



2017 ROOTS SERIES

Celebrating Cultures
& Communities

2:00 - 4:00pm

- February 18, 2017 - **Sweden**
- April 29, 2017 - **Pacific Islands**
- June 17, 2017 - **France**
- August 19, 2017 - **East Africa**
- October 21, 2017 - **Mexico**
- December 16, 2017 - **Thailand**

REACH & STATISTICS

Average Roots Event Attendance:
250

2017 Projected Annual Museum
Attendance and visitors to Kids
Global Village: **150,000**

Current Average Website views:
14,000 visits per month

Current Average Social Media
Followers: **8,000**

Media: Opportunities for participation
in multiple local media segments
throughout the summer.

SAN DIEGO CHILDREN'S DISCOVERY MUSEUM'S

2017 ROOTS SERIES

San Diego Children's Discovery Museum is excited to present the 2017 Roots Series as part of the Museum's mission to celebrate and educate children and families about world cultures. Roots programs highlight the diverse cultural traditions of a community represented in San Diego County.

This free program features cultural performances, crafts, costumes, and other activities to showcase the culture's rich art and history. Entertainment – often by children performers – can include storytelling, music, dance or puppetry. During the program month, the Kids Global Village and Marketplace exhibit is transformed to reflect the culture, along with books and costumes. Additionally, craft and storytime will carry the theme of the celebrated culture with a different book and craft each week of that month.

Roots events are held on the third Saturday of alternating months from 2:00-4:00pm. Free admission begins at 1:45pm on the specified program date.

We hope you will consider supporting our Roots Series 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 1,500 children will participate in the Roots Series events throughout the year. All our 150,000 visitors also have the opportunity to interact and learn in our year-round Kids Global Village and Marketplace exhibit. 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

| | \$30,000 | \$15,000 | \$10,000 | \$5,000 | \$2,500 | \$1,000 |
|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Title Sponsor of Roots Series Inclusion in event logo |  | | | | | |
| Recognition in all SDCDM Media Coverage for Roots Series |  | | | | | |
| SDCDM On-Site Branding & Recognition for each Roots Series |  |  | | | | |
| Presenting Sponsor for Individual Roots Series event - Inclusion in event logo |  |  |  | | | |
| Speaking Opportunity at Roots Series |  |  |  | | | |
| Spotlight feature in e-mail for Roots Series (8,000 database) |  |  |  |  | | |
| Inclusion in (4) Stand Alone Social Media posts (8,000 followers) |  |  |  |  | | |
| Vendor Booth |  |  |  |  |  | |
| Recognition in marketing and promotional materials for Roots Series |  |  |  |  |  |  |
| Logo on Event Website |  |  |  |  |  |  |
| Free Museum Passes (\$8 each) | 200 | 100 | 60 | 30 | 15 | 10 |
| Free Annual Family Membership to Museum (\$95 each) | 30 | 20 | 7 | 5 | 3 | 1 |

If you are interested in sponsoring one or more San Diego Children's Discovery Museum's 2017 Roots 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: SDCDM Roots Series
320 North Broadway
Escondido, CA 92025

