EUREKA!

the national children's museum

Corporate Partnership Opportunities

2017

Corporate Partnership Opportunities

At Eureka! we see our corporate supporters and sponsors as our partners and hope to develop long lasting, valuable relationships that offer benefits to both us and you. When it comes to working with the UK's first and foremost children's museum, you have plenty of choice and we are open to discussing your objectives and ideas. Depending on the level of investment you want to make and the benefits you want to bring to your organisation and brand, you can collaborate with us in the following ways:

- Holiday and Event Partnership
- Gallery and Exhibit Partnership
- Educational Programme Partnership
- Outreach Partnership
- School Visit Partnership

The purpose of this document is to highlight the opportunities for potential partners to work with Eureka! during school holidays and major events and also on our educational programmes. Should you wish to become a gallery partner, please contact the museum directly to discuss a range of available opportunities.

Why choose Eureka!?

We are leaders in educational play and learning. We are expert at what we do and are unique in the UK. Parents, educationalists and observers in all aspects of play and learning respect and value our proven reputation as experts in play-based learning and our passionate championing of the importance of play and childhood. Should you choose to partner with Eureka! you will be allocated a dedicated account manager to map out objectives, project milestones and support you to help activate your partnership and maintain on-going engagement.

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Key information about Eureka!

- Eureka! The National Children's Museum is the only museum of its kind in the UK and has a loyal family following.
- It is the UK's first & only museum dedicated to children and hands-on learning through play.
- We opened in 1992 and have welcomed over 7 million visitors in this time.
- Eureka! welcomes on average 270-300,000 visitors per year.
- Of these visitors, 17% come as part of a school or group visit and the other 83% come as part of a family.

Key information about Our Visitors

- Eureka! is aimed at children aged 0-11 and their families.
- The majority of visitors will travel up to 50 miles to visit Eureka!
- The average dwell time per family is 3.5 hours.
- Visitors represent a 'slice' through all demographic groups from ABC1 to D.

Great stuff about Eureka!

SPIRUL research conducted for Eureka! over summer 2015 brought up the following results:

- The Eureka! experience is perceived to be of a high quality. Out of 9 attractions in Yorkshire, Eureka! has the best reputation with 42% of visitors citing this as a reason for visiting.
- 85% of visitors were very satisfied with their visit and the other 15% were satisfied.
- 97% of visitors would visit again and 99% would recommend Eureka! to others.
- 59% of visitors have visited because of a word of mouth recommendation.
- 58% of visitors have visited before.

Marketing and Communications

- 615,000 visits from 404,000 unique visitors to www.eureka.org.uk each year.
- An email database of over 68,000 families and growing.
- A postal database of over 100,000 families.
- Over 40,000 Facebook likes.
- Over 8,400 Twitter followers.

Working with

Supported by wellcome trust

LOTTERY FUNDED

UK Association for Science and Discovery Centres

ASSOCIATION OF CHILDREN'S MUSEUMS

School Holiday and Event Partnership

Throughout the 2016 calendar Eureka! runs a variety of special activities to celebrate a number of one-off events and all school holidays. During these times the museum experiences a significant increase in visitor numbers presenting the perfect opportunity for businesses to build brand awareness, launch new products or interact with our visitors.

> **"I have been to lots of museums but this is something else! Everything a child or adult needs to learn about life, the body and most things in-between. From mini shops all set out, to a house to explore complete with stairs, to exploring teeth, how muscles work when mechanizing to how your ears, eyes, nose work. There's too much to fit into a review, my advice just go and the bonus is that once you pay you get a year pass to go again and again!!"**
>
> Steven P, August 2015 – TripAdvisor Review

School Holiday Partnerships	Cost	Name Inclusion	Flyers & Posters	Email Newsletter	Website	Social Media	Press Release	On site promotions	Free family passes
February Half Term									
Headline Partner	£3,000	—	●	●	●	●	●	Available throughout	10 Free Passes
2 Associate Partners	£1,000	—	●	●	●	●	—	2 visits	4 Free Passes
Easter Holidays									
Headline Partner	£3,000	—	●	●	●	●	●	Available throughout	10 Free Passes
2 Associate Partners	£1,000	—	●	●	●	●	—	2 visits	4 Free Passes
May Half Term									
Headline Partner	£2,000	—	●	●	●	●	●	Available throughout	10 Free Passes
2 Associate Partners	£750	—	●	●	●	●	—	1 visits	4 Free Passes
Summer Holidays									
Headline Partner	£5,000	—	●	●	●	●	●	Available throughout	10 Free Passes
2 Associate Partners	£2,000	—	●	●	●	●	—	3 visits	4 Free Passes
October Half Term									
Headline Partner	£3,000	—	●	●	●	●	●	Available throughout	10 Free Passes
2 Associate Partners	£1,000	—	●	●	●	●	—	2 visits	4 Free Passes
Christmas Holidays									
Headline Partner	£2,000	—	●	●	●	●	●	Available throughout	10 Free Passes
2 Associate Partners	£750	—	●	●	●	●	—	1 visits	4 Free Passes
May Bank Holiday Weekend									
Headline Partner	£1,000	—	●	●	●	●	●	Available throughout	10 Free Passes
2 Associate Partners	£500	—	●	●	●	●	—	1 visits	4 Free Passes
National Play Day									
Headline Partner	£1,000	—	●	●	●	●	●	Available throughout	10 Free Passes
2 Associate Partners	£500	—	●	●	●	●	—	1 visits	4 Free Passes
Superhero Weekend									
Headline Partner	£1,000	—	●	●	●	●	●	Available throughout	10 Free Passes
2 Associate Partners	£500	—	●	●	●	●	—	1 visits	4 Free Passes

School Holiday Partnership	Cost	Forecast Visitors	Duration	Visitors/£	Website Views	Emails Views	Facebook Reach	Twitter Impressions	Total	Views/£
February Half Term										
Headline Partner	£3,000	16,500	9 Days	5.50	75,000	12,000	175,000	17,500	279,500	93.17
Easter Holidays										
Headline Partner	£3,000	20,000	16 Days	5.71	80,000	18,000	195,000	32,000	325,000	92.86
May Half Term										
Headline Partner	£2,000	11,500	9 Days	5.75	65,000	12,000	155,000	19,000	251,000	125.50
Summer Holidays										
Headline Partner	£5,000	50,000	44 Days	10.00	140,000	30,000	237,000	88,000	495,000	99.00
October Half Term										
Headline Partner	£3,000	15,000	9 Days	5.00	65,000	12,000	160,000	18,000	255,000	85.00
Christmas Holidays										
Headline Partner	£2,000	10,000	16 Days	5.00	12,500	15,000	44,000	32,500	104,000	52.00
May Bank Holiday Weekend										
Headline Partner	£1000	3,750	3 Days	5.00	3,000	12,000	20,000	6,000	41,000	54.67
National Play Day										
Headline Partner	£1000	3,000	1 Day	4.00	2,500	12,000	18,500	2,000	35,000	46.67
Superhero Weekend										
Headline Partner	£1000	3,500	2 Days	4.67	2,500	12,000	21,000	6,000	41,500	55.33

Annual Holiday and Events Partnership

Included for all events and holidays	Cost	Name Inclusion	Flyers & Posts	Email Newsletter	Website	Social Media	Press Release	On site promotions	Free family passes
Headline Partner	£35,000	●	●	●	●	●	●	Available throughout	100 Free Passes

Projected marketing reach	Visitors	Duration	£/visitor	Website Views	Emails Views	Facebook Reach	Twitter Impressions	Total	Views/£
Headline Partner	130,000	110 Days	£0.15	445,000	135,000	1,025,500	220,000	1,825,500	91.28

School Programmes

Education

Eureka! offers an engaging way of learning for both families and school groups, including arts and crafts, numeracy, literacy, the environment, science and health, with a focus on STEM and a passion to champion girls in science. We complement the school curriculum with exciting and innovative workshops that are held in the museum, and also taken out to schools through outreach programmes. We welcome visitors from all socioeconomic backgrounds, and currently have funded projects which enable us to provide services for harder to reach families.

There are a number of educational programmes currently running at Eureka! which offer partners a fantastic opportunity to achieve their corporate social responsibilities through the gift of education.

Outreach Programme

Eureka! Outreach programmes help schools engage in learning beyond the classroom. They are designed to inspire young and enquiring minds, enhancing creative curriculum themes and events in schools. Outreach programmes range from exciting science shows to active learning challenges.

Schools that have less funding for visits can vastly benefit from an outreach visit from the team at Eureka!

School Gallery Visits

Get hands-on and explore our six themed galleries. Guided by their teachers, students can step inside giant body parts, experience the world of work in a bank, garage, and shop, and even chat to a robot. Our galleries are designed by children, for children and offer the opportunity for schools and families to learn in a playful and memorable environment

School Workshops

Our trained Enablers excel at delivering workshops designed to captivate and surprise. Workshop cover a range of topics including history, nature, the human body and much more with content which is relevant to each key stage and our themed educational programmes change every term.

Educational Programmes	Duration	Pupils Engaged	Cost	Contribution Per Child	Naming Rights	Content Inclusion	Information Packs	Email Newsletter	Website	Social Media	Press Release	Logo on Van
Outreach Programme £4/child												
Headline Partner	1 Year	5,000	£20,000	FREE	●	●	●	●	●	●	●	●
Champion			£4,000				●	●	●	●		
Supporter			£1,000				●	●	●			
School Gallery Visits £6/child												
Headline Partner	15 weeks	6,500	£15,000	-£1	●	●	●	●	●	●	●	
Champion		250	£1,500				●	●	●	●		
Supporter		100	£600				●	●	●			
School Workshops £7.25/child												
Headline Partner	15 weeks	5,000	£12,000	-£1	●	●	●	●	●	●	●	
Champion		250	£2,000				●	●	●	●		
Supporter		100	£800				●	●	●			
Home Educator Days £12/child												
Headline Partner	3 Day	300	£3,500	-£6	●	●	●	●	●	●	●	
Champion	separate	75	£900				●	●	●	●		
Supporter	days	25	£300				●	●	●			

Annual Educational Partnership	Duration	Pupils Engaged	Cost	Contribution Per Child	Naming Rights	Content Inclusion	Information Packs	Email Newsletter	Website	Social Media	Press Release	Logo on Van
Headline Partner	1 Year	40,000	£100,000	As above	●	●	●	●	●	●	●	●

Educational Programmes	Duration	Engages	Cost	Contribution Per Child	Naming Rights	Content Inclusion	Information Packs	Email Newsletter	Website	Social Media	Press Release
Access All Areas											
Headline Partner	1 Year	500 families with disabled children	£35,000	FREE	●	●	●	●	●	●	●
Champion			£5,000				●	●	●	●	●
Supporter			£1,000				●	●	●	●	

Access All Areas

Programme

VisitEngland
Awards for Excellence
2015
Access for All
GOLD WINNER

Access All Areas

Access All Areas is an innovative programme delivering support to families caring for disabled children from across Calderdale and beyond. The programme concentrates on 3 main areas;

Extra Pair of Hands

Our Extra Pair of Hands service provides families and organised groups with a specially trained enabler to support them throughout their visit.

Sunday Clubs

Once a month Eureka! run a Super Sunday club, with activities specifically designed for family with children that have additional needs. The clubs are free to attend and each month the classes cater for children with specific requirements, ranging from hearing impairments, Down syndrome, autism and physical impairments.

Additional training for all staff

All members of Eureka! staff received accessibility training, including scenario-based training, to give them the confidence, skills and understanding to ensure all aspects of inclusion become a part of day-to-day decisions making the museum as accessible as possible.

Museum and Gallery Partnership

Eureka! is constantly looking to develop its galleries and exhibits, to make sure that the museum is an exciting place to visit. We look to move with the times and partnerships play an important role in making this happen. As a gallery partner you can link your brand with key educational messages, as well as promoting any new technologies, ideologies or ways of operating. Adding your brand to a Eureka! gallery or exhibit is much more than just promotion, it allows people to actively connect with your brand through a multi-sensory experience.

We are always happy to talk with potential gallery partners and explore all possible opportunities.

Gallery Partnership starts from £50,000

To take the next step in partnering with Eureka! please contact our Commercial Manager to discuss how we can begin tailoring one of our partnership packages to meet your needs.

Rob Young

Commercial Manager

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Registered charity: 292758

Contact us:

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Check out **eureka.org.uk** for events and news

Let's be social!

See what we're doing on:

#EurekaMuseum