San Diego Children’s Discovery Museum is excited to launch the second year of the Outdoor Explorer Series.

The Series is designed to open doors for children to have a broader understanding of our natural world and a deeper connection with nature. It is a multi-faceted program encouraging children to reduce screen time, connect with the outdoors, and get their hands dirty while learning about plants, animals, and the earth.

The Outdoor Explorer series consists of special storytimes and an interactive presentation and/or a hands-on workshop that connects to the monthly theme starting at 10:00am and 11:00am. Outdoor Explorer Events take place on the third Saturday of alternating months and will last approximately 30-45 minutes. In addition, each week the Museum will feature different books, activities, and other hands-on challenges around the month’s outdoor theme.

We hope you will consider supporting our efforts with one of the sponsorship opportunities on the back of this page. With our current annual attendance tracking to be around 150,000, we project over 1,200 children will participate in Outdoor Explorer Series events throughout the year. With our Outdoor Explorer themes every other month, 75,000 visitors will participate in special Outdoor Explorer storytimes and challenges throughout the Museum during these months. Please contact Danielle Mendoza, Director of Marketing & Events, if you have any questions or to pledge your support.

Our staff is here to make sure you get the most of your sponsorship:

Danielle Mendoza, DanielleM@sdcdm.org or (760) 233-7755 x1003.

Thank you for your support!

Javier Guerrero
Executive Director
San Diego Children’s Discovery Museum

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**Monthly Themes:**

**JANUARY** – Reduce, Reuse, Recycle, Rethink
Special Event Date: Saturday, January 21st

**MARCH** – Nature’s Treasures
Special Event Date: Saturday, March 18th

**MAY** – Ocean Exploration
Special Event Date: Saturday, May 20th

**JULY** – It’s Summer! Go Outside
Special Event Date: Saturday, July 15th

**SEPTEMBER** – Jr. Naturalist
Special Event Date: Saturday, September 16th

**NOVEMBER** – Space
Special Event Date: Saturday, November 18th

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**REACH & STATISTICS**

Average Outdoor Explorer Series Attendance: 100

2017 Projected Attendance during six Outdoor Explorer themed months: 75,000

2017 Projected Annual Museum Attendance: 150,000

Current Average Website views: 14,000 visits per month

Current Average Social Media Followers: 8,000
## Sponsor Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>$10,000</th>
<th>$5,000</th>
<th>$2,500</th>
<th>$1,000</th>
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</thead>
<tbody>
<tr>
<td><strong>Title Sponsor of Outdoor Explorer Series</strong></td>
<td><img src="logo1.png" alt="logo" /></td>
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<td><img src="logo4.png" alt="logo" /></td>
<td><img src="logo5.png" alt="logo" /></td>
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<tr>
<td>Inclusion in event logo</td>
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<td><img src="logo4.png" alt="logo" /></td>
<td><img src="logo5.png" alt="logo" /></td>
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<tr>
<td>Recognition in all SDCDM Media Coverage for Outdoor Explorer Series</td>
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<tr>
<td>SDCDM On-Site Branding &amp; Recognition for each Outdoor Explorer Series</td>
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<td><strong>Presenting Sponsor for Individual Outdoor Explorer Series event</strong></td>
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<tr>
<td>- Inclusion in event logo</td>
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<td>Speaking Opportunity at Outdoor Explorer Series</td>
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<tr>
<td>Spotlight feature in e-mail for Outdoor Explorer Series (8,000 database)</td>
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<td>Inclusion in (4) Stand Alone Social Media posts (8,000 followers)</td>
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<td>Vendor Booth</td>
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<td>Recognition in marketing and promotional materials for Outdoor Explorer Series</td>
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<td>Logo on Event Website</td>
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<td>Free Museum Passes ($8 each)</td>
<td>100</td>
<td>25</td>
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<td>Free Annual Family Membership to Museum ($95 each)</td>
<td>20</td>
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If you are interested in sponsoring one or more San Diego Children’s Discovery Museum’s 2017 Outdoor Explorer Series, please email your name, phone number, address, and sponsorship level to Danielle Mendoza, DanielleM@sdcdm.org or call (760) 233-7755 x1003 and she will contact you to arrange your sponsorship.

All checks can be made out to San Diego Children’s Discovery Museum and mailed to:

San Diego Children’s Discovery Museum
Attn: Outdoor Explorer Series
320 North Broadway
Escondido, CA 92025