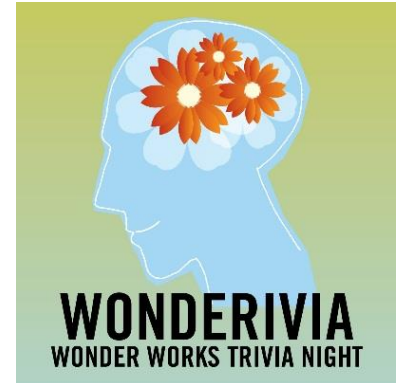




## Wonderivia, Wonder Works' Trivia Night

*Benefitting Wonder Works Children's Museum*

### Sponsorship opportunities



#### **Einstein Event sponsorship: \$3,000**

- Prominent recognition and logo placement as Einstein Event Sponsor on all promotional materials including emailed invitations, Wonder Works' website, Facebook Page and Twitter
- Full Page advertisement in the event program
- Prominent recognition during the event
- Two free one-year memberships to the museum
- Free table at the event (tables are \$540)

#### **Genius Intermission Sponsorship: \$1,500**

- Prominent recognition and logo placement as Genius Level Sponsor on all our promotional materials including emailed invitations, Wonder Works' website, Facebook Page and Twitter
- Half page advertisement in the event program
- Prominent recognition during the event with logo and business information displayed throughout one intermission and the Live Auction
- 10 free passes to the museum
- \$270 off the purchase of a table (tables are \$540)

#### **Brainiac Level Sponsorship: \$800**

- Prominent recognition and logo placement as Brainiac Level Sponsor on all our promotional materials including emailed invitations, Wonder Works' website, Facebook Page and Twitter
- Recognition in the event program
- Prominent recognition during the event with logo placement at the beginning of a trivia round, bar or raffle table.

#### **Whiz Level Sponsorship: \$400**

- Prominent recognition and logo placement as Whiz Level Sponsor on all our promotional materials including emailed invitations, Wonder Work's website, Facebook Page and Twitter
- Recognition in the event program
- Prominent recognition during the event with logo placement with all Whiz Level sponsors displayed before the final scoring

## **Benefits**

Along with specified benefits determined by the level of sponsorship, Wonderivia sponsor's name are promoted on all marketing materials leading up to and on the day of the event. These include:

- Bi-weekly e-news: goes to Wonder Work's database: 5,000, open rate 12-13%
- Monthly event specific email to 5,000 open rate 12-13%
- Posters around museum and town
- Facebook Event and subsequent posts regarding the event:
  - Number of views in a post: 200-500, click through rate ~5%
- Instagram and Twitter posts
- Number of views generated from AdWords 'listing: 1000 views/day, CTR 4.75% (~50/day)
- Listing on the Museum's Donor Wall
- Listing in the Annual Report
- At the event, over 250 Wonderivia attendees are exposed to the Sponsor's name and logo.