


Cincinnati  
Museum Center

# LAYERS

*of the unknown*

*November 6, 2026*



*Join a vibrant community of curious minds, philanthropists and professionals for Cincinnati Museum Center's biggest adults-only night of the year, Layers of the Unknown!*

Enjoy an unforgettable evening filled with **delicious bites from local restaurants, creative cocktails** and **dynamic, hands-on experiences** that bring science, history and art to life. Explore our **world-class exhibits after hours** and enjoy a night of curiosity, connection and celebration.

Every moment of fun supports Cincinnati Museum Center's mission to spark curiosity and inspire lifelong learning in our community.

**LET'S TOAST TO MYSTERY, INSPIRATION AND WONDER!**

*November 6, 2026*

Cincinnati Museum Center at Union Terminal

6 p.m. VIP Early Access

7 to 11:30 p.m.

*Sponsorship and Event Questions*

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

# Layers Opens Doors to Discovery

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Every day, Cincinnati Museum Center (CMC) is a place where wonder comes alive. From sparking curiosity in a child exploring our exhibits to supporting groundbreaking research that reaches across the globe, CMC connects our community to the stories, science and history that shape us all.

Over the past 6 years, *Layers* has raised nearly \$1.5 million to support the general operations of CMC. As a nonprofit museum, Cincinnati Museum Center relies on *Layers* and the generosity of our community to keep our doors open, our programs vibrant, and our collections growing. Join us as we inspire curiosity, wonder and lifelong learning for guests of all ages.



Over 42,000 students experienced hands-on learning when our Programs-on-Wheels brought the museum into their classrooms.



Nearly 40,000 visitors explored our exhibits thanks to Museums for All, removing financial barriers to entry.



More than 827 field trips brought nearly 54,950 youth and adults through our doors.



More than 6,000 research requests worldwide were supported by our collections, advancing history and science.

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*“My students were out of their minds with wonder and excitement! I am sure this experience will be a key memory of their childhood.”* – LOCAL TEACHER

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*“We just happened to be passing through the city and decided to stop. It ended up being one of the best museum experiences we have ever had.”* – CMC GUEST

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*“We love the museum, it is my son’s favorite place to be. He loves the exhibits and The Children’s Museum. He loves dinosaurs, fossils and animals. We are so happy that we can go as a family and that it helps to encourage my son’s love of learning.”* – CMC GUEST

## Presenting – \$45,000

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- Includes 20 VIP tickets: 1-hour early admission and exclusive experiences
- Logo/Name recognition included on all promotional items as *Layers of the Unknown* presented by (company name/logo)
- Logo/Name projected onto Union Terminal’s façade during the event
- \*Basic Corporate Benefits (see page 6)

## Rotunda – \$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 6)

## Cr(eat)e Culinary Experience – **SOLD**

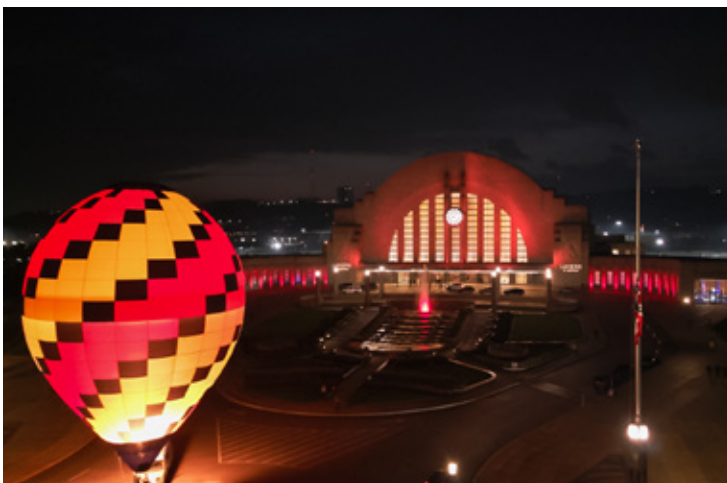
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- Includes 12 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive recognition of food science programming inside the *Cr(eat)e Culinary Studio* featuring the *Kroger Food Lab*
- \*Basic Corporate Benefits (see page 6)

## Featured Exhibition – **SOLD**

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- Includes 12 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive recognition of *Jurassic World by Brickman*®
- \*Basic Corporate Benefits (see page 6)



## VIP Experience – \$10,000

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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 6)

## Signature Cocktail — **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 6)

## Silent Disco — **SOLD**

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- Includes 8 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive logo/name recognition of the silent disco
- \*Basic Corporate Benefits (see page 6)

## Science Stage – \$7,500

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- Includes 8 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 6)



## OMNIMAX<sup>®</sup> Theater – \$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<sup>®</sup> Theater shows
- \*Basic Corporate Benefits (see page 6)

## Interactive Experience – \$5,000 (limited to 3 sponsors)

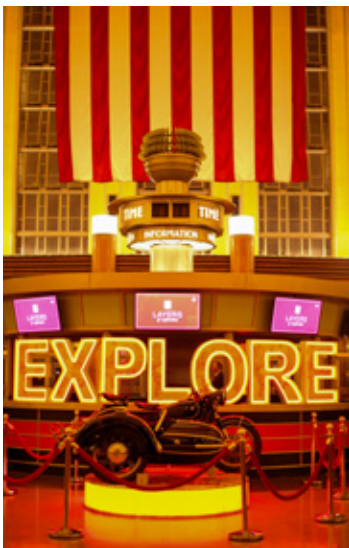
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- Includes 6 VIP tickets: 1-hour early admission and exclusive experiences
- Exclusive sponsor of an interactive educational experience
- \*Basic Corporate Benefits (see page 6)

## Curator Experience – \$5,000 (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 6)



## *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 218,335+

**All sponsors at \$5,000+ will receive the above in addition to the listed items 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
- 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 23, 2026

## *General Admission – \$250*

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- Includes 1 ticket with unlimited food, drink and entertainment



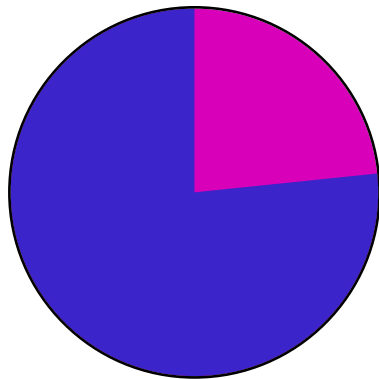
# 2025 Layers Impressions

- 848 registered guests
- 34,505 event webpage views
- Social media reach: 64,665 organic and 269,128 paid
- 15 promotional emails sent to 218,238 CMC members, donors and local businesses with an open rate of 47.5%
- Google ads ran in August and November with 348,410 impressions and 15,444 clicks
- 2 Movers and Makers ads with over 30,000 in monthly readership (September & October)
- 179 radio spots on 5 local stations

# 2025 Layers Guest Feedback

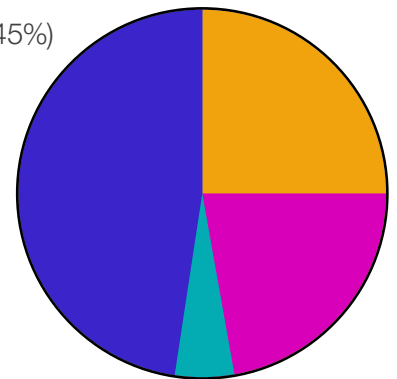
## Have you attended *Layers* in the past?

- Yes (78%)
- No (22%)



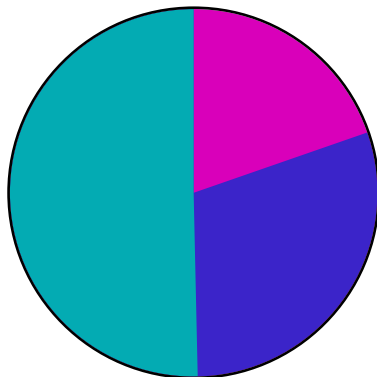
## How did you hear about *Layers*?

- Friends or Colleague (45%)
- Social Media (16%)
- Email (28%)
- Other (31%)  
(ex: Movers and Makers, CMC website, past attendee, etc)



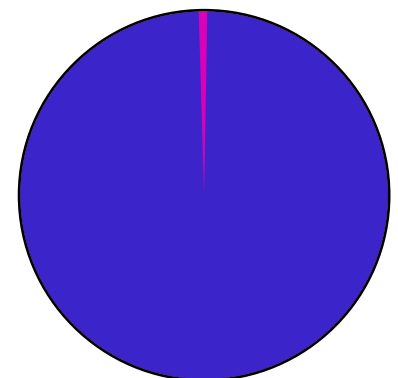
## Guest Age

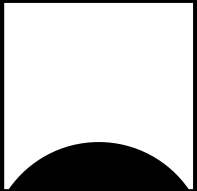
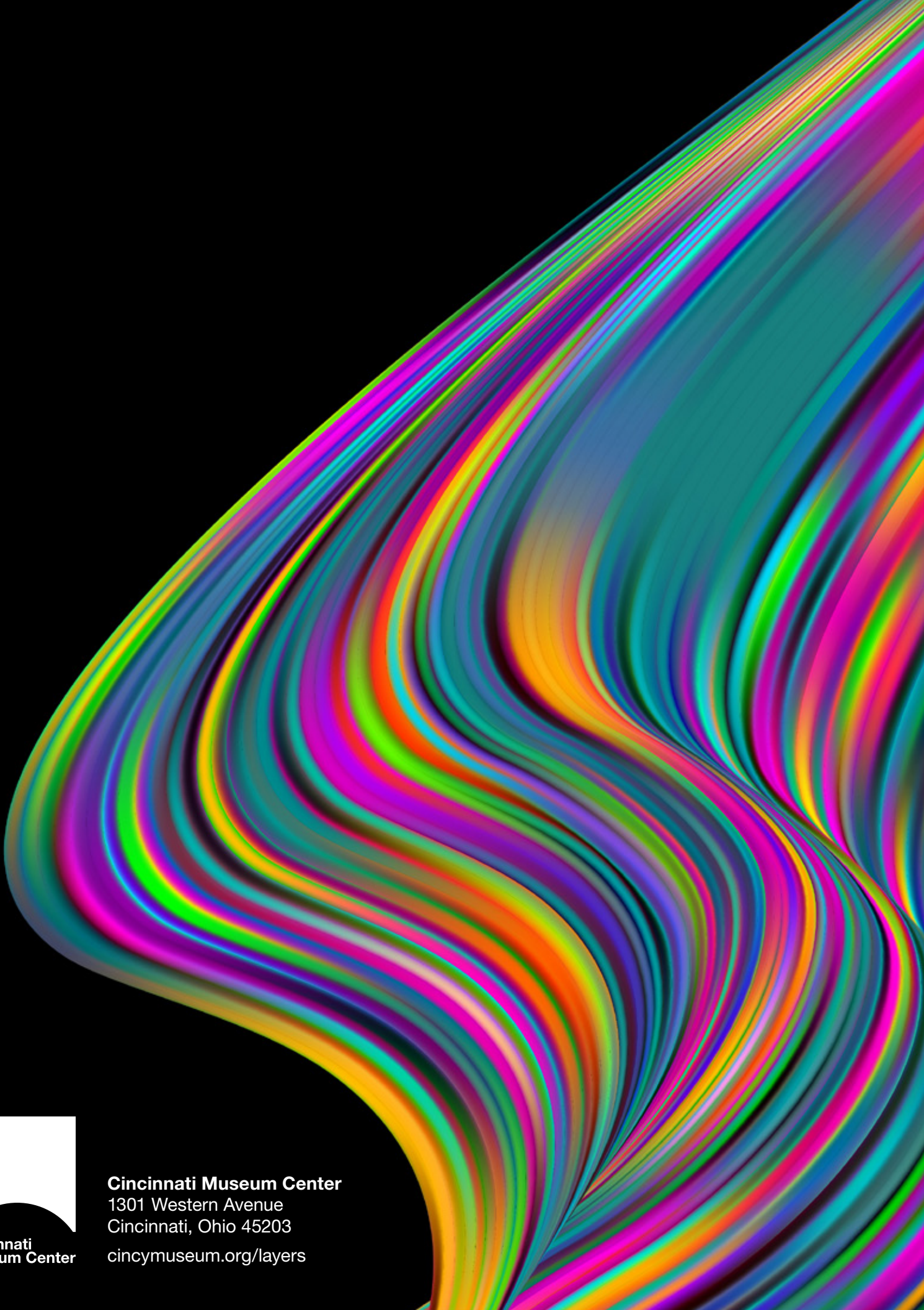
- 21 to 40 (32%)
- 41 to 65 (50%)
- 66+ (18%)



## Based on your experience, would you plan to attend next year's *Layers* event?

- Yes (98%)
- No (2%)





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**Cincinnati Museum Center**

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Cincinnati, Ohio 45203

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