



NAMING OPPORTUNITIES

FAMILY RESOURCE CENTER

\$750,000

The Family Resource Center will be a core element and function of Play ADK. It will promote a strong family-centered community in the Tri-lakes region by providing a centralized space for parents to form community with other parent, include valuable services such as developmental assessments, infant/child CPR training, a nutrition clinic, and a space for parents to have discussions and find support for a range of parent-specific challenges.

EXHIBIT HALLS

Play ADK will renovate a historic, two-story warehouse into a 15,000-square-foot state-of-the-art children's museum and family resource center. All of the exhibit space in the building will be featured in two distinct wings on the west and east side of the building, each with two floors. Each floor will be filled with dynamic exhibits and experiences that will provide opportunities for open-ended, imaginative play for young children and their families that will celebrate Adirondack community, culture, and history.

West Hall Floor 1

\$300,000

West Hall Floor 2

\$300,000

East Hall Floor 1

\$300,000

East Hall Floor 2

\$300,000

OUTDOOR PLAY PARKS

Play ADK will create two distinct outdoor play parks outside the east and west sides of the building. The play parks will welcome the whole child—mind, body, and spirit—to embrace a world of exploration and discovery. The areas will feature accessible exhibits designed carefully to engage children in positive nature play, water play, and other unique, highly-kinesthetic outdoor experiences.

West Outdoor Play Park

\$250,000

East Outdoor Play Park

\$250,000

ENTRANCE LOBBY

\$250,000

Play ADK's reception area will provide orientation to the experience, visitor services, and amenities to include a healthy snack bar, gift shop, stroller parking, and parent/child quiet place for breast-feeding or communication.

THE TRAIN

\$350,000

An existing rail spur abuts the warehouse from when the building was used to store materials delivered via train. We envision using this spur to park a multi-car locomotive along the backside of the building filled with more opportunities for play. The train will celebrate the history of the Branch and Callahan warehouse, add to the floor space of the museum, and provide families with another exciting experience to explore.

INDIVIDUAL EXHIBITS

\$25,000-\$100,000

Play ADK will be filled with immersive experiences and engaging exhibits that inspire playful inquiry, creativity, imagination, and the wonder of learning in children and adults. This opportunity provides donors the option to fund specific exhibits throughout the museum.

PLAY ADK EXECUTIVE DIRECTOR

\$300,000

This gift will be restricted within Endowment Funds to produce income to pay the ED salary.

THE SKY IS THE LIMIT

We will consider naming opportunities encompassing Universal Design, which includes accessibility, stairwells, elevator, and ADA compliant measures, and Sustainable Environmental features such as renewable energy sourced systems, LEED certified systems, and the incorporation of environmentally sustainable materials through Play ADK.