

# APOLLO 50

NEXT GIANT LEAP

THE  
FRANKLIN  
INSTITUTE

## Join us to celebrate the 50<sup>th</sup> Anniversary of the Moon Landing

*Save the Date: Summer 2019*

Mission commander Neil Armstrong and pilot Buzz Aldrin, both American, landed the lunar module Eagle on July 20, 1969. The Franklin Institute is proud to commemorate the 50th anniversary of the moon landing on Saturday, July 20, 2019.

Leading up to the anniversary event, there will be various special edition events such as film screenings, Speaker Series, Night Skies, Community Nights, and movie premiere events from January through July, that will help to inspire and celebrate space, technology and the impressive steps we have taken since 1969. Space exploration has brought together people of diverse backgrounds working for the good of all humankind.

Sponsorship opportunities available, please reach out to learn more and become a sponsor today!



***"That's one small step for a man, one giant leap for mankind."***

**CONTACT US TODAY:** Casey Anne Satell | Director of Institutional Giving | [csatell@fi.edu](mailto:csatell@fi.edu) | 215.448.2378

# Sponsorship Levels & Benefits

The Franklin Institute is pleased to present a series of events leading up to the celebration of the 50<sup>th</sup> Anniversary of the moon landing. We invite you to join this momentous celebration and sponsor this event today!

## Presenting Sponsor: \$35,000

- Logo recognition on digital and print collateral
- Logo recognition on website [www.fi.edu](http://www.fi.edu)
- Participation in all events leading up to the Anniversary
- 25 Invitations to Moon Landing Viewing Party on July 20
- On-site presence for special programming
- VIP Hosting opportunities July 15-20
- 50 General Admission tickets – good for one year
- 1 FREE private event space at The Franklin Institute
- Opportunity for additional customized benefits

## Lead Sponsor Viewing Party Celebration: \$20,000

- Logo recognition on digital and print collateral
- Text recognition on website [www.fi.edu](http://www.fi.edu)
- 15 Invitations to Moon Landing Viewing Party on July 20
- Special recognition during Viewing Party Celebration
- Participation in three events leading up to the Anniversary
- 25% Discount on private event space at the Institute

## Associate Sponsor: \$10,000

- Text recognition on digital and print collateral
- Text recognition on website [www.fi.edu](http://www.fi.edu)
- 10 Invitations to Moon Landing Viewing Party on July 20
- On-site presence for special programming
- Participation in two events leading up to the Anniversary
- 25 General Admission tickets – good for one year
- 20% Discount on private event space at the Institute

## Education & Table Partner: \$5,000

- Select recognition on digital and print collateral
- 15 General Admission tickets – good for one year
- Space to feature work and research from your company or organization at two events leading up to the Anniversary

## Event Partner: \$1,500

- 10 General Admission tickets – good for one year
- Recognition on table-top signage
- Space to feature work and research from your organization at one of the Anniversary Week events

## Highlight of Events:

### Moon Landing Anniversary Week: July 15-20, 2019

Prepare for the anniversary of this historic event all week at The Franklin Institute. We'll be open late every night with stargazing opportunities as well as talks, shows, films, and hands on activities.

- **Community Night (free):** Monday, July 15
- **Night Skies in the Observatory—Moon Landing Week**  
Edition: Tuesday, July 16 & Thursday, July 18

### Moon Landing Anniversary Day: July 20, 2019

Celebrate this historic accomplishment with us all day on July 20. The Franklin Institute will feature special programming throughout the day— hands on activities, planetarium shows, film screenings, demonstrations, live shows, and more.

- **Donor & Sponsor Open House:** 10:00-2:00pm

### 1969 Moon Landing Viewing Party Celebration:

July 20, 8:00 pm – Midnight, price TBD

Guests are welcome to dress in 60s garb and “watch” as astronauts land on the moon for the first time. Festivities will take place on the 1st Floor, in the Planetarium, on the roof, and in the Observatory. Stargazing, moon-viewing, and celebration!

### Other Anniversary Events & Activities:

- **IMAX & Film Screenings:**
  - *The Apollo Chronicles—New Perspectives on Man's Greatest Journey*
  - *Apollo 11: First Steps*
  - *Chasing the Moon*
- **Guest Speakers:** Frank O'Brien-NASA Solar System Ambassador, Maiken Scott-WHY? The Pulse host, and various others.
- **Night Skies in the Observatory:** Tuesday & Thursday, June 11 & 13