults is a touchstone of Denver Firefighters Museum. Your organization or individual sponsorship funds these incredible programs through the purchasing of materials, staffing, and other necessary resources. Please consider sponsoring one of our existing programs or submitting ideas for a new one.

### Benefits to your organization:

- Recognition in the DFM newsletter, social media, website, and printed marketing.
- Your organization's name will be included on the donor wall creating marketing opportunities.

## Fun at the Firehouse - \$5,000 Annual Sponsorship

Your annual sponsorship will fund our fire-themed story and craft time on the first and third Saturday of each month. Held in our Education Center, up to 12 children and their families participate twice a month.



# EVENTS AND PROGRAMS

## Jr. Firefighters Academy Camp - \$2,000 per camp week

Our summer camp offers children from first to third grades the opportunity learn about fire science, firefighting history, and fire safety in fun and engaging ways. This camp incorporates hands-on (and sometimes messy!) activities, guest speakers, field trips, and even a tour of a real Denver fire station. Sponsorships for this camp help with advertising to bring in more amazing campers, supplies, and staffing to make this the best camp experience ever.



## Firehouse Ghosts with Ghost Hunters

### - \$1,000 per event

This event is our most popular with adults. Participants get to explore the museum with experienced paranormal investigators to see what or who they discover.



## Vehicle Deep Dives

### - \$1,000 per event

Everyone loves fire trucks! With this two-part program, the museum dives into the history of hand- and horse-drawn and mechanized fire vehicles. Expert guest speakers include a horse-drawn carriage expert who brings horses to the museum and a retired Denver Fire mechanic. They bring amazing knowledge and interactions for attendees.





# EVENTS AND PROGRAMS



## Free Admission Days - \$500-\$2,000 per day

The DFM recognizes that one major barrier to visiting museums for people in the Denver-metro area is the cost of admission. In order to help reduce this barrier while still remaining financial viable, the museum is committed to offering a number of free admission Saturdays throughout the year. These free admission days focus on a variety of fire-related topics and create many opportunities for additional activations at the museum around that topic. These activations can include bringing in speakers from the community, a hands-on activity for children, information booths, and more.

Sponsor benefits for free admission days include in-person marketing opportunities, logo placement, and title sponsorships. Multiple free admission days can also be bundled together for increased impact and sponsor recognition.



## Free Admission Days Include:

- Burn Awareness Week Free Day (early February)
- Firework Safety Free Day (mid-June)
- Denver First Responders Day Free Day (Saturday of Labor Day weekend)
- Fire Safety and Prevention Week Free Day (mid-October)



# OUTREACH SPONSORSHIPS

Through your support, the museum is able to reach children and families who may not otherwise be able to enjoy a museum experience or have access to fire safety education. This outreach to our community is an important part of fulfilling our mission and ensuring that we create fire safety education for all children and families in the Denver area. Outreach sponsors are needed to create these programs at the DFM and sustain them.



## Field Trip Scholarships for Title 1 Schools

Free field trips to the museum for elementary school students in economically disadvantaged schools. Additionally, funding is required for transportation scholarships to support bus transit to and from the museum. The DFM is forced to cap all field trip and group visit attendance at 40 people total due to the size of the historic fire house. The museum recognizes that this places a burden on schools to find a solution if they wish to reserve a field trip for more than 40 students and those solutions usually cost the school additional funds in transportation. By providing transportation scholarships, more elementary aged children in the Denver area will be able to visit the museum, learn about the history of the Denver Fire Department, and important fire safety education.

## Fire Safety for All

For over a decade, the DFM brought fire safety education to elementary school students in Denver Public Schools through a partnership with the district, the American Red Cross, and the Denver Fire Department. Over the summer of 2022, the museum received notice that the district terminated the agreement. The district claimed there are too many safety concerns to teach children and they have to leave fire safety education to the parents at home. Sponsorship funding for DFM's Fire Safety for All program allows the museum to restore fire safety education in elementary schools across the Denver-metro area.

# CORPORATE MEMBERSHIPS

As a corporate member, your organization can directly support the Denver Firefighters Museum. Take pride in funding the preservation of Denver Fire Department history, fire safety education for Denver area children, and more. If your company is interested in a corporate membership level below, please email the Executive Director at: [director@denverfirefightersmuseum.org](mailto:director@denverfirefightersmuseum.org) or call the museum at (303) 892-1436.

Membership Benefits	Engine - \$5,000	Rescue - \$10,000	Tower - \$15,000
Family Passes (set of 4 tickets)	4	8	12
Firefighter-Level Membership	1	2	3
Recognition in Museum and website	✓	✓	✓
Recognition in 1 Dispatch Newsletter each year	✓	✓	✓
Behind-the-Scenes Museum Tour (20 people)		✓	✓
Free Museum event rental (based on availability)		✓	✓
Opportunity to sponsor Museum programs and events			✓