

# PRESENTING SPONSORSHIP

\$100,000



## RECOGNITION

- Prominent logo recognition on Science Festival media advertisements (*ad schedule and vehicles TBD; as allowable by media partners for donated media; as space allows*) – 1 million+ potential impressions – could include:
  - Outdoor/billboard (1-4 weeks)
  - Print (1-4 weeks)
  - Digital (2-4 weeks)
  - Paid Social (1-4 weeks)
- Recognition on COSI-led Science Festival press releases and media alerts
- Logo recognition on Science Festival slide in rotation on COSI outdoor LED billboard – avg. of 477,000 travelers per month (3-6 months)
- Logo recognition on COSI on-site signage connected to the Science Festival – est. 200,000+ guest impressions (3-6 months)
  - COSI entrance signage
  - “Coming Soon” signage
  - Planetarium pre-show slides
- Logo recognition on COSI owned marketing vehicles in connection with the Science Festival
  - Rackcards – 50,000+ distributed to local AAAs, CVBs, hotels, etc.
  - Promotional video (*on sponsor slide*) – estimated hundreds of thousands of views
  - COSI and Science Festival websites – cosi.org sees 85,000 visitors monthly, event site yields est. 160,000+ impressions
  - E-newsletters (*select editions*) – 50,000+ subscribers
- Sponsor brand alignment in select COSI social media sharing connected to the Science Festival – 100,000+ fans, followers, subscribers
- Logo recognition on select COSI-produced Science Festival promotional items (*as space allows*)
- Logo recognition on Science Festival tee-shirt worn by COSI Team during the festival
- Prominent logo recognition on sponsor acknowledgment slide for all digital Science Festival events
- Logo recognition on Big Science Celebration on-site signage – estimated 25,000+ guest impressions
  - Stage signage
  - Fence/barrier banners
  - Pole wrap signage
  - LED billboard
  - Printed program
- Recognition on COSI's general donor listings

## ACTIVATION

- Opportunity to create content for and host an in-person and/or digital event during the COSI Science Festival
- Opportunity to activate in connection with select COSI-led events and/or programs that promote, or take place during, the Science Festival (*subject to mutual agreement*)
- Customized booth display/exhibitor space and preferred placement at the Big Science Celebration – estimated 25,000+ attendees

*Hospitality benefits package including COSI admission passes and more available upon request (value of benefits package commensurate with sponsorship contribution).*

# SUPPORTING SPONSORSHIP

\$50,000



## RECOGNITION

- Logo recognition on Science Festival media advertisements (*ad schedule and vehicles TBD; as allowable by media partners for donated media; as space allows*) – 1 million+ potential impressions – could include:
  - Print (1-4 weeks)
  - Digital (2-4 weeks)
  - Paid Social (1-4 weeks)
- Logo recognition on Science Festival slide in rotation on COSI outdoor LED billboard – avg. of 477,000 travelers per month (3-6 months)
- Logo recognition on COSI on-site signage connected to the Science Festival – est. 200,000+ guest impressions (3-6 months)
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  - Pole wrap signage
  - LED billboard
  - Printed program
- Recognition on COSI's general donor listings

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- Opportunity to create content for and host an in-person and/or digital event during the COSI Science Festival
- Opportunity to activate in connection with select COSI-led events and/or programs that promote, or take place during, the Science Festival (*subject to mutual agreement*)
- Customized booth display/exhibitor space and prime placement at the Big Science Celebration – estimated 25,000+ attendees

*Hospitality benefits package including COSI admission passes and more available upon request (value of benefits package commensurate with sponsorship contribution).*

# CONTRIBUTING SPONSORSHIP

\$25,000



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  - COSI entrance signage
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  - Planetarium pre-show slides
- Logo recognition on COSI owned marketing vehicles in connection with the Science Festival
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  - COSI and Science Festival websites – cosi.org sees 85,000 visitors monthly, event site yields est. 160,000+ impressions
  - E-newsletters (*select editions*) – 50,000+ subscribers
- Sponsor brand alignment in select COSI social media sharing connected to the Science Festival – 100,000+ fans, followers, subscribers
- Logo recognition on Science Festival tee-shirt worn by COSI Team during the festival
- Logo recognition on sponsor acknowledgment slide for all digital Science Festival events
- Logo recognition on Big Science Celebration on-site signage – estimated 25,000+ guest impressions
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- Recognition on COSI’s general donor listings

## ACTIVATION

- Opportunity to create content for and host an in-person and/or digital event during the COSI Science Festival
- Opportunity to activate in connection with select COSI-led events and/or programs that promote, or take place during, the Science Festival (*subject to mutual agreement*)
- Customized booth display/exhibitor space at the Big Science Celebration – estimated 25,000+ attendees

*Hospitality benefits package including COSI admission passes and more available upon request (value of benefits package commensurate with sponsorship contribution).*