



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**

- 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

- 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

- 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

- 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

- 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**

- 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

- 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**

- 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

- 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

- 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 — **SOLD**

- 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

- 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)

- 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

- 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

- 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

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

Early Bird Ticket – \$195

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

General Admission – \$250

- Includes 1 ticket with unlimited food, drink and entertainment



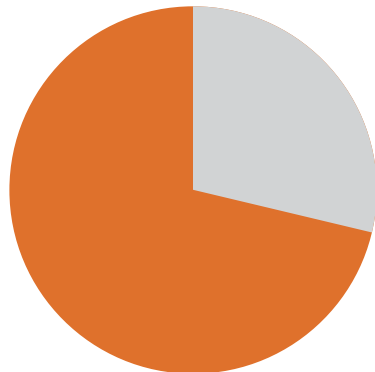
2023 Layers Impressions

- 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

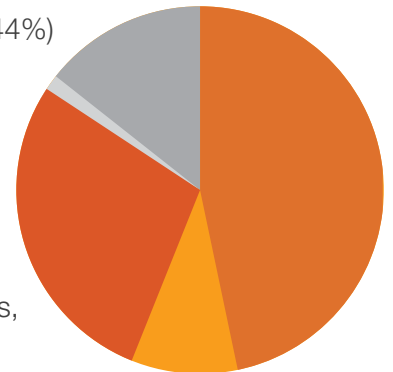
Have you attended *Layers* in the past?

- 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

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1301 Western Avenue
Cincinnati, Ohio 45203

cincymuseum.org/layers