


LAYERS

of discovery

Presented by  ATOMIC
data

NOVEMBER 3, 2023





*Join a community of philanthropists and young professionals for **Layers of Discovery** presented by **Atomic Data**, an adults-only night at **Cincinnati Museum Center**.*

We look forward to welcoming nearly 1,000 guests to enjoy an evening filled with light bites from local restaurants, creative cocktails, explosive programming and exclusive access to our world-class exhibits.

All proceeds from the event support Cincinnati Museum Center's Champion More Curiosity campaign. Together, we can strengthen our community, transform young minds and launch quests of discovery.

November 3, 2023
Cincinnati Museum Center at Union Terminal
6 p.m. VIP Early Access
7 to 11:30 p.m.

Sponsorship and Event Questions

Tiffany Marsh
(513) 287-7055
tmarsh@cincymuseum.org
cincymuseum.org/layers

Presenting Sponsor — **SOLD**

- Includes 20 VIP tickets: 1-hour early admission and exclusive experiences
- Logo/Name recognition included on all promotional items and media outreach as *Layers of Discovery* presented by (company name/logo)
- Logo/Name projected onto Union Terminal's façade during the event
- Basic Corporate Benefits (see page 5)

The Children's Museum Sponsor — \$25,000

- Includes 16 VIP tickets: 1-hour early admission and exclusive experiences
- Logo/Name recognition in The Children's Museum celebrating its 25th Anniversary inside Union Terminal
- Basic Corporate Benefits (see page 5)

Silent Disco Sponsor — \$15,000

- Includes 12 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive recognition of the Silent Disco
- Basic Corporate Benefits (see page 5)



Science Stage Sponsor — \$15,000

- Includes 12 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive recognition of programming at The Austin E. Knowlton Foundation Science Stage
- Basic Corporate Benefits (see page 5)

VIP Experience — \$10,000

- Includes 10 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive recognition for VIP reception and experiences
- Basic Corporate Benefits (see page 5)

Innovation Sponsor — \$10,000

- Includes 10 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive logo/name recognition of programming in the History in the Making Classroom
- Basic Corporate Benefits (see page 5)

Visionary Sponsor — **SOLD**

- Includes 10 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive logo/name recognition on photobooth photos available to all guests
- Basic Corporate Benefits (see page 5)



Signature Cocktail Sponsor — **SOLD**

- Includes 10 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive logo/name recognition at signature cocktail station
- Basic Corporate Benefits (see page 5)

OMNIMAX[®] Theater Sponsor — \$7,500

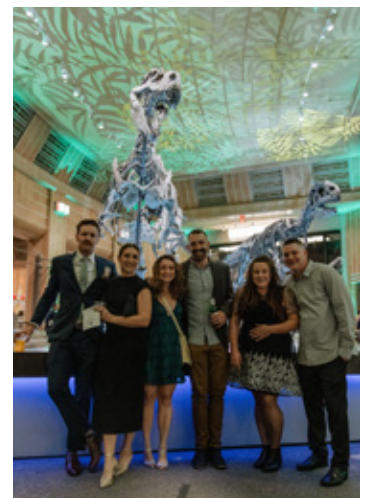
- Includes 8 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive sponsor of Robert D. Lindner Family OMNIMAX[®] Theater shows
- Basic Corporate Benefits (see page 5)

Automotive Sponsor — **SOLD**

- Includes 6 VIP tickets: 1-hour early admission and exclusive experiences
- 2 vehicles on site at Union Terminal
- Basic Corporate Benefits (see page 5)

Birdly Sponsor — **SOLD**

- Includes 6 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive sponsor of Birdly virtual reality experience
- Basic Corporate Benefits (see page 5)



Curator Experience Sponsor – \$5,000 (limited to 6 sponsors)

- Includes 6 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive sponsor of experience station featuring interactions with a CMC curator
- Basic Corporate Benefits (see page 5)

Basic Corporate Benefits:

- Logo/Name recognition in Movers & Makers ad*
- Logo/Name on event signage and program*
- Logo/Name represented on CMC website
- Inclusion in CMC's social media posts
- Logo/Name recognition in email distribution to database of 112,000+
- Opportunity to invite employees and friends to attend event at a discount rate

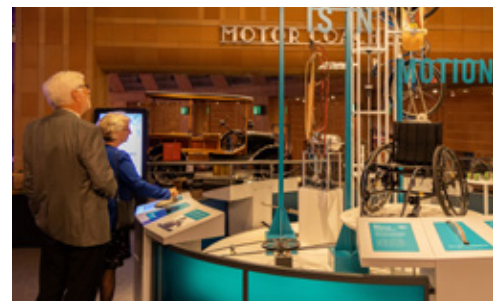
All sponsors at \$5,000+ will receive the above in addition to the listed benefits at each level.

Curiosity Sponsor – \$3,500

- Includes 4 VIP tickets: 1-hour early admission and exclusive experiences
- Logo/Name on event signage and program*
- Logo/Name represented on CMC website

***Sponsorship needs to be committed in writing by the following dates to receive specific benefits:**

- August 1 to be included in Movers & Makers ads
- September 1 to be include in social media
- October 1 to be included in event program and signage



Host/Hostess – \$500

- Includes 2 VIP tickets: 1-hour early admission, VIP access and exclusive experience
- Recognition as Host/Hostess on CMC website
- Opportunity to invite friends and family to attend the event at a discounted rate

Early Bird Ticket – \$175

- Includes 1 general admission ticket with unlimited food, drink and entertainment
- Price valid through October 4, 2023

General Admission – \$225

- Includes 1 ticket with unlimited food, drink and entertainment



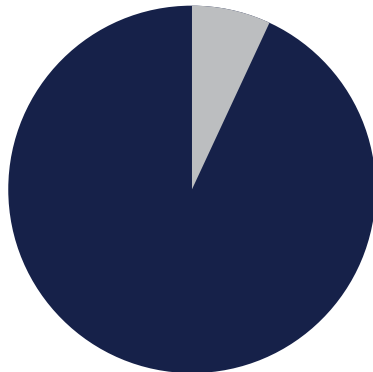
2022 Layers Impressions

- 840 registered guests
- 9,311 event webpage views
- 13 social media posts totaling 39 posts across three platforms
 - Facebook reach: 92,335
 - Instagram reach: 43,079
 - LinkedIn reach: 7,586
- 57,159 promotional emails sent to CMC Members, donors and local businesses
- 2 Movers & Makers ads with over 30,000 in monthly readership (September & October)

2022 Layers Guest Feedback

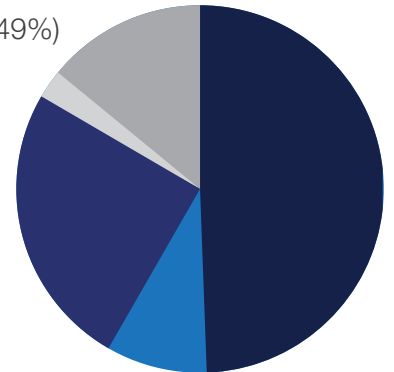
Do you plan to attend Layers 2023?

- Yes (91%)
- No (9%)



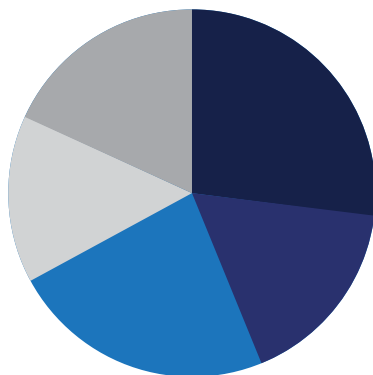
How did you hear about *Layers of Nature*?

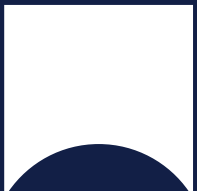
- Friends or Colleague (49%)
- Social Media (10%)
- Email (23%)
- Search Engine (2%)
- Other (16%)



Guest Age

- 66+ (16%)
- 51 to 65 (26%)
- 41 to 50 (18%)
- 31 to 40 (28%)
- 21 to 30 (12%)





Cincinnati
Museum Center

Cincinnati Museum Center

1301 Western Avenue
Cincinnati, Ohio 45203

cincymuseum.org/layers