



Sponsorship Benefits & Recognition

	<i>Presenting Sponsor</i> \$125,000	<i>Associate Sponsor</i> \$100,000	<i>Education Sponsor</i> \$50,000
MARKETING & BRANDING			
Inclusion in a far-reaching and targeted marketing campaign with a spend of more than \$500,000	●	●	●
Internal, external and digital <i>Marvel: Universe of Superheroes</i> signage and banners –building facade, street corners, parking garage, elevators, entrance to exhibit, throughout building	Logo recognition	Select logo recognition	Text recognition
Recognition on all marketing collateral surrounding <i>Marvel: Universe of Superheroes</i>	Logo recognition	Select logo recognition	Text recognition
Television and radio inclusion	●		
Print and out-of-home advertising	Logo recognition	Select logo recognition	
Dedicated inclusion in a customized digital media strategy	●	●	
Recognition on The Franklin Institute website	Logo recognition with hyperlink	Logo recognition	Text recognition
Email blasts to Franklin Institute members and stakeholders	Logo recognition	Logo recognition	Text recognition
Publications – news & events, visitor’s guide, <i>Illuminations</i> , annual report, direct mail, museum program	Logo recognition	Logo recognition	Text recognition
ENTERTAINMENT/HOSPITALITY			
Invitations to <i>Marvel Universe of Superheroes</i> VIP Family Party on May 31, 2019	20	15	10
Recognition on the <i>Marvel: Universe of Super Heroes</i> VIP Family Party invitation and materials	Logo	Text	
Private Event Space at The Franklin Institute	2 FREE rentals	1 FREE rentals	20%
Admission Tickets into <i>Marvel: Universe of Super Heroes</i> during its run	150	100	75
Discount on additional exhibit passes	15%	10%	10%
PROMOTIONAL/SPECIAL OPPORTUNITIES			
Opportunity for executive remarks at opening press conference and quote in press release	●		
Public acknowledgement of support during opening remarks at press preview and opening events	●	●	●
Volunteer opportunities for employees during weekend community events	4 events	Opening Weekend	Opening Weekend

Exhibition Opens: April 13 - September 2, 2019
 The Franklin Institute | Philadelphia, PA | www.fi.edu/exhibit/marvel | 215.448.2378



OPENING WEEKEND SPONSORSHIP & BENEFITS



Save the Date: April 13 & 14, 2019

Be a part of the superhero fun by sponsoring the opening day of Marvel at The Franklin Institute. This opportunity includes branding, hospitality and employee engagement in a unique Franklin Institute way. Support of opening day directly impacts the more than 200,000 students that visit The Franklin Institute each year on fieldtrips, discounted or completely free of charge. Join us for a super-powered science on May 13th, 2019.

SPONSOR LEVEL & BENEFITS	Opening Day Presenting Sponsor \$25,000	Opening Day Associate Sponsor \$15,000	Opening Day Education Partner \$10,000
Invitation to Opening Weekend events and admission tickets for the duration of the exhibit's run	100 Tickets	75 tickets	50 tickets
Visibility on digital signage during opening weekend	Logo	Text	Text
Recognition around activation as a sponsor of Opening Weekend	Logo	Text	Text
One free hospitality space for guests on Opening Weekend (food+ drink not included)	●		
Ability to have on-site display space and employee volunteer opportunities	●	●	●
Unique engagement during the run of the exhibit	●	●	
Discount on additional tickets through run of exhibition	20%	15%	10%
Discount on one additional rental facilities at TFI	25%	15%	10%
Recognition on annual donor recognition pieces for 2019	●	●	●



For more information and questions about sponsorship, please contact Casey Anne Satell, director of institutional giving, at 215.448.2378 or csatell@fi.edu