Action For Earth Sponsorship Opportunities

The museum is a leader for informal science learning, convener of science and scientific expertise. Action for Earth provides a space for broad audiences to convene (onsite and online) and experience the relevance and urgency of climate change.
This spring and summer, our commitment to climate action and education comes to life with Action for Earth, a multilayered campaign to engage audiences - both in-person and online - in information gathering, conversation, reflection, and climate action. With our active research, exhibitions, education programs, history of innovative collaborations, and place within the cultural fabric of the Twin Cities, the Science Museum is uniquely positioned to be a leading climate science resource for the audiences we serve. You can help us make the Science Museum a climate science resource now - and into the future by sponsoring a program or donating to the campaign.
Action For Earth Overview

Climate change is real, urgent, and disproportionately impacting communities of color, women, Indigenous groups, and people with limited wealth. At the Science Museum of Minnesota, we’re committed to sharing the science behind our changing climate, advocating for climate justice, and celebrating cutting-edge solutions that are informed by science.

We need your help to support key components of Action for Earth through sponsorship and philanthropic support:

- A large-scale sandhill crane art installation using waste-stream materials.
- *Cardboard City*, a building and engineering studio where familiar materials, simple tools, and encouragement come together in the spirit of imagination, ingenuity, and reuse. Presented by H.B Fuller Company Foundation.
- *earth: extraordinary images of our planet*, an exhibition of large-format photographs from NASA’s Earth Observatory that tell a story of land, wind, water, ice, and air as they can only be viewed from above.
- Two immersive, giant screen Omnitheater features: *Oceans: Our Blue Planet* and *Into America’s Wild*.
- A showcase of the artwork produced by the Artists at Pine Needles Residency, hosted annually by the Science Museum’s St. Croix Watershed Research Station.
- Water- and energy-focused virtual programs for elementary and middle school students
- A variety of virtual events with scientists from the Science Museum’s Center for Research and Collections, along with coordinating content and activities on the Learn From Home section of smm.org.
- Science Celebration: Action for Earth, the Science Museum’s virtual Annual Meeting.
- A Climate Change Town Hall Meeting for policymakers, and more.
Action For Earth-Campaign Recognition Benefits

Action For Earth Sponsors will enjoy the direct benefits of the program they sponsor AND unlock these additional recognition benefits. Philanthropy partners will be recognized with these campaign benefits as desired. See following pages to choose a program.

**ALL SPONSORS WILL RECEIVE A TOOL KIT FOR PARTNER COMPANIES TO USE THEIR OWN CHANNELS TO AMPLIFY SUPPORT OF CAMPAIGN**

$20,000+ sponsorship
Action For Earth signage in museum - These funders will be recognized with “Sponsored by” and logos on these signs:

- Ramp elevator back wall sign*
- Entrance vestibule window cling*
- Lobby digital signs (2)
- Omniqueue digital signs
- Omni-pre Show recognition

Recognition logo on Action for Earth website landing page

Paid Advertising - Logo on 5 paid emails (delivered to hundreds of thousands of households); plus 2 ads in Star Tribune and 1 MSB Business Journal
Action For Earth-Campaign Recognition Benefits

Action For Earth Sponsors will enjoy the direct benefits of the program they sponsor AND unlock these additional benefits. Philanthropy partners will be recognized with these campaign benefits as desired. See following pages to choose a program.

ALL SPONSORS WILL RECEIVE A TOOL KIT FOR PARTNER COMPANIES TO USE THEIR OWN CHANNELS TO AMPLIFY SUPPORT OF CAMPAIGN

$5,000 to $19,000 - sponsorship
Action For Earth signage in museum - These funders will be recognized with “Supported by” and logos on these signs:

Lobby digital signs (2)
Omni-queue digital signs
Omni-pre show recognition

Recognition logo on Action for Earth website landing page*

Paid Advertising - Recognized in 2 ads in Star Tribune and 1 in MSB Business Journal

* pictured
Sponsorship Opportunities

Events Sponsor - Packaged to include two premium event sponsorships and tier 1 campaign recognition - Request $20,000

April 22 - Science Celebration: Action For Earth Day Virtual Event - Hundreds of donors and supporters will celebrate Earth Day at an engaging virtual evening event exploring things we can all do and hearing from Climate Expert keynote speakers.

+ May - Coffee with A Curator Event - Backyard Ecology - Garden and Yard tips for creating a thriving home oasis that also nurtures our local birds and bugs

Benefits: Events sponsor will a be granted the “Program Sponsor” of Science Celebration: Action For Earth and “Presenting Sponsor” of the May Action for Earth-Coffee with a Curator event. Sponsor will be recognized on all invitations, event presentation slides, RSVP sites, and reach thousands of the museums most engaged audiences. Sponsor will also be granted opportunities to speak at events to welcome guests, introduce keynote speakers, and invite its own special guests to attend.

Science Celebration individual sponsorships are available - see attached menu or contact Teri Vogt @tvogt@smm.org for detailed sponsorship proposals for your organization.
Sponsorship Opportunities

Community Matching Fund Sponsor  Request $10,000
- Your organization will be presented as the matching fund sponsor of the Science Museum’s Action For Earth Community Fundraising Campaign.
- Benefits: Matching fund recognition in a robust multichannel fundraising campaign reaching hundreds of thousands of people. A series of emails reaching more than 400,000, direct mail 10,000, social media across all SMM channels. Campaign will run for one month.

Collectors’ Corner Social and Email Series  Request $10,000
This community science engagement program shows us all how to love nature around us by highlighting Collectors Corner and some of the best specimens our visitors have brought in to it. Your organization will help us grow the very popular Collectors Corner by helping feature the program with a robust communication plan.
- Benefits: Logo or listed recognition on all push strategies including “Ask an Expert” videos and weekly specimen features on social media, emails and blog posts during May and June.
Sponsorship Opportunities

Earth Day Photo Show in SMM lobby  Request $15,000

- Images from NASA’s Earth Observatory - These images because they tell a story of a 4.5-billion-year-old planet where there is always something new to see. They tell a story of land, wind, water, ice, and air as they can only be viewed from above.
- Benefits: Presenting sponsor, lobby signage, website landing page, email, social post

Sandhill Cranes Art Installation in Museum  Request $20,000

- Working with artist Chris Lutter-Gardella, we will install oversized birds in the airspace of the lobby in varying gestures of flight. The unique feature is that the sculptures will be made of recycled trash - constructed by volunteers who create the feathers. Why Sandhill Cranes? Cranes are messengers of warning us of climate change.
- Benefits: Presenting sponsor of the art installation, lobby signage, recognition on accompanying digital “Learn from Home” content module, video and engagement communication plan to invite the public to engage in making the crane feathers, recognition on social and emails, engaging remote volunteer opportunity for your employees
Sponsorship Opportunities

Sustainability Content Module Sponsorship   Request $7000 (several available)

A covid-"win" is the museum’s online content development - sharing the engaging content you love from the museum in new digital and social ways.

● Featured content on SMM’s Learn From Home Page on topics related to climate change and our own Scientists contribution to stop it.

● Benefits: Logo on content module webpage, often video endslate recognition can be added, recognition on communication to push the content to all SMM audiences, members, educators, fans and friends via email and social media. Each module is pushed to thousands of SMM supporters and engagement levels are high.

Topic examples that you can associate your brand with:

● Sustainable Buildings
● Pollinators, bird and eco friendly backyards
● Impacts of climate change on human life and culture
● Art on climate - from Art at Pine Needles Project, community Earth Day posters, On The Brink species comic science
● Energy Connections - interviews and games
● Water Exploration Games
Sponsorship Opportunities

OMNITHEATER Short Films FILM SPONSORSHIP - $10,000

- **Oceans: Our Blue Planet** - 20 Minute Film - From the coastal shallows to deeper, more mysterious worlds, we reveal the untold stories of the oceans’ most astonishing creatures and their struggle to survive in a changing world. Our Blue Planet takes us on a global odyssey to discover the largest and least explored habitat on earth. Dolphins leap for joy through the waves, as we begin our journey into the blue. Our first stop is the coral reefs, where we meet fascinating characters like the ingenious tusk fish that uses a tool to open its food. In the great forests of the sea, we find a cunning octopus who shields herself in an armoury of shells to hide from predators. As we journey through our oceans, we share these extraordinary discoveries and uncover a spectacular world of life beneath the waves.

- Benefits: Logo on website landing page, emails, logo recognition on the giant Omni screen before each showing, Omnique digital sign and paid advertising.
Action for Earth Philanthropy Support

The Science Museum relies on support from individuals and partners to help in making all of the programming associated with Action for Earth a possibility. By supporting the museum and Action for Earth, you support STEM programming that the public will engage with during the Action for Earth campaign this spring and support initiatives like:

**Water- and energy-focused virtual programs** for elementary and middle school students - all mapped to MN education learning standards - virtual programs and offered free in 20-21 school year to support distance learning and hybrid teaching for schools in all 87 counties thanks to your support.

- K-6 Energy Connections - Students explore the benefits and challenges of energy sources and learn about the advantages and disadvantages of current ways of producing electricity. What types are used most in Minnesota? Students practice conserving energy, and the effect of personal and energy choices.
- K-6 Water - Explore a model stream to thinking about and tracking water quality. Students make and share their observations and learn that the presence of macroinvertebrates in a body of water give clues to the quality of that water.
- Mississippi River Watershed Story Map for Middle Students - covers resources for students and teachers

**Climate Change Town Hall Meeting** - allowing people to talk to public officials and candidates about what they’re doing about climate change.

**A showcase of the artwork produced by the Artists at Pine Needles Residency**, hosted annually by the Science Museum’s St. Croix Watershed Research Station. Resident artists immerse themselves in a field experience, gather materials, and interact with environmental scientists and the local community to create their work. Action for Earth donations support all of research and policy work of **Science Museum’s Center for Research and Collections** including the St. Croix Watershed Research Station.

**A variety of climate change themed events** with scientists from the Science Museum’s Center for Research and Collections, along with coordinating content and activities on the [Learn From Home](https://www.smminnesota.org) section of smm.org - making this information and content accessible to all.

A STEM research project deploying our **Cardboard City exhibition activities out into the community** to other informal learning spaces - gaining insights and resources to share with informal educators across the museum field on how to effectively structure and facilitate open ended making experiences that will expand the number and kinds of places and families that can engage in these activities. Making is identified as a way to develop early engineering skills and after STEM practices and our goal is to test new ways to broaden participation and support and engage more learners in STEM.
Science Celebration: Action For Earth Virtual Event
Thursday, April 22, 2021 – Earth Day!

This inaugural virtual Earth Day event invites more than 100,000 Science Museum lovers to an event perfectly crafted around Science Museum’s fun way to learn science. We invite you to sponsor and help celebrate the earth in the most fun way to learn about it. From protecting the states’ artifacts so we can learn from our past to the Science Museum’s cutting-edge research informing the future, your support of this event supports the Science Museum mission to Turn on the Science: Inspire Learning. Inform Policy. Improve Lives.

A virtual event allows our sponsors to reach a wider audience than previous event sponsorship. Our themed lineup promises an engaging shared Earth Day experience with that unique Science Museum “Whooops, I learned something” added bonus. This event will be ticketed with a suggested minimum donation of $25. VIP tickets will be $100. Your guests will be granted free admission.

The event begins with themed rooms hosted by our own Science Museum scientists and interactive experience rooms focusing on science based action tips on ways individuals can make an impact for the earth. Rooms will feature themes such as:

- Protecting water to slow climate change
- Paleo research informing climate change
- Reducing carbon footprint
- Birds and biology informing climate change
- Impacts of climate change on human life and culture

After the themed presentations, all event attendees enter the Action For Earth virtual ballroom to be uplifted by our keynote speakers. **We are thrilled to welcome Featured Keynote VIP Climate Expert Dr. Ayana Elizabeth Johnson**, founder and CEO of Ocean Collectiv, a consulting firm for conservation solutions grounded in social justice, and founder of Urban Ocean Lab. You’ll find her at the nexus of science, policy, and communication, building community around climate solutions.

By sponsoring the Earth Day fundraising event, you are reaching a unique audience of science, community and business leaders, and engaged community members, while helping support the core programs of the Science Museum. Your invited guests will have the VIP experience. We hope your guests will have such fun they become excited by the Science Museum and share your passion for supporting it in the future.

Thursday, April 22, 2021 – Earth Day

8:00 pm – Science Celebration: Action For Earth Day event
SMM Scientist hosted climate change theme rooms **Sponsor a theme room and feature a 30 second spot sharing your organization’s commitment to Earth to room attendees**

8:15 pm - The Main Event and Keynote Speakers
Featuring Dr. Ayana Elizabeth Johnson
**Sponsor Program and share a 30-second spot sharing your organization’s vision to all attendees**

8:40 pm - Q&A with Keynote Speakers
### Science Celebration: Action For Earth Virtual Event

#### Sponsorship Levels and Benefits

<table>
<thead>
<tr>
<th>Event Presenting Sponsor</th>
<th>Program Sponsor – $7,500 (1 available)</th>
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<tbody>
<tr>
<td><strong>SOLD BIO-TECHNE</strong></td>
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<tr>
<td>- Recognition and benefits of Tier 1 Action For Earth Campaign sponsor</td>
<td>- Logo recognition on event email invitations to more than 110,000 SMM members, supporters, fans and friends</td>
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<tr>
<td>- Presenting sponsor logo recognition on invitations:</td>
<td>- Thank you Program Sponsor on screen slide recognition at the start of the main program</td>
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<td>- 1,000 printed mailed invites</td>
<td>- Logo recognition on thank you emails to all event attendees – before event with links, and after the event on thank you email</td>
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<td>- 25,000 member email invites</td>
<td>- 30 second segment produced by SMM sharing your company’s commitment to climate action.</td>
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<td>- 110,000 fans and friend email invites</td>
<td>- 10 VIP level virtual event invites for your own guests</td>
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<td>- 30 second segment produced by SMM sharing your company’s commitment to climate action.</td>
<td>- VIP event boxes delivered to the homes of your guests</td>
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<td>- Presenting sponsor logo recognition on thank you emails to all event attendees – before event with links, and after the event on thank you email</td>
<td>- 20 museum tickets for use at a later date</td>
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<tr>
<td>- Presenting sponsor logo recognition on event RSVP/ticket site</td>
<td>- Recognition in the Science Museum’s Annual Report</td>
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<tr>
<td>- 12 VIP level virtual event invites for your own guests</td>
<td><strong>Theme Room Host Sponsor–$5,000 (4-5 available)</strong></td>
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<tr>
<td>- Opportunity for a leader from your organization to introduce the keynote speaker</td>
<td>- Logo recognition on event email invitations to more than 110,000 SMM fans and friends</td>
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<tr>
<td>- VIP event boxes delivered to the homes of your guests – including opportunity to customize it with a letter from you</td>
<td>- 30 second segment produced by SMM sharing your company’s commitment to climate action shown in the hosted room.</td>
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<td>- Presenting sponsor logo recognition on event recognition slide</td>
<td>- Virtual hosted room branding on screen and opportunity to welcome attendees at the beginning of the event in that room.</td>
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<td>- Recognition in Science Museum’s Annual Report</td>
<td>- 8 VIP level virtual event invites for your own guests</td>
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<tr>
<td>Fund tickets for your group at the $100 VIP level</td>
<td>- VIP event boxes delivered to the homes of your guests</td>
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<tr>
<td>Buying groups of tickets without sponsorship recognition as another way to support this event and the mission of the Science Museum - Fill out form below to receive a call to act on this option.</td>
<td>- Logo recognition on event recognition slide</td>
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<tr>
<td>Action for Earth Advocate $2,500</td>
<td>- Logo recognition on thank you emails to all event attendees – before event with links, and after the event on thank you email</td>
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<tr>
<td>- Logo recognition on email invitations, and attendee emails</td>
<td>- 10 museum tickets for use at a later date</td>
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<tr>
<td>- Logo and event recognition slide at event</td>
<td>- Recognition in the Science Museum’s Annual Report</td>
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</tbody>
</table>
| - 8 VIP level virtual event invites event for your own guests | **Note:** To receive logo recognition on the email invitations by March 22, 2021. Sponsorships accepted after these deadlines will be added immediately and receive all other available benefits.