



2019 ROOTS SERIES

**Celebrating Cultures
& Communities**

2:00 - 4:00pm

- February 16, 2019 - **India**
- April 20, 2019 - **Morocco**
- June 15, 2019 - **Vietnam**
- August 17, 2019 - **Brazil**
- October 19, 2019 - **Mexico**
- December 21, 2019 - **Spain**

REACH & STATISTICS

Average Roots Event
Attendance: **250 per event,**
2,000 annually

2019 Projected Annual Museum
Attendance and visitors to Kids
Global Village: **150,000**

Current Average Website views:
11,500 visits per month

Current Social Media Following:
11,500

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

SAN DIEGO CHILDREN'S DISCOVERY MUSEUM'S

2019 ROOTS SERIES

San Diego Children's Discovery Museum is excited to present the 2019 Roots Series. As part of the Museum's mission to educate children and families about world cultures, the Roots Series introduces children to different cultures throughout the year.

The Series consists of six cultural performance events, held every other month, in addition to daily on-site cultural exhibits and programs. Through Roots events, families experience the unique richness of San Diego's diversity while building community, gaining cultural awareness, deepening civic pride, and participating in inter-cultural dialogue. Planning for each event involves local businesses, community groups, and cultural networks. These collaborations ensure authentic representation of the featured cultures, and give space for community participation.

Every day, children can also explore the Kids Global Village and Marketplace, which is transformed bi-monthly to reflect the celebrated culture. Through this exhibit, children are introduced to many facets of each culture, from architecture and art, to clothing and cuisine, all through important imaginary play.

Roots events are held on the third Saturday of alternating months from 2:00-4:00pm. Event attendance is free with Museum admission.

We hope you will consider supporting our Roots Series with one of the sponsorship opportunities on the back of this page. Please contact Jenna Novotny, Director of Philanthropy, if you have any questions or to pledge your support.

Jenna Novotny, JennaN@sdcdm.org or 760.233.7755 x1014.




















Thank you for your support!

Wendy Taylor

Interim Managing Director
San Diego Children's Discovery Museum



SPONSOR BENEFITS

	\$20,000 Title	\$10,000 Pioneer	\$7,500 Champion	\$5,000 Leader	\$2,500 Explorer	\$1,000 Adventurer
Title Sponsor of Roots Series Inclusion in event logo						
Presenting Sponsor for Individual Roots Series event - Inclusion in event logo	(4 2)	Two	One			
Speaking Opportunity at Roots Series events	Three	Two	One			
Recognition in media coverage for Roots Series events	All	Three	Two	One		
On-site branding & recognition at each Roots Series event						
Vendor table at Roots Series events	All	Three	Two	One		
Inclusion in stand alone social media posts (11,500 followers)						
Feature in e-mails for Roots Series (11,500 database)	Logo + mention + one spotlight	Logo + Mention	Logo	Logo	Name listing	
Recognition in marketing and promotional materials for Roots Series						
Logo on Event Website						
Free Museum Passes (\$8 each)	60	40	30	20	15	10
Free Annual Family Membership to Museum (\$95 each)	8	6	5	4	3	2

If you are interested in sponsoring one or more San Diego Children's Discovery Museum's 2019 Roots Series, please email your name, phone number, address, and sponsorship level to **Jenna Novotny**, JennaN@sdcdm.org or call (760) 233-7755 x1014 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

