The University of Michigan Museum of Natural History offers numerous educational events for the public each year. Many of these popular events attract hundreds of people, providing outstanding sponsorship opportunities for businesses and organizations. Over 135,000 people visit the Museum each year.

Event sponsors benefit from great visibility. Basic benefits include recognition via:
- The Museum’s email listserv, with a membership of 6,000+
- Museum website (over 5,500 visits per month, on average)
- Promotional materials, such as brochures, postcards, event programs, sign in Museum’s lobby (for event sponsorships) and backpack flyers distributed in the Ann Arbor Schools and Ypsilanti (sent to 12,000 families)
- The Museum’s newsletter The Display Case (700+ printed)
- Press releases to Ann Arbor Observer and approximately 70 media outlets
- Ann Arbor Area Convention and Visitors Bureau website
- ixiti.com website, serving Southeast Michigan

To pursue a sponsorship opportunity, or if you have any questions, please contact Nora Webber – 734-936-5834 or norawe@umich.edu
I.D. DAY
Sunday, October 5, 2014 from 12 noon - 5 pm
Sponsorship fee: $1,000
Expected attendance: 700+

At this popular annual event, visitors may bring in fossils, rocks, bones, arrowheads, and other objects for identification by experts in paleontology, zoology, archaeology, and more. The experts bring their own collections, so the event is great fun even for those who don’t have anything to bring in for identification. This is a terrific opportunity for the public to enjoy and learn from casual conversations with University of Michigan and community-based scientists and collection managers.

FAMILY HALLOWEEN PARTY
(2014 SPONSORS: Kiwanis Club of Ann Arbor, UMCU, Whole Foods Market Cranbrook)
Sunday, October 26, 2014 from 12-5 pm
Co-sponsorships: $1,000
Expected attendance: 2,500+

The spooky and popular annual family Halloween party features trick or treating at activity stations for children and their families in a fun, safe, educational environment. This year’s party will include live animals and lively activities on a variety of Halloween and natural history themes, such as owls, bones, and spiders.
DINOSAUR DISCOVERY DAY  
Saturday, December 6, 2014 from 9 am-5 pm  
Sponsorship fee: $1,000  
Expected attendance: 1,500+

This annual event is held on the first Saturday in December to coincide with “Midnight Madness” activities sponsored by the State Street Area Association. In the past, visitors have explored theme-based activity stations on the topics of fossil types, differences between dinosaurs and birds, dinosaur defenses, dinosaur Olympics, and plant eaters. Visitors also participated in a fossil dig, dinosaur puppet shows, and Planetarium shows.

FUN FRIDAY NIGHTS  
Select Fridays – September through June  
Sponsorship fee: $500 per Friday  
Expected attendance: 100+

The Museum opens its doors on select Friday evenings--September through June--so that visitors can experience the Museum at night and participate in fun family activities. Visitors enjoy free story time in the Planetarium, hands-on demonstrations, dinosaur tours, and an opportunity to meet scientists and learn about current U-M research. On sponsored Fun Friday Nights, the Leslie Science and Nature Center will partner with us and bring in live animals to provide an invaluable learning opportunity for visitors.
2015 BUTTERFLY FESTIVAL
Thursday and Friday, May 14 and 15 (school groups)
and Saturday, May 16 – 10 am to 2 pm (public)
Sponsorship fee: $1,000
Expected attendance: 600

This enjoyable spring event provides an extraordinary opportunity for visitors to get an up close look at live butterflies and learn about their life cycle and lifestyle. Children metamorphose when they make wings of their own and discover how moths and butterflies protect themselves from predators. Visitors also help with planting in the Museum’s Butterfly and Pollinator Garden.

SCIENCE CAFÉS
Six times per year at Conor O’Neill’s Pub on Main Street
Sponsorship fee: $500 per Café
Expected attendance: 60-100 adults

Science Cafés offer an informal and enjoyable opportunity to engage with scientists and other experts on topics of current interest. After brief presentations by the experts, the audience discusses the topic in small groups at their tables. The program concludes with a moderated full group discussion. Hors d’oeuvres are provided at 5:30 p.m. and participants may order additional food and drinks. The program takes place in a private banquet room at Conor O’Neill’s Irish Pub.
OTHER OPPORTUNITIES

PLANETARIUM SHOWS
The Museum Planetarium recently entered the digital age with the Uniview Digital Projection System, making the Planetarium an even more popular attraction. Public shows are scheduled throughout the year on Saturday and Sunday afternoons, as well as during school vacation weeks and on weekday afternoons in July and August.

Full-Dome Feature Shows
$5,000 to $15,000

Full-dome feature shows are full-color extravaganzas, with available titles as diverse as Bugs, Cosmic Collisions, and Sea Monsters. Sponsor will be acknowledged in the credits at the beginning of the selected planetarium show and on the planetarium schedule, press releases, and on the Museum website for the duration of the multi-year contract (3-10 years on average).

Star Talk: The Sky Tonight
Sponsorship fee: $500 per three-month season

Live seasonal “Star Talks” are offered five times each weekend. Bright stars, constellations, planets, and telescopic objects in the current night sky are examined and discussed. Visitor questions are welcome and encouraged. Every show is different depending on who is there! Sponsors will be recognized on a donor recognition display inside the Planetarium.
2014 THE MUSEUM GOES ON THE ROAD
Sponsorship fee: $1,500

This sponsorship provides support for the Museum’s presence at community events in the spring and summer. Events may include: Earth Day, Taste of Ann Arbor, the Mayor’s Green Fair, Huron River Day, Top of the Park/Ann Arbor Summer Festival, the Townie Street Party, and one of the Ann Arbor Art Fairs. Sponsorship funds support planning time, materials and supplies for hands-on activities, and student docent staffing. In addition to the basic benefits listed above, the sponsor is recognized whenever possible on materials for the events.

2014-15 WEEKEND DINOSAUR TOURS
(2014-15 SPONSOR: UMCU)
Sponsorship fee: $1,500

The Museum offers free public tours of the dinosaur and prehistoric life exhibits every Saturday and Sunday afternoon at 2:00 pm, on weekdays in the summer, and during school break weeks. The half-hour long tours are led by Museum student docents. Visitors sign up for the tours on a first come, first served basis. The tours are promoted in the calendar section of the Ann Arbor Observer and other publications, and on the Ann Arbor Convention and Visitors Bureau website. More than 1,500 people participate in these tours each year. Sponsor will be acknowledged on a sign in the Museum Rotunda every weekend and in monthly press releases throughout the year. (The tour guide will acknowledge the sponsor at the start of each tour.)

2014-15 WEEKEND HANDS-ON DEMONSTRATIONS
Sponsorship fee: $7,500

The Museum offers free 20-30 minute interactive programs including brief presentations highlighting university research and engaging hands-on activities every Saturday at 11:00 am and 3:00 pm and Sunday at 3:00 pm. They are suitable for adults and children, ages 5 and up. Demonstration topics include: understanding human and animal interactions through archaeology, fossil casting, cow’s eye dissections, snakes, defining and finding life, and extracting and using DNA. New topics are added each year. Sponsor will be acknowledged on a sign displayed next to demonstration cart every weekend.
2014-15 EDUCATOR’S GUIDE TO FIELD TRIPS BROCHURE  
*Major sponsor fee: $2,500; Co-sponsorships: $500-1,000*

Every August, the Museum distributes a colorful brochure to over 1,000 teachers throughout Southeast Michigan. The brochure is also available for teachers throughout the year on request and as a downloadable document on the Museum’s website. The brochure describes the wide range of educational programs (tours, “Learn-It, Do-It Days,” presentations, and planetarium shows) that are available for pre-K to 12 school groups.  
*Major sponsor will be acknowledged with their corporate logo in the brochure and on the Museum’s website.*

2015 MUSEUM THEME SEMESTER BROCHURE  
*Sponsorship fee: $1,000*

The Museum will print a brochure highlighting its programming related to the 2015 Museum Theme Semester. Information about exhibits, events and other happenings planned in conjunction with the theme semester will be included. Approximately 5,000 copies of the four-color brochure will be printed and mailed to an extensive external list of Museum members and donors, to an internal list of U-M officials, and distributed in dozens of locations in Southeast Michigan through the Museum’s outreach program to libraries and schools.  
*In addition to the basic benefits listed above, sponsor will be acknowledged in the brochure.*

BOOKS FOR NOOKS  
*Sponsorship fee: $500, or two co-sponsorships for $250 each*

The Museum has several bookshelves in the exhibit halls. There are bookracks and benches where adults and children can sit and read together. The topics of the books relate to the content of the exhibit area (i.e., prehistoric life, geology, space exploration and astronomy). Books are used frequently and have become very worn. Sponsorship funds will be used to purchase replacement and new books.  
*Sponsors will be acknowledged on a special bookplate affixed to each book.*
SCIENCE FOR TOMORROW STEM CAREER WORKSHOPS
Major sponsorship fee: $10,000; Co-sponsorship: $1,000
(2014 SPONSORS: Suzanne D. Goodrich (Detroit Schools)—Additional Sponsors Needed)

The “Science for Tomorrow STEM Career Workshops” program, designed for middle school aged children (ages 11-15), seeks to increase knowledge, confidence and career aspirations in science, technology, engineering and math (STEM) fields. Five workshops and two campus visits expose students to a variety of scientists and science careers, shows them how science works in the real world and provides them with practical information on how to prepare for college. In 2012-13, Science for Tomorrow programs were offered in Detroit, Monroe, Romulus, Wayne and other low-income and under-served communities.

SCHOOL SCHOLARSHIP PROGRAM
Sponsorship fee: $500-$5,000
(2014 SPONSORS: Suzanne D. Goodrich (Detroit Schools) — Additional Sponsors Needed)

This program subsidizes field trips for financially struggling schools. Cuts to school budgets over the last few years, along with rising fuel prices, have had a dramatic impact on the ability of schools to afford field trips. In 2012-13, the Museum awarded over $10,000 in scholarship funds, and we could have distributed more had more funds been available. Requests for school scholarship support continue to increase, and we have been awarding support as fast as we are able to raise it from foundations, businesses, service clubs, and individuals.

Students participate in inquiry-based, hands-on science exploration in small groups facilitated by Museum student docents. All of the Museum’s school programs meet Michigan Curriculum Frameworks requirements. Sponsor will be acknowledged in the Educator’s Guide to Field Trips brochure (see more on this below) and on the Museum’s website.