



Cincinnati  
Museum Center

# LAYERS

*of innovation*

Presented by  ATOMIC  
data

*November 8, 2024*

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

We look forward to welcoming 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 the general operations of Cincinnati Museum Center. Together, we can strengthen our community, transform young minds and launch quests of discovery.

*November 8, 2024*

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**

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- 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 Innovation* presented by (company name/logo)
- Logo/Name projected onto Union Terminal's façade during the event
- \*Basic Corporate Benefits (see page 5)

## Rotunda Sponsor — \$25,000

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- Includes 20 VIP tickets: 1-hour early admission and exclusive experiences
- Logo/Name projected on Rotunda walls inside Union Terminal
- \*Basic Corporate Benefits (see page 5)

## Cr(eat)e Sponsor — \$15,000

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- Includes 12 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive recognition of food science programming inside the *Cr(eat)e Culinary Studio* featuring the *Kroger Food Lab*
- \*Basic Corporate Benefits (see page 5)

## Science Stage Sponsor — \$15,000

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- 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)



## *Visionary Sponsor — \$12,000*

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- Includes 12 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)

## *VIP Experience —* **SOLD**

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

## *Silent Disco Sponsor — \$10,000*

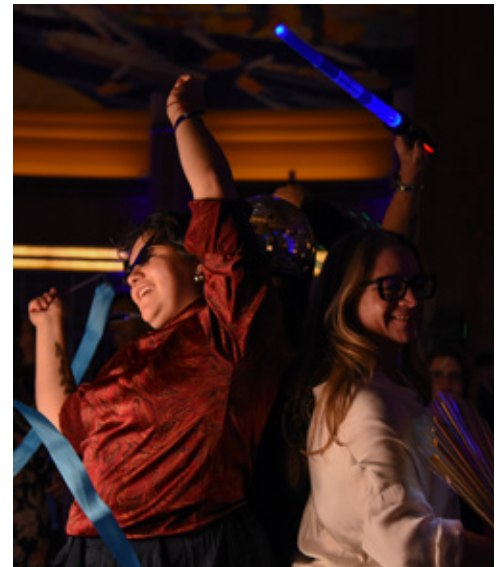
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- Includes 10 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive logo/name recognition of the silent disco
- \*Basic Corporate Benefits (see page 5)

## *Signature Cocktail Sponsor —* **SOLD**

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- 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)





## *Automotive Sponsor — \$8,000*

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- Includes 8 VIP tickets: 1-hour early admission and exclusive experiences
- 2 vehicles on site at Union Terminal
- \*Basic Corporate Benefits (see page 5)

## *KidSPACE Sponsor — \$7,500*

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- Includes 8 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive sponsor of interactive activities at KidSPACE inside The Children’s Museum
- \*Basic Corporate Benefits (see page 5)

## *OMNIMAX® Theater Sponsor — \$7,500*

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- 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)

## *Birdly Sponsor — \$7,500*

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- Includes 8 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive sponsor of virtual reality experience, Birdly
- \*Basic Corporate Benefits (see page 5)



## *Curator Experience Sponsor – \$5,500 (limited to 8 sponsors)*

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- 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
- Logo/Name recognition in email distribution to database of 28,000+

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

## *Curiosity Sponsor – \$3,750*

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- 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
- October 1 to be included in event program and event signage



## *Host/Hostess – \$600*

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- 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

## *VIP Ticket – \$300*

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- Includes 1 ticket: 1-hour early admission, VIP access and exclusive experience

## *Early Bird Ticket – \$195*

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- Includes 1 ticket with unlimited food, drink and entertainment
- Price valid through October 4, 2024

## *General Admission – \$250*

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- Includes 1 ticket with unlimited food, drink and entertainment





# 2023 Layers Impressions

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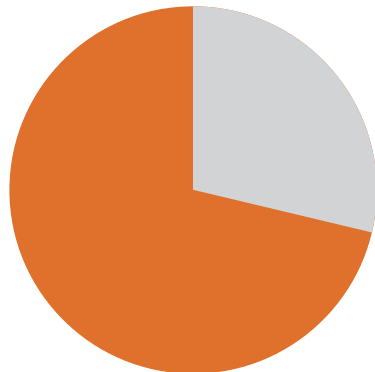
- 885 registered guests
- 23,006 event webpage views with over 16,840 users
- Social media posts:
  - Facebook reach: 506,379
  - Instagram reach: 63,973
  - LinkedIn reach: 5,311
- 17 promotional emails sent to 174,560 CMC members, donors and local businesses with an open rate of 48.5%
- Google ads ran in September with 16,060 impressions and 6,510 clicks and October with 9,024 impressions and 3,635 clicks
- 2 Movers and Makers ads with over 30,000 in monthly readership (September & October)

# 2023 Layers Guest Feedback

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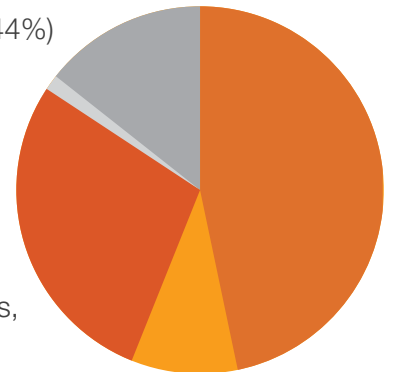
## Have you attended *Layers* in the past?

- Yes (64%)
- No (36%)



## How did you hear about *Layers*?

- Friends or Colleague (44%)
- Social Media (11%)
- Email (31%)
- Search Engine (1%)
- Other (20%)  
(ex: Movers and Makers, CMC website, past attendee, etc)



## Guest Age

- 66+ (15%)
- 51 to 65 (19%)
- 41 to 50 (16%)
- 31 to 40 (33%)
- 21 to 30 (16%)







Cincinnati  
Museum Center

**Cincinnati Museum Center**

1301 Western Avenue  
Cincinnati, Ohio 45203

[cincymuseum.org/layers](http://cincymuseum.org/layers)