



2017
**Outdoor
Explorer
Series**

SAN DIEGO CHILDREN'S DISCOVERY MUSEUM'S Outdoor Explorer Series



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

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**

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



320 North Broadway • Escondido, CA 92025 • www.sdcdm.org • (760) 233-7755

San Diego Children's Discovery Museum is a 501(c)(3) organization as determined by the Internal Revenue Service (Tax ID #33-0912735)

SPONSOR BENEFITS

	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Title Sponsor of Outdoor Explorer Series Inclusion in event logo					
Recognition in all SDCDM Media Coverage for Outdoor Explorer Series					
SDCDM On-Site Branding & Recognition for each Outdoor Explorer Series					
Presenting Sponsor for Individual Outdoor Explorer Series event - Inclusion in event logo					
Speaking Opportunity at Outdoor Explorer Series					
Spotlight feature in e-mail for Outdoor Explorer Series (8,000 database)					
Inclusion in (4) Stand Alone Social Media posts (8,000 followers)					
Vendor Booth					
Recognition in marketing and promotional materials for Outdoor Explorer Series					
Logo on Event Website					
Free Museum Passes (\$8 each)	100	25	20	15	5
Free Annual Family Membership to Museum (\$95 each)	20	7	5	3	1

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

