

## Let's Talk Energy at the Canada Science and Technology Museum

"As a leading North American energy producer, we're proud to partner with the Canada Science and Technology Museums Corporation in helping people learn how we source, transport, and use the energy we rely on every day."

— Dave Lye, Vice-President, Sustainability, Encana



# Reach Your Audience with Targeted Messages

To learn how, or to request a consultation, contact:

Jacey Kennedy  
Vice-President, Business Development  
Canada Science and Technology Museums Corporation  
2421 Lancaster Road, Ottawa, Ontario K1G 5A3  
[Sponsoship@techno-science.ca](mailto:Sponsoship@techno-science.ca)

# CHAMPION SPONSOR PROGRAM

Partnership opportunities offering unique marketing and branding benefits





### Food Preservation: The Science You Eat at the Canada Agriculture and Food Museum

“We’re honoured to be a key partner on this fun, dynamic exhibition that teaches children and families about how food is preserved so that it is safe, tasty, and nutritious.”

— Shelley Martin, President and CEO, Nestlé Canada

### Kenneth Molson Lecture Series at the Canada Aviation and Space Museum

“The Kenneth M. Molson Foundation values its relationship with the Canada Aviation and Space Museum in delivering a dynamic lecture series built on the legacy of Ken Molson, the Museum’s founding curator.”

— Robert H. Eldridge, Chair, Kenneth M. Molson Foundation

# Learn How You Can Become a Champion Sponsor

## LEARN MORE ABOUT THE MUSEUMS

Ask for the “At a Glance” fact sheets that provide information on programming at each of the three Museums.

## PUT YOUR NAME IN THE SPOTLIGHT

Enhance your profile by sponsoring a Museum facility. Naming opportunities include classrooms, auditoriums, parks, and more.

## TARGET YOUR AUDIENCE

Every day the Museums reach thousands of Canadians, including visitors to Canada’s Capital Region, through a wide range of programs and services. We’ll work with you to select a program that meets the needs of the audiences you want to reach.

- Adults
- Youth
- Seniors
- Parents and grandparents
- Families
- Enthusiasts and professionals
- Educators

## ALIGN YOUR BRAND WITH A MUSEUM PROGRAM OR EVENT

If you are interested in support that reflects your brand, consider aligning your brand with a specific initiative. Current opportunities include:

- Premiere sponsorship
- Naming rights
- Exhibitions
- Programs
- Events
- Conferences
- Annual fundraising events

High-profile programs and annual events can provide you with a media-friendly way to associate your brand with the Corporation or one of its Museums.

Whether you seek to align your brand generally with one of Canada’s most vibrant and eclectic national museum corporations, or to secure naming rights, or to provide support for a specific exhibition, program, or event, a package can be customised to assist you in meeting your marketing goals while raising your profile locally, nationally, or internationally.

## Marketing Benefits

- Year-round visibility and branding
- Product distribution, display, and direct marketing opportunities
- Customized activation programs
- Year-round recognition as a national museum champion

When your organization contributes to the Canada Science and Technology Museums Corporation financially, or through in-kind products and services, you support Canadian science and technology literacy and education — the Canada Agriculture and Food Museum, the Canada Aviation and Space Museum, and the Canada Science and Technology Museum all tell the stories of Canadian ingenuity and achievement in science and technology, while demonstrating how these accomplishments have contributed to the building of our country.

