



CORPORATE ENGAGEMENT GUIDE

2023-2024



MOREHEAD
PLANETARIUM+
SCIENCE CENTER

The University of
North Carolina at Chapel Hill

MOREHEAD PLANETARIUM AND SCIENCE CENTER

Morehead Planetarium—now Morehead Planetarium and Science Center—was **dedicated in 1949** as a powerful tool for the education of North Carolinians. It was the first planetarium in the world built on a college campus and only the eighth planetarium built in the United States. Over the past 75 years, millions of North Carolina students, teachers, and families as well as visitors from around the world have benefitted from its innovative science programming.

True to its founding mission, Morehead continues to bring together the unique resources of the University of North Carolina at Chapel Hill to **engage the public for an enhanced understanding of science**. It partners with scientists to develop outstanding planetarium shows, interactive exhibits, hands-on classes, camps, and other programs that allow visitors to experience the wonder of science. It shows people why science matters and how research happening today will change lives tomorrow.

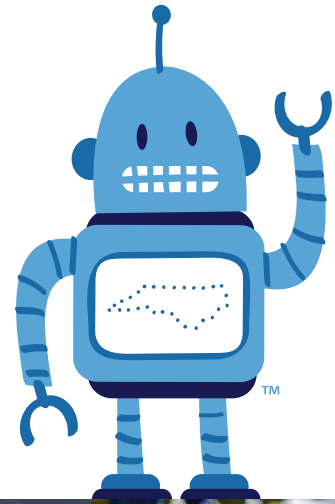
In addition to providing an exceptional visitor experience, **Morehead is committed to expanding access and opportunity** by delivering educational programming to schools and communities across the state. Outreach efforts range from school-based science programs to targeted student enrichment opportunities to public engagement events. Morehead educators help bring science to life, with exciting and inspiring programs designed to engage young and old alike. Morehead's outreach programs are the embodiment of its commitment to achieving **Science for All**.

NORTH CAROLINA SCIENCE FESTIVAL

Morehead is the proud founder and producer of the annual, month-long North Carolina Science Festival (NCSciFest). Launched in 2010, **NCSciFest was the first statewide celebration of science in the United States**, and it continues to be one of the largest events of its kind in the nation. Since its founding, NCSciFest has reached more than 3.5 million participants from all 100 North Carolina counties.

NCSciFest works with community partners across the state to host events **throughout the month of April** in locations that include K-12 schools, libraries, museums, parks, and science centers. From science nights to engineering competitions to science expos to skywatching parties, NCSciFest events provide participants with opportunities to engage with science in fun and welcoming settings. Event hosts cultivate positive environments that encourage children and teens to see themselves as scientists and spark people's interest in science knowledge and career pathways.

In 2024, NCSciFest will highlight North Carolina's academic and industrial prominence in science, technology, engineering, and math (STEM) through the theme **State of Innovation**.



HIGHLIGHTS FROM 2022-2023

MOREHEAD PLANETARIUM AND SCIENCE CENTER

More than 75,000 people visited Morehead to see planetarium shows, exhibits, or other programs, including 30,000 field trip participants

More than 38,000 students from 478 schools received educational programming from Morehead, including 4,200 students who experienced the mobile planetarium

Almost 1,000 students attended on-site summer camps at Morehead, and more than 2,200 students participated in Morehead summer programming at 33 community partner sites

Morehead relaunched its monthly Carolina Science Café and Teen Science Café programs reaching hundreds of community members young and old

More than 260,000 people visited the Morehead website, and more than 32,000 people follow Morehead across 5 social media channels



NCSCIFEST

More than 100,000 people participated at 466 public events, and more than 53,000 people participated at 344 K-12 events

More than 40 of these events were attended by more than 500 people

NCSciFest was profiled on the NC STEM Explorers television program with a total viewership of over 300,000

Partners and participants embraced the 2023 theme—*Full STEAM Ahead*

877 events were held across the state reaching all 100 North Carolina counties

Morehead hosted three signature events: UNC Science Expo, Science for All Summit, and STEMville Science Spectacular

More than 79,400 people visited the NCSciFest website, and more than 16,200 people follow NCSciFest across 3 social media channels

NCSCIFEST SPONSORSHIP

APRIL 1 - 30, 2024 | STATEWIDE

Morehead relies on the generosity of sponsors to make **NCSciFest** a reality and provide opportunities for science engagement across the entire state. We invite you to join a growing list of North Carolina's leading corporations and foundations that recognize the importance of informal science education and the impact of supporting community engagement with STEM.

2024 SPONSORSHIP BENEFITS	PRESENTING ¹ \$100,000	PLATINUM \$50,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$7,500
BRAND RECOGNITION					
Logo on banner, poster, and select venue signage	•	•	•	•	•
Logo on t-shirt and select marketing collateral	•	•	•	•	•
Logo included in NCSciFest digital newsletter	•	•	•	•	•
Name recognition in social media marketing	•	•	•	•	•
Logo included on NCSciFest sponsor webpage	•	•	•	•	•
Brand feature in NCSciFest digital newsletter	•	•	•		
Brand feature in social media marketing	•	•	•		
Logo included on NCSciFest homepage	•	•	•		
Name recognition in news stories and other PR efforts	•	•	•		
Name recognition in footer of NCSciFest website	•	•			
Name recognition in emcee script at Morehead-produced events	•	•			
Option to include collateral in event host kits ²	•	•			
Name incorporated into NCSciFest logotype	•				
Name recognition in digital, print, radio, and TV advertising	•				
COMMUNITY ENGAGEMENT					
Employee volunteer opportunities	•	•	•	•	•
Invitation to partner reception	•	•	•	•	•
Preferred exhibit space at expos and signature events	•	•	•		
Option to sponsor a special initiative or event	•	•	•		
Option for custom sponsor-hosted event	•	•			
Opening remarks at partner reception	•				

¹One opportunity available

²Items subject to approval

Commitments must be received by December 18, 2023, to guarantee full benefits.
Learn more about NCSciFest at ncsciencefestival.org.

UNC SCIENCE EXPO SPONSORSHIP

APRIL 6, 2024 | CHAPEL HILL, NC

The **UNC Science Expo** is a signature event of NCSciFest and one of the biggest celebrations of science in the state. Morehead partners with faculty and students at the University of North Carolina at Chapel Hill to share their research with the community in a festival-like atmosphere.

Each year the Expo welcomes between 5,000-10,000 visitors from the Triangle region and beyond to campus. More than 100 booths staffed by students, researchers, and other science-loving volunteers fill the quads surrounding Morehead. From hands-on activities and games to science demonstrations and behind-the-scenes lab tours, the Expo makes learning about science fun and engaging for people of all ages.

Expo Title Sponsor¹ \$5,000

- Logo on venue signage and event map
- Name recognition in digital, print, and radio advertising
- Preferred exhibit booth location
- Plus, all benefits included in the Expo Exhibitor level

Expo Exhibitor \$1,000 | Expo Nonprofit Exhibitor \$500

- Name and exhibit location on event map
- Name recognition in NCSciFest digital newsletter
- Name recognition in social media marketing
- Exhibit booth with tent, 8-foot table, and two chairs
- Unlimited booth volunteers

Charitable contributions to Morehead are tax-deductible to the extent allowed by law. Please contact Adam Phelps (arphelps@unc.edu) for more information.



SCIENCE FOR ALL SUMMIT SPONSORSHIP

FEBRUARY 28 & 29, 2024 | CHAPEL HILL, NC

Morehead hosted the inaugural **Science for All Summit** in April 2023 with the goal of engaging educators, practitioners, researchers, and other change agents in conversation and knowledge building around emerging issues and innovative strategies related to advancing inclusion, diversity, equity, and access (IDEA) in STEM. The target audience for the Summit includes formal and informal educators, non-profit organizations, corporations, universities, colleges and community colleges, and undergraduate and graduate students.

Sponsorship of the **Science for All Summit** provides your organization with the opportunity to:

- position your organization as a critical partner in promoting innovation and valuing IDEA in STEM;
- engage a community that collaborates, innovates, and implements promising practices shown to effect sustainable change to advance IDEA in STEM; and
- network with leading educators, practitioners, researchers, and thought leaders.

Benefits for each engagement level are listed below. All sponsors and exhibitors receive one 6-foot table in the atrium exhibit space and the opportunity to include promotional items in the registration packet (items subject to approval).



Summit Champion \$5,000

- Logo and brand recognition on all summit materials, including website, social media, digital communications, and venue signage
- Acknowledgment from the podium during sponsored program (2 keynote opportunities, 2 luncheon opportunities, 1 dinner/evening opportunity)
- Two complimentary registrations

Summit Ally \$2,500 | Summit Nonprofit Ally \$1,000

- Logo and brand recognition on many Summit materials, including website, social media, digital communications, and venue signage
- Two complimentary registrations

Summit Exhibitor \$500

- Logo, name, and exhibit location included in digital communications and venue signage
- One complimentary registration



Learn more about the Science for All Summit on our website at moreheadplanetarium.org/science-for-all-summit.

CORPORATE MEMBERSHIP

Looking for a way to support Morehead and share the wonder of science with your employees? Morehead invites you to invest in us and our mission of achieving *Science for All* through Corporate Membership. This membership level provides immediate benefits for your organization and your employees.

Benefits:

- Eligibility for your organization to rent Morehead's unique facilities—including exhibit galleries and our famous fulldome theater—for your special events*
- One-time \$250 discount on facility rental*
- 10% off regularly scheduled planetarium show and general admission tickets for your employees
- 10% discount at Morehead's Cosmic Goods gift shop for your employees
- 10% discount on Individual, Family, and Family Plus memberships for your employees

You will receive a welcome packet with information about using your member benefits as well as a digital flyer and reproducible discount card to share with your employees. Your member discount code can be used online for advance ticket purchases and at the Morehead Box Office.

Annual membership is **\$2,500**. (The tax-deductible portion of this charitable contribution is \$2,250.)

*Please note that all facility rentals are subject to standard event policies, and scheduling is based on availability. Learn more about hosting a special event at Morehead on our website at moreheadplanetarium.org/engage/facility-rental.

CONTACT US

There are many ways you can partner with Morehead Planetarium and Science Center to support high-quality informal science education, increase access to STEM learning opportunities, and promote STEM career pathways for people of all ages and backgrounds. We look forward to working with you to make a positive impact in our community and communities across North Carolina.

To become a sponsor or exhibitor for the NCSciFest, UNC Science Expo, or Science for All Summit, please contact:

Adam Phelps

📞 919.962.7012

✉️ arphelps@unc.edu

To start or renew a Corporate Membership, please contact:

Angie Potiny

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✉️ angie.potiny@unc.edu



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**SCIENCE FOR ALL
SUMMIT**