

Lead Sponsorship Fee: \$75,000

Exhibit Details:

Zoo in You

- ◆ Trillions of microbes make their homes inside our bodies, and we wouldn't be able to survive without each other! Zoo in You invites guests of all ages to explore this fascinating and complex world inside us that is our microbiome—a dynamic, adaptable, and delicately balanced ecosystem like any other found in nature.
- ◆ Explore this vibrant world of our inner microorganisms through engaging, interactive, and bilingual exhibits and programs and discover who our constant microbial companions are, where they live, how diverse they are, and in what ways scientists are discovering just how important they are to our personal health.
- ◆ <https://programs.omsu.edu/professionals/traveling-exhibits/zoo-you-human-microbiome>
- Opens: May 17, 2017
- Closes: Sept 4, 2017
- Anticipated attendance: Approximately 70,000 (based on 2015 attendance)

Earned Media Impressions

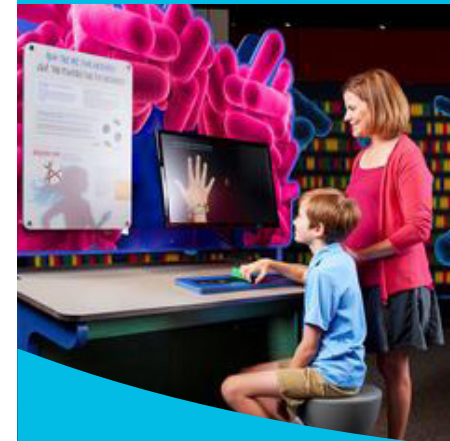
- Homepage of Discovery World website:
<http://www.discoveryworld.org>
 - ◆ Approximately 93,000 impressions (based on same time frame in 2015)
- Onsite print and digital signage
 - ◆ 87,200 impressions (Public, Groups, Sailing Vessel (S/N) *Denis Sullivan*, and Summer Camps)
- Quarterly Guide
 - ◆ 28,000 impressions (covers Spring & Summer 2017 issues)
- “Ad” on big screen at Point Fish Fry & A Flick
 - ◆ Approx. 20,600 impressions (based on 2015 attendance)



- E-blast
 - ◆ 143,000+ impressions (Sent four times)
- Fence Banner
 - ◆ Vehicles – Approximately 41,000 vehicles a day on an average workday; banner will be visible for four months
 - ◆ Foot traffic – All festivals held at Henry W. Maier Festival Park bring hundreds of thousands of festival patron foot traffic past Discovery World for those entering through the north gate of the festival grounds
 - ◆ Additional 25,000 impressions from Lakefront Festival of the Arts attendees

Paid Media Impressions

- Digital Big Box Ads on MetroParent.com – Run in May and June 2017
- Print Ad in MetroParent – Half page in May and June 2017
- Digital Billboards – 783,333 impressions (eight locations; include bulletin & poster size boards; Run one week in April-May 2017 before opening, then one week in August-September 2017 before close)



For more information:

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