



# TRAVELING EXHIBITS

Orlando Science Center has contributed to the educational, scientific, cultural, and more recently, artistic, advancement of Central Florida. Orlando Science Center host traveling exhibit's 3 times a year for 3-4 months at a time. These exhibits are selected to appeal to a wide and diverse audience. These focus on specific topics, with an emphasis on interactive and thought-provoking experiences.

## \$25,000 PRESENTING SPONSOR BENEFITS

### Outdoor Marketing

- Promotional banner visible from Princeton Street for up to four months.\*
- 10,000 double-sided postcards are printed and distributed in prime retail and restaurant locations at the beginning and middle of the exhibit run.

### Member Promotions - 13,000+ Households

- Member-only event exhibit premiere, including special openings.
- Email and inclusion in at least two editions of member e-newsletter; MicroSCOPE.
- Article in member magazine, SCOPE, mailed directly to member households and key OSC partners.

### Internal Promotions

- Digital signage throughout the building leading up to and during exhibit run.
- Wall mural located just outside of the exhibit in one of the most highly-trafficked areas of the building, the Level 2 rotunda.
- Inclusion on all versions of the daily schedule passed out to museum guests.
- Included in all Science Night Live promotion for the event(s) that align with exhibit schedule, including in email marketing, social media, the SNL webpage, and more.

### Social Media

- Facebook events published for exhibit opening weeks and closing weeks as well as additional events as needed.
- Regular posts on all social media channels throughout the run of the exhibit including Facebook, Instagram, and Twitter.

### Website

- Dedicated exhibit page on OSC website for up to 5 months.
- Slider rotation on OSC website homepage.
- OSC blog post related to exhibit content.

### Marketing and Public Relations

- Press release sent prior to exhibit opening.
- Media alerts shared opening week, opening day, throughout the run and final weeks and days of exhibit.
- Radio PSAs with Entercom radio stations.
- Entertainment TV reporters invited to cover in-exhibit segments.
- Strategic advertisements placed in major and hyper-targeted print publications that align with the exhibit's audience.
- Digital ads through Google Display Network, WFTV's online presence including icFlorida.com, and others.
- Digital billboards throughout Central Florida.



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## SPONSORSHIP AGREEMENT FORM

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Name to appear on marketing materials (if different): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

- Please send invoice.
- Check enclosed, made payable to Orlando Science Center.
- Please call me for credit card. payment

Please Return Form to: ORLANDO SCIENCE CENTER  
Attn: Director of Corporate Engagement  
777 East Princeton Street, Orlando, Florida 32803  
Email: [mmendillo@osc.org](mailto:mmendillo@osc.org) • Phone: 407.514.2233 • Fax: 407.514.2001

OFFICE USE: Date form Received \_\_\_\_/\_\_\_\_/\_\_\_\_ Received by: \_\_\_\_\_