



ORLANDO SCIENCE CENTER

CORPORATE PARTNERSHIP PROGRAM

OVERVIEW

ORLANDO SCIENCE CENTER

Orlando Science Center is Central Florida's award-winning, hands-on science museum. For more than 60 years, our exhibits and programming have brought science to life for residents of Central Florida and visitors from around the world.

The Science Center has a robust membership of over 10,000 households (32,000+ individual members). SCOPE, the museum's seasonal digital magazine, is made available to over 11,000 households and community partners. Orlando Science Center's website averages 3.7 million visits each year and our social media channels have an excess of 83,500 followers. Orlando Science Center's robust education department also provides educational programming to over 150,000 students and teachers annually through field trips, camps, in school and after school activities, professional development, and much more.

CORPORATE PARTNERSHIP PROGRAM

The Corporate Partnership Program is a customizable sponsorship program that recognizes companies through hands-on exhibits, STEM programs, and special fundraising events each year. Designed with your company's philanthropic priorities in mind, this program also supports workforce development efforts in STEM education by directly impacting educational programs, access, increased youth participation, and development of new exhibits and experiences. As a corporate partner, you are able to share Orlando Science Center with your employees, clientele, and their families while supporting the Science Center's mission to *inspire science learning for life*.



WHY PARTNER WITH ORLANDO SCIENCE CENTER?

COMMUNITY IMPACT

As a Corporate Partner you will support a wide range of rich and dynamic programming that brings science, technology, engineering, and math (STEM) education to thousands across Central Florida including a wide range of fascinating speakers, engaging exhibits, and public programming reaching 600,000 guests annually.

ENGAGE YOUR CLIENTS AND EMPLOYEES

Corporate Partners enjoy unique access to the Orlando Science Center through exclusive receptions and VIP events, free and discounted

event rentals, and invitations to special events. Engage and enrich your employees' experiences through exclusive volunteer opportunities helping to inspire science learning and further STEM education for the next generation of leaders.

TELL YOUR STORY

When you partner with Orlando Science Center, you not only align your brand with one of Central Florida's most trusted community institutions, you open a world of possibility for telling your own story. The Science Center offers a wide range of relatable and impactful content that provides unique opportunities to empower your message to a diverse and deeply curious audience.

CORPORATE PARTNERS DIRECTLY IMPACT ORLANDO SCIENCE CENTER BY SUPPORTING:



EDUCATIONAL PROGRAMS

that bring science, technology, engineering, and math (STEM) education to thousands across Central Florida.



ACCESS FOR LEARNERS

who experience Orlando Science Center for free or at a reduced price through our Science For All program.



DEVELOPMENT OF NEW EXHIBITS & EXPERIENCES

plus maintenance to sustain your favorite exhibits.



INCREASED YOUTH PARTICIPATION

from cradle to career through our preschool, camps, afterschool programming, and classes on-site.

For more information on the Corporate Partnership Program, contact:
Nicholas Chapman, Director of Development | 407.514.2233 | nchapman@osc.org

PARTNERSHIP LEVELS & BENEFITS

Corporate Partners provide critical support for our mission while receiving year-round recognition through our exhibits, public programs, publications, and special events. All Corporate Partners receive:

- Special complimentary ticket offers and discounts
- Invitations to exclusive receptions and VIP events
- Recognition on OSC's Corporate Partnership Program webpage for one (1) year
- Recognition in SCOPE digital magazine
- Volunteer opportunities
- Monthly MicroScope e-newsletter & one-year subscription to SCOPE magazine
- Recognition on OSC's donor wall for one (1) year

Additional benefits are commensurate with giving level and designed to meet your corporate messaging and philanthropic goals. Explore examples below of enhanced benefits leveraging our unique programming, exhibits, and events. Let us customize a package that meets the needs of your company!

\$5,000 SPONSORSHIP

Supporting Sponsor of Science of Wine

- Up to 20 Grand Tasting tickets
- Recognition on OSC website
- Recognition on print materials
- Reserved seating at Grand Tasting

\$10,000 SPONSORSHIP

Supporting Sponsor of Otronicon

- Up to 16 Expo tickets
- Up to 8 VIP Reception tickets
- Small booth
- Logo on website & marketing materials
- Social media recognition
- Virtual sponsorship opportunities
- Community event partnership opportunities

\$20,000 SPONSORSHIP

Presenting Sponsor of Science on Tap

- Up to 60 VIP tickets
- Recognition on OSC website
- Recognition in select advertising
- Recognition on digital signage
- Recognition on social media
- 2 tickets to a Science Night Live event
- Logo recognition on growler
- Presenting Sponsor recognition

\$30,000 SPONSORSHIP

Presenting Sponsor of Otronicon

- Up to 50 Expo tickets
- Up to 24 VIP Reception tickets
- Large booth
- Logo on OSC website & marketing materials
- Social media recognition
- Virtual sponsorship opportunities
- Community event partnership opportunities
- Speaker Series Presenting Sponsor
- VIP Reception Presenting Sponsor

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Supporting Sponsor for Science of Wine

- Up to 40 Grand Tasting tickets
- 5 VIP Reception tickets
- Recognition on OSC website
- Recognition on print materials
- Reserved seating at Grand Tasting
- 2 Food Demonstration tickets

\$50,000 SPONSORSHIP

Presenting Sponsor Traveling Exhibit

- Inclusion in all promotions and marketing
- Member-only even exhibit premier
- Digital signage throughout OSC building
- Logo included in exhibit wall mural
- Social media and website recognition
- Direct engagement opportunities
- Guest speaker opportunities
- Unique programming opportunities

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Presenting Sponsor of Science on Tap

- Up to 60 VIP Tickets
- Recognition on OSC website
- Recognition in select advertising
- Recognition on digital signage
- 2 tickets to a Science night Live event
- Logo recognition on growler
- Presenting sponsor recognition

MEDIA REACH

Orlando Science Center has a well strategized marketing, public relations, and social media outreach campaign to help generate awareness about our events and exhibits. In addition to our extensive digital and social media reach outlined in further detail below, we also reach

over 600,000 individuals each year, including over 10,000 member households. News coverage pertaining to our events, programs, and exhibits are frequently picked up by various media outlets as well.

SOCIAL MEDIA & REVIEWS

- ⚙ Email Opens: 494,763
Email Clicks: 27,585
- ⚙ Social Media Impressions: 24,161,413
Social Media Engagements: 442,987
- ⚙ Digital Signage Views: 1,800,000
- ⚙ Webpage Views: 2,264,101



MEMBER HOUSEHOLDS

10,000 and counting

SOCIAL MEDIA & REVIEWS



You could say people 'like' us....

Facebook: 60,600 Followers
Twitter: 15,600 Followers
Instagram: 22,600 Followers
LinkedIn: 3,700 Followers

Total: 102,500



4.6 Stars
from more than
8,417 reviews



SIGNATURE EVENTS

Orlando Science Center's signature events support the museum's mission with proceeds directly supporting dynamic science education and hands-on, engaging experiences. Through event sponsorship, your company can gain access to a range of audiences, increased visibility, and exclusive benefits.

OTRONICON

Otronicon is an annual celebration of Central Florida's simulation, technology, digital media, and gaming industries. Exhibits, demonstrations, workshops, speakers, competitions, and much more take over Orlando Science Center for four days; connecting our audience of nearly 15,000 with the STEM experts and innovation that drives the future. This event attracts families, educators, students, and professionals and has a social media reach of over 377,250!

Support for Otronicon creates lasting impact on our community and future STEM workforce by helping us ensure that everyone, regardless of income or ability, has the opportunity to experience the wide range of STEM learning experiences available at Otronicon. Middle and high school students from across Central Florida, including those attending Title I schools, are able to connect with STEM experts and explore the industry's ever-growing career possibilities thanks to the support of our generous Otronicon sponsors.

SCIENCE OF WINE

Orlando Science Center's annual Science of Wine event is one of Orlando's most unique food and wine events. We welcome over 1,000 guests for an evening of wining, dining, and

learning as they explore over 150 fine wines and gourmet restaurant samplings from Central Florida's creative culinary community. Popular wine seminars and other special live activities are available throughout the evening as guests uncork their inner sommelier (and scientist!). Proceeds from the evening provide critical funds for educational programs and opportunities for youth and families to experience fun, discovery and meaningful family time.



SCIENCE ON TAP

Orlando Science Center's newest event, Science on Tap, offers guests the opportunity to sample a wide selection of distinguished beers from around the world and artisanal craft brews ranging from pilsners, IPAs, lagers, wild ales, sours, stouts, and many more! The event features live music, hands-on demonstrations, presentations on beer-related topics, and delicious bites from local restaurants and food trucks! Proceeds from the event directly support STEM education programs.

ADDITIONAL EVENTS

SCIENCE NIGHT LIVE

Science Night Live (SNL) is an extremely popular adults-only event series offered five Saturdays a year at Orlando Science Center. Guests have the opportunity to explore four floors of hands-on exhibits, listen to presentations from guest speakers, participate in science trivia, and watch giant screen films in the Dr. Phillips CineDome while enjoying light bites and adult beverages. Each SNL hosts approximately 1,500 guests and represents a diverse cross section of ages and backgrounds as they enjoy everything they love about the Science Center with a grown-up twist. Proceeds from these events provide unique STEM learning experiences for the more than 600,000 students, teachers, and families that we serve each year!

KIDS NIGHT AT THE MUSEUM

This popular and highly attended event series offers caregivers the opportunity to enjoy a stress free evening on the town while their children have an entertaining experience of their own exploring the wonders of everything the Science Center has to offer. Five nights a year, youth ages 5 to 12 years old are invited to explore exhibits, experience enhanced programming, attend interactive live science shows, enjoy a pizza dinner, and more! This award-winning event series won PLAYGROUND Magazine's Editor's Choice for Best New Kid's Night Out Program and has been known to sell out! Support for these events helps the Science Center provide engaging out-of-school educational opportunities that reinforce classroom curriculum and provide our future STEM leaders with real-world learning opportunities.

SPECIAL PROGRAMMING MONTHS & SPECIAL EVENT WEEKENDS

Orlando Science Center celebrates science throughout the year with unique monthly programming themes and STEM related activities to keep visitors engaged and excited about learning all year long! Each month, we host a Special Event Weekend that complements the monthly theme and features engaging activities including workshops, presentations from special guests, demonstrations, exhibit booths, and more. Astro Fest, Bubble Bash, Nature Month, and Engineering and Technology Month are just a few of our popular monthly themes and event weekends! Proceeds from Special Programming Months and Event Weekends help us develop innovative content and support programs that excite learners of all ages about the power, promise, and pure fun of science and technology!



COMMUNITY ACCESS

SCIENCE FOR ALL

Our accessibility program, Science For All, offers free or reduced price admission and annual memberships to individuals and families from low-income households. Free or reduced price admission and camp scholarships are available for Title I schools, youth groups, and groups serving those with disabilities or special needs. Through the support of our generous donors and corporate partners, we provide over 130,000 visitors and students free and reduced price access annually. Individuals and families visiting through the Science For All accessibility program account for nearly 25% of our total annual admissions.

Our purpose is to create prosperity in our community that enhances lives. We achieve this through our high-quality interactive STEM experiences and learning resources that help develop critical 21st century skills. Support for Science For All ensures that individuals, families with children, and students with the greatest needs have access to these meaningful opportunities and helps broaden workforce access to STEM concepts and skills needed for success in our modern workforce.



MUSEUM EXHIBITS

TRAVELING EXHIBITS

Orlando Science Center presents a variety of premier STEM-based traveling exhibits throughout the year to provide our visitors new and diverse learning opportunities. These seasonal exhibits, which are typically onsite for 3-4 months at a time, are selected to appeal to a wide and diverse audience, and focus on specific topics, with an emphasis on interactive and thought-

provoking experiences. We create activities and experiences, such as workshops, live shows, and other fun programming that aligns with the traveling exhibit's theme to further engage and educate visitors. Support for our traveling exhibits enables us to educate, entertain, and enlighten curious minds of all ages with some of the world's most compelling immersive experiences!



EDUCATIONAL PROGRAMMING & EXHIBITS

SUMMER CAMP

Orlando Science Center provides a comprehensive summer camp experience for children from ages 3-14. Over ten weeks during the summer, we host 14 camps each week providing fun, hands-on experiences through Science, Technology, Engineering, and Math with attendance ranging from 3,300 – 3,500 campers annually. Support for our Summer Camps helps us to inspire curious minds through hands-on learning experiences and provides children the opportunity to cultivate their interests while working collaboratively with their peers to develop lifelong skills that will enrich their lives and future community.

BREAK CAMPS

Orlando Science Center hosts break camps when Orange County Public Schools or Seminole County Public Schools are out of session for teacher work days and holiday breaks, including winter and spring breaks. These engaging break camps offer children ages 3-10 a productive and fun opportunity to learn more about STEM in an exciting, interactive environment. Support for our Break Camps helps us develop impactful STEM focused programs to enrich their lives.



HOMESCHOOL PROGRAMMING

Orlando Science Center's monthly homeschool program exposes students in Grades K–8 to a variety of STEM related topics, offering them the opportunity to engage with their peers and encounter resources they may not have at home! Support for this program enables our Education team to provide themed programming throughout the academic year and helps us inspire students to get excited about STEM as they create, experiment, make new friends, and develop 21st Century skills!

STEM 2 GO PROGRAMMING

Orlando Science Center's STEM learning experiences aren't just confined to our walls. With our STEM 2 Go program we are able to bring interactive, hands-on learning activities on the road to share with students, teachers, schools, and families throughout our community. Support for this program helps us reach over 150,000 students and teachers annually, and enables us to develop exciting and engaging new content that is shared through offsite workshops, Family Science Nights, Celebrate Science Nights, our mobile planetarium, drone flying experience, live shows, and more!

SCIENCE COMPETITION

Orlando Science Center's science competition pipeline provides opportunities for students in Kindergarten through Grade 12 to showcase their accomplishments and work toward future careers in STEM. As students grow older and gain experience, they can participate in increasingly challenging competitions at the Science Center

with the potential to earn cash prizes and scholarships! Our Science Competition sponsors aide us in providing unique opportunities for our next generation of STEM leaders to stretch the capacity of their imaginations, hone their practical skills, and test their knowledge!





THANK YOU

Because of generous support from partners like you, Orlando Science Center is able to provide valuable hands-on science education and bolsters important 21st century skills required of a modern STEM workforce. Investment from our corporate partners is helping inspire the next generation of innovators and leaders in STEM who will change the world.

Thank you for your understanding of the vital work we do at Orlando Science Center and out in the community!



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