

Days of the Dinosaurs





MISSION

We exist to...

Turn on the science: Inspire learning.

Inform policy. Improve lives.

VISION

We envision...

A world in which all people have the power to use science to make lives better.

WE VALUE

Collaboration

We get the job done together.

Equity

We reject oppressive norms and practice authentic inclusion to achieve collective liberation.

Learning

We are curious and take risks to grow.

OUR REACH

215,000

Museum attendance

98,000

Facebook followers

35,000

Twitter followers

6,000

LinkedIn followers

16,000

Members

684,831

smm.org annual users

~300,000

Average monthly page views

143,000

Opt-in subscribers*

15,000

Instagram followers

INVENUE CAMPAIGN SIGNAGE



Sponsored by
[Logos for sponsors]

Partner Partners
[Logos for partners]

Source: Google Analytics, WordFly and Sprout Social- April 2021, *opt-in: fans, members, educators, and retail lists

Days of the Dinosaur Campaign

This autumn, the Science Museum of Minnesota is taking a trip back in time to explore all things dinosaurs and fossils. In addition to resident dinosaur and fossil exhibits, we'll be welcoming new and exciting digital and in-museum experiences, including a new Omnitheater movie, new exhibition, activities, events, and more. These offerings collectively make up the Days of the Dinosaurs.

Dinosaurs and fossils are an accessible entrypoint that can lead to expanded interest in other science topics. This campaign will showcase Science Museum scientists' expertise and work while inspiring visitors of all ages to explore, discover, and share a love of science learning with others. Few know that the Science Museum has an active and widely-respected Center of Research and Collections (CRC), where our scientists conduct cutting-edge research every day in biology, paleontology, anthropology, water quality, and global change. CRC scientists and staff study and care for a world-class collection of nearly two million objects and specimens that span Earth's history and hold invaluable information about our climate, our planet, and our way of life. This work provides the evidence to make decisions that improve all of our lives.



Days of the Dinosaurs Campaign

September through December 2021

The campaign will provide the *ultimate* experience in dinosaur fun and learning. We're not only bringing back *Ultimate Dinosaurs* as a featured exhibit, we are featuring dinosaurs on the giant Omnitheater screen and all around the museum. Our Dinosaurs and Fossils gallery houses your favorite dinosaurs, and we are introducing unfamiliar dinosaurs from South America, Africa, and Madagascar.

During **Days of the Dinosaurs** visitors will:

- Meet and talk to our science superheroes and local experts
- Explore specimens from our world-class collection of fossils
- Experience dinosaur themed in-person and virtual events and school programs
- Have access to weekly Learn From Home experiences

Plus we're also taking the lead on naming a State Fossil to join many other states that have named one.

TO LEARN MORE CONTACT: TERI VOGT, Manager of Corporate Relations, for a detailed proposal, tvogt@smm.org, or call 651-221-2560.



Alex Hastings, Philip W. Fitzpatrick Chair of Paleontology

Much of Alex's career has focused on sensational ancient reptiles, including horse-hunting crocodiles and colossal snakes. He now studies all areas of paleontology from giant dinosaurs to tiny oysters and is actively engaged in public outreach to share his enthusiasm for the ancient world.

Sponsorship Overview

	Benefits of Sponsorship	Presenting \$75,000 Campaign + Featured Exhibit	Supporting \$25,000 Omnitheater Film or Featured Event or Program	Access \$10,000	Community \$5,000
In Venue Print	Logo on Lobby Entrance Window Cling	*			
	Logo on Parking Ramp Elevator Back Wall Cling	*			
	Logo on Elevator Door Cling (inside 1 elevator)	*			
	Logo on Exhibit Elevator Door Cling (inside elevators)	*			
	Logo on Exhibit entrance banner	*			
Digital	Logo on Lobby Digital Screen	*	*	*	
	Logo on Omnitheater Giant Digital Screen	*	*		
	Logo on Omnitheater Queue Digital Screen	*	*		
	Logo on 3 emails to SMM members, fans and friends	*			
	Logo on campaign website landing page	*	*	*	
	Logo on Exhibition website landing page	*			
	Logo on Omnitheater show website landing page		*		
	Company listed and tagged on social posts connected to specific content push strategy			*	*
	Logo on featured content module			*	*
Advertising					
	Logo on paid emails	*			
	Company listed and tagged on paid social posts and digital ads	*			
	Logo on Paid digital banner ads	*			
Tickets		200	75	25	10
Flexible sponsorship account directed toward your objectives		*	n/a	n/a	n/a
Film, Event or Program presenting sponsorship			*	*	*

Presenting Sponsor - Days of the Dinosaurs

Investment: \$75,000

Campaign recognition - September 2021–December 2021

+ Presenting sponsorship of **Ultimate Dinosaurs** Exhibition
October 2021 to April 2022

Your brand will be highly visible in the largest public campaign and advertising push to bring people back to the Science Museum of Minnesota to see what they love most - DINOSAURS! Along with robust campaign sponsorship, you will be recognized as presenting sponsor of *Ultimate Dinosaurs*, an exhibition featuring 20 fully-articulated dinosaur specimens from unusual locations in the Southern Hemisphere.

Highlighted benefits of sponsorship include:

- Robust in-museum signage package for the campaign
- Logo on Ultimate Dinosaur exhibition communication for 7 months
- Inclusion in all campaign email, social and paid advertising
- Tickets for your employees or customers
- Exhibit Opening VIP event for members (and your guests)
- A flexible spending account to target more benefits to meet your organization's objectives



Supporting Sponsor - Days of the Dinosaurs

Investment: \$25,000

Campaign recognition - September 2021 - December 2021

+ Presenting Sponsorship recognition related to one featured program

As a supporting sponsor you will enjoy campaign recognition on campaign digital signs and the campaign website landing page PLUS be the presenting sponsor of one of the campaign's feature components.

Choose presenting sponsorship of one of the following:

- **Omnitheater Film - *Dinosaurs of Antarctica*** - October 21, 2021–June 30, 2022

Attach your brand to intrepid Antarctic scientists on a quest to understand the ice continent's profound transformation over deep time—investigating the parallels and differences between prehistoric climate events and human-triggered changes today.

- **Science Live Theatre**

Your brand will be featured with the following activations each weekend to delight visitors.

- *T. rex* puppet appearances three times a day on Fri., Sat., Sun. (starts Oct. 15)
- Open Paleo Labs, Fridays 10 a.m. to 12 p.m.; and 1 p.m. to 3:30 p.m. (starts Oct. 15)
- Paleontologists talks and presentations - Dr. Alex Hastings and other invited local experts. Saturdays, 2 p.m. (starts Nov. 6 for seven weeks.)



Supporting Sponsor - Days of the Dinosaurs (cont'd)

Investment: \$25,000

Campaign recognition - September 2021–December 2021

+ Presenting Sponsorship recognition related to featured program

- **Dino Nights** - Fridays and Saturdays 5–8 p.m. for four weekends following Thanksgiving.

This altered museum experience features the lights down throughout the building, music playing, and special lighting that will illuminate the dinosaurs throughout and special features, which are added each weekend. Every experience will be promoted with a robust communications and advertising plan aimed at families seeking multigenerational family outings during this darkest time of the year.



Week 1 - Dino shadow puppets

Week 2 - Light-up tables to create dinos with paper and drawing tools

Week 3 - Flashlight scavenger hunt in the *Ultimate Dinosaurs* exhibition

Week 4 - Dress like a dino (or wear PJs) and join an exclusive meet and greet and photo op with the *T. rex* puppet.

Access Sponsor - Days of the Dinosaurs

Investment: \$10,000

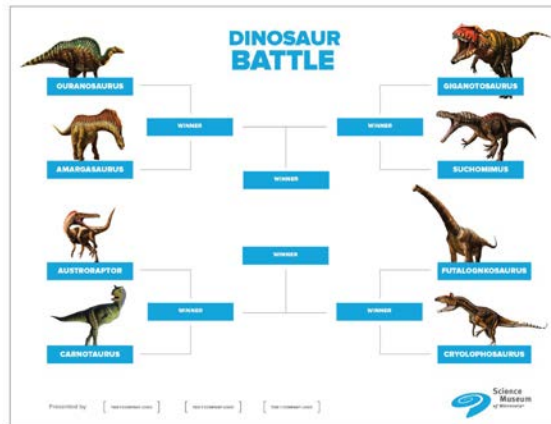
Sponsorship recognition related to a recurring featured Digital Asset or Special Promotion throughout the campaign

- **Croctober** - All of October

From video tours of Crocodiles around town with our paleontologist to a Halloween spooky tour in our collections for members, Croctober is a fun and engaging opportunity for your brand.

- **Dino Battle** - October and November 2021 (five weeks)

It's a March-madness style dinosaur bracket with the public invited to pick their favorite dinosaur to win the bracket. Each week, two dinosaurs will go "head to head" with facts shared both online and an invitation to scout the museum and see the competitors in person. Your sponsorship can help raise the profile of this epic battle and get the public engaged and excited to win! (possible 3rd party partnership with Star Tribune)



Access Sponsor - Days of the the Dinosaurs (cont'd)

Investment: \$10,000

Sponsorship recognition related to a recurring featured Digital Asset or Special Promotion throughout the campaign

- **Matching Fund Sponsor for Community Giving Campaign**

Your company positioned as Matching Fund sponsor of our Fall “Dino-science themed” community fundraising campaign. (Messaging: XYZ ORGANIZATION will match up to \$10,000 donated to support the science research of the Science Museum Center for Research and Collections)

Its a multi-channel fundraising campaign to robust SMM owned audiences. Your brand will show up on:

- Hundreds of thousands of emails to SMM members, fans and friends this fall.
- Direct mail to more than 10,000
- On our website smm.org
- In social media posts across all SMM channels



Community Sponsor - Days of the Dinosaurs

Investment: \$5,000

Sponsorship recognition related to a recurring Social Media Series

How-To Activities - August and September including the How-To activities featured across our social channels and in person at the Science Museum's kick off Ice Cream Social August 14. We've learned through tracking that our How-To activities in our "Learn from Home" website site are popular favorites with our online visitors. How-To Build a dinosaur, or a fill-in-the-blank dino story are examples of How-To activities that will be pushed out through our communications plans with your brand. Thanks for bringing this fun to our families.

Specimen Spotlight - (7 specimen spotlights included)

These video taped "spots" with our own experts presenting will share some of our favorite paleo specimens through our social channels and emails with your brand as the presenting sponsor. Help audiences learn about gastroliths (stomach stones from the belly of a dino), or explore the battle damage seen on a *Triceratops*' horns and even learn the difference between real vs. non-real fossils on our *Diplodocus*.

