



# SPONSORSHIP

## 2019 - 2020

## ABOUT

Greater Cleveland Aquarium energizes curiosity about aquatic life and the environment to inspire positive action. Located in the historic FirstEnergy Powerhouse on the West Bank of the Flats, the mission-driven organization recently upgraded 75% of its galleries, added a pretend-and-playspace for young children and welcomed more than a dozen new species. A draw for locals and tourists, the Aquarium has experienced consistent, year-over-year attendance growth since 2014.

## AUDIENCE

**250K**

ANNUAL  
GUESTS

**21K**

ACTIVE E-NEWS  
SUBSCRIBERS

**450K**

ANNUAL WEB  
VISITORS

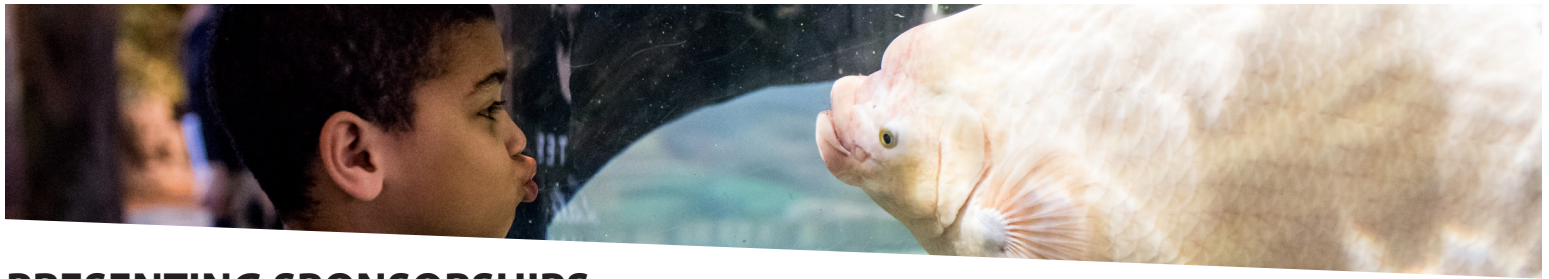
**67K**

FRIENDS & FOLLOWERS  
ACROSS SOCIAL MEDIA  
PLATFORMS

## LARGEST SEGMENT

• Ages 35 – 44 with children • Homeowners • Tech-savvy • Enjoy travel





## PRESENTING SPONSORSHIPS

*The following opportunities are standard, but can be tailored to accommodate your goals.*

- Mentioned in a press release sent to 300+ (company name, logo and optional quote)
- Ability to insert collateral into map handed out to each visiting group OR to activate on-site during the event
- Web link on event description
- Logo on digital signage over Ticket Counter during event
- \$5 off general admission entry for sponsor company employees (with ID) and up to 3 guests for 1 year from date of activation
- 2 e-newsletter mentions
- 6 social media mentions
- 50 – 100 general admission tickets (presenting sponsor only)

### Fin Fest, a Week-Long Celebration of Sharks

**\$2,500**

Even before the dinosaurs roamed the Earth, sharks prowled its oceans. The myths, mysteries and big-budget movies focused on these 400-million-year-old apex predators from the deep fuel our imaginations, but there is much more to revere than to fear about these “jaw-some” creatures. Join us in highlighting the important role sharks play in aquatic ecosystems with storytelling, talks, games, crafts, trivia, photo opportunities and prize drawings.

- **TIMING** July 28 – August 4, 2019 (ties into Discovery’s Shark Week)
- **ADDED BENEFITS** All recognition listed above PLUS sponsor logo on at least 6 informative “Shark Spots” in the Shark Gallery & Seatube for at least 2 months
- **REACH** Historically, 9,500 guests attend Fin Fest, but the “Shark Spots” remain in place for an additional 29,500 guests to enjoy

### Family Holidays

**\$1,000**

Did you know that male seahorses give birth? That African cichlid males can carry eggs in their mouths for four to five weeks? Or that clownfish parents work together to create the perfect nursery? Make memories and celebrate all types of parents and families with a craft, scavenger hunt AND free admission for mom, dad, grandma or grandpop (depending on the holiday) with a paying child.

- **TIMING** Mother’s Day (May 10, 2020), Father’s Day (June 21, 2020) and/or Grandparents’ Weekend (September 8 – 10, 2019 or September 13 – 15, 2020)
- **ADDED BENEFITS** Billed as “Mom/Dad/Grandparent is free with support from . . .”
- **REACH** 1,500 – 3,000 guests, plus anyone who encounters boosted ads, TV segments or radio interviews

### Hauntaquarium

**\$5,000**

A not-so-spooky way to celebrate Halloween. This safe, warm and (oddly enough) dry trick-or-treat experience includes a protected, indoor trick-or-treat trail, science experiments, animal encounters, face painters and more.

- **TIMING** Friday & Saturday, October 18, 19, 25 & 26, 2019, 6 – 9pm (with possibility of adding a sensory-friendly autism night)
- **OTHER BENEFITS** Includes sponsor logo on TV commercials (WKYC, WEWS, WOIO) and lobby wall
- **REACH** 3,850 guests attended Hauntaquarium in 2018 (without the 5th night) and lobby signage was visible to an additional 20,000+ daytime Windows on the River and Aquarium guests for a period of 1 month



## Veteran's Day Weekend

\$2,500\*

Sponsor your own gift for the community—free one-day admission for all active and retired members of the military.  
\*Family members receive Aquarium's standard military discount.

- **TIMING** Saturday, November 9 – Monday, November 11, 2019
- **OTHER BENEFITS** Billed as "Veterans and active duty military free with support from . . ."
- **REACH** This would be the first time this offer has been extended, but 6% of all Aquarium daily guests identify as Military or First Responders.

## EVENT PARTNERSHIPS

*The following opportunities are standard, but can be tailored to accommodate your goals.*

- Ability to activate on-site during the event
- Web link on event description
- 1 e-newsletter mention
- 1 social media mention
- 2 – 20 giveaway promotion tickets (event and partner-level dependent)

## Adult Swim Featured Business

no charge

(pre-approved tasting product and staffing required)

Sample and sell your food item at a popular, themed, after-hours beer and wine event.

- **TIMING** Autumn Wines, September 20 or Holiday Ales & Ciders, November 23, 7 – 10pm (5 additional dates 2020)
- **ADDED BENEFITS** Included in media alert sent to 300+ contacts and map handed out night of event
- **REACH** 400 guests attend each wine and beer tasting event

## Hauntaquarium Trick or Treat Trail Stop

no charge

(pre-approved giveaway and staffing required)

Make your company a stop on our trick-or-treat trail. Staff a treat stop (in costume, of course) and distribute a logoed item or treat!

- **TIMING** Friday & Saturday, October 18, 19, 25 & 26, 2019 (with possibility of adding a sensory-friendly autism night)
- **ADDED BENEFITS** Included in press release sent to 300+ contacts
- **REACH** 3,850 guests attended Hauntaquarium in 2018 (without the 5th night)



## GALLERY SPONSORSHIPS

*The following opportunities are standard, but can be tailored to accommodate your goals.*

- Mentioned in a press release sent to 300+ (company name, logo and optional quote)
- Logo on Aquarium Guest Map throughout the sponsorship
- Web link on website throughout the sponsorship
- Placard in gallery
- \$5 off general admission entry for sponsor company employees (with ID) and up to 3 guests for 1 year from date of activation
- Free 3-hour Aquarium reception rental or company picnic (based on availability; food/drink/service/security not included)
- 3 e-newsletter mentions/year
- 6 social media mentions/year
- 100 general admission tickets/year

### Tropical Reef Corridor

**\$7,500**

The Greater Cleveland Aquarium galleries are immersive and interactive spaces. As you learn about native and invasive species in the Ohio Lakes & Rivers Gallery, you hear birds chirping and even catch a whiff of forest moss. After touching a stingray in the Coastal Boardwalk Gallery, you can rest and relax in beach chairs with a “lighthouse” view. And Imagiquarium’s laboratory, SCUBA locker and “underwater” exhibit encourage young children to release their energy and their imaginations. But not all the spaces are complete. Help reimagine the Tropical Reef corridor by creating a colorful “scavenger hunt” that engages guests.

- **TIMING** 2- year presenting sponsor recognition
- **ADDED BENEFITS** Engagement with a local community group and a local or regional artist
- **REACH** All annual (approximately 500,000) guests over 2 years

### QUESTIONS?

We hope this is the beginning of a conversation. All projects and benefits are negotiable. For this to be a viable and valuable partnership, opportunities must meet the goals of both parties.

To discuss these or other possible collaborations, contact:

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