

CHARLESTON PLANETARIUM

SPONSORSHIP

PREPOSAL

www.CharlestonPlanetarium.org

ABOUT US

CHARLESTON PLANETARIUM

501(c) Nonprofit Organization

The Charleston Planetarium offers a unique, shared immersive experience that flat-screen films and even virtual reality can't match. Inside our 23-foot inflatable dome, powered by advanced 4K projection technology, visitors can explore the universe from different vantage points and across time—creating a sense of spatial freedom that sparks curiosity and wonder.

This environment inspires awe with a vivid, realistic night sky and supports lifelong learning by generating interest in science and the natural world. Planetariums like ours enhance academic achievement, foster a dynamic understanding of celestial phenomena, and provide inclusive experiences for visitors of all abilities. We offer a large number of shows that we rotate, and **we proudly host field trips, birthday parties, and other events.** We aim to demonstrate the value of having a planetarium in Charleston—one that could someday evolve into a multi-level Space Center & Observatory that will be the cornerstone of education, inspiration, and innovation for generations to come.





Each title comes with exclusive recognition across our materials, including digital media, events, tickets, and signage within the planetarium.



SPONSORSHIP PACKAGES

Supporting our non-profit planetarium is not only an investment in science education and community enrichment, but it's also a tax-deductible opportunity.

Your sponsorship helps us provide engaging, hands-on learning experiences to students and families while giving your brand meaningful visibility and aligning your name with discovery, inspiration, and the stars themselves.

SHAPE THE FUTURE OF EXPLORATION

The Charleston Planetarium soft-launched in March 2025. The planetarium marks a bold new chapter for education and culture in Charleston, South Carolina. Nestled inside the Citadel Mall, this visionary space is a launchpad for STEM learning and cosmic curiosity, anchored by a fully immersive, 360-degree digital inflatable dome theater that invites guests to journey through the stars and beyond. The Charleston Planetarium Society is on a mission to bring the wonders of the solar system, the universe, and hands-on STEM experiences to the Lowcountry — igniting imagination, curiosity, and exploration in learners of all ages.

A LEGACY WRITTEN IN THE STARS

With our recent launch, there has never been a more pivotal moment to become part of this transformative journey. We invite you to explore meaningful partnership opportunities and join us in our mission to illuminate minds and inspire the next generation of cosmic explorers. By supporting the Charleston Planetarium, your organization will not only align with innovation, education, and scientific discovery, but you will also help shape a lasting legacy for Charleston's future and fuel curiosity that reaches far beyond our skies.

LUNAR SPONSOR

\$500
PER MONTH



CHARLESTON PLANETARIUM

Boost your visibility with a business card prominently displayed inside the Dome — a standout feature!

Enjoy exclusive perks with a 5% discount on merchandise and claim two free passes (just reserve in advance). Gain recognition across our active social media platforms and showcase your business name and clickable link on our website to drive traffic. **This is your chance to shine as a valued sponsor!**

EXCLUSIVE OPPORTUNITY

Our **Lunar Sponsors** (entry tier) are limited to **twelve organizations** and receive **foundational recognition** with logo placement on select materials.



PLANETARY SPONSOR

\$1,000
PER MONTH



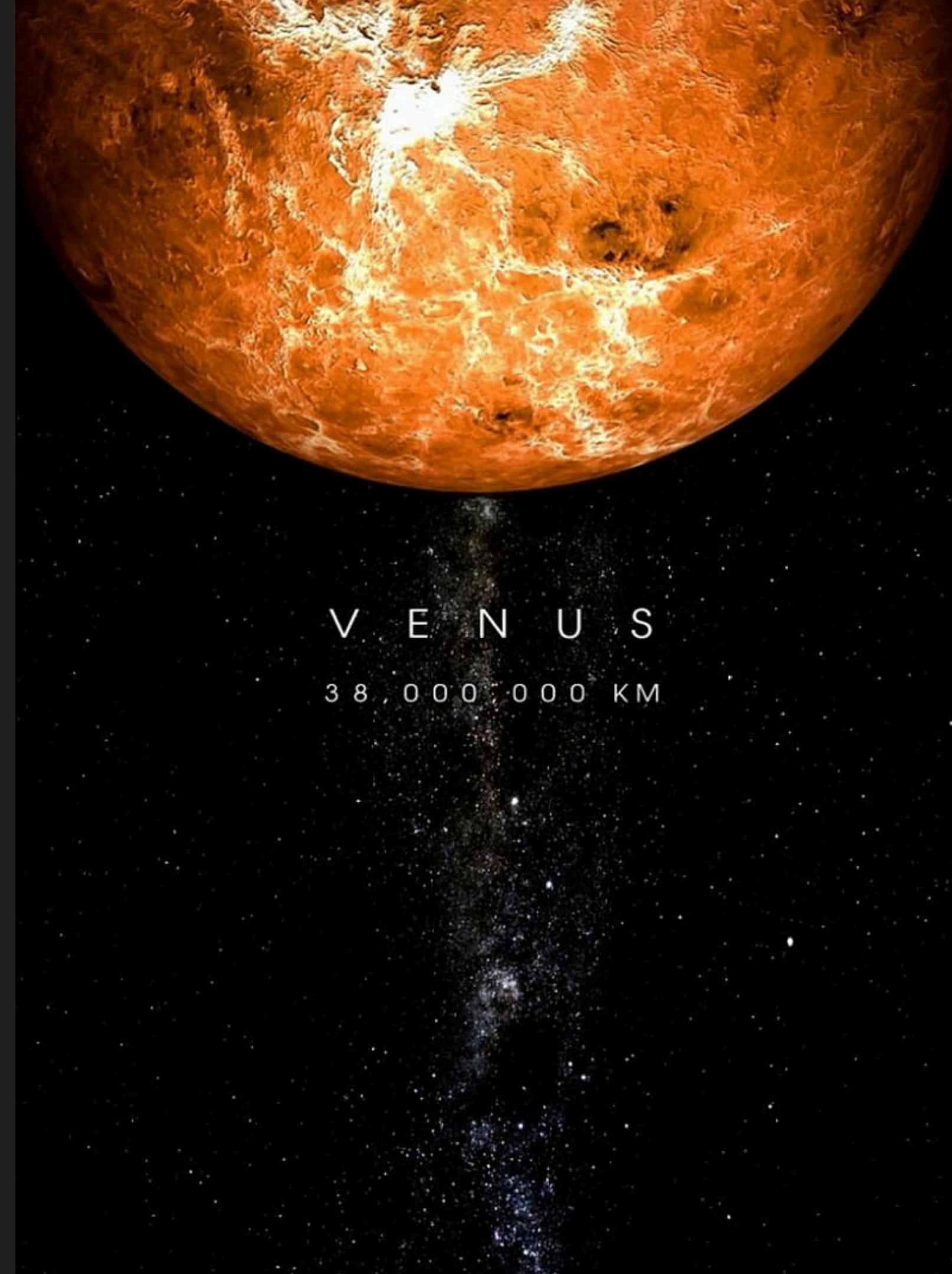
CHARLESTON PLANETARIUM

Put your business in the spotlight by sponsoring one show!

We'll proudly mention your business name and website at the beginning and end of the event, ensuring maximum exposure. Enjoy an exclusive 10% discount on merchandise and receive four complimentary passes (simply reserve ahead). Amplify your reach with shout-outs on our active social media platforms, and secure a featured spot on our website with your business name and clickable link. This is your chance to make a lasting impression—don't miss out!

EXCLUSIVE OPPORTUNITY

Our **Planetary Sponsors** (mid-tier) are limited to **eight organizations** and receive **prominent placement**, just below the Constellation Sponsor.



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CONSTELLATION SPONSOR

\$5,000

PER MONTH



CHARLESTON PLANETARIUM

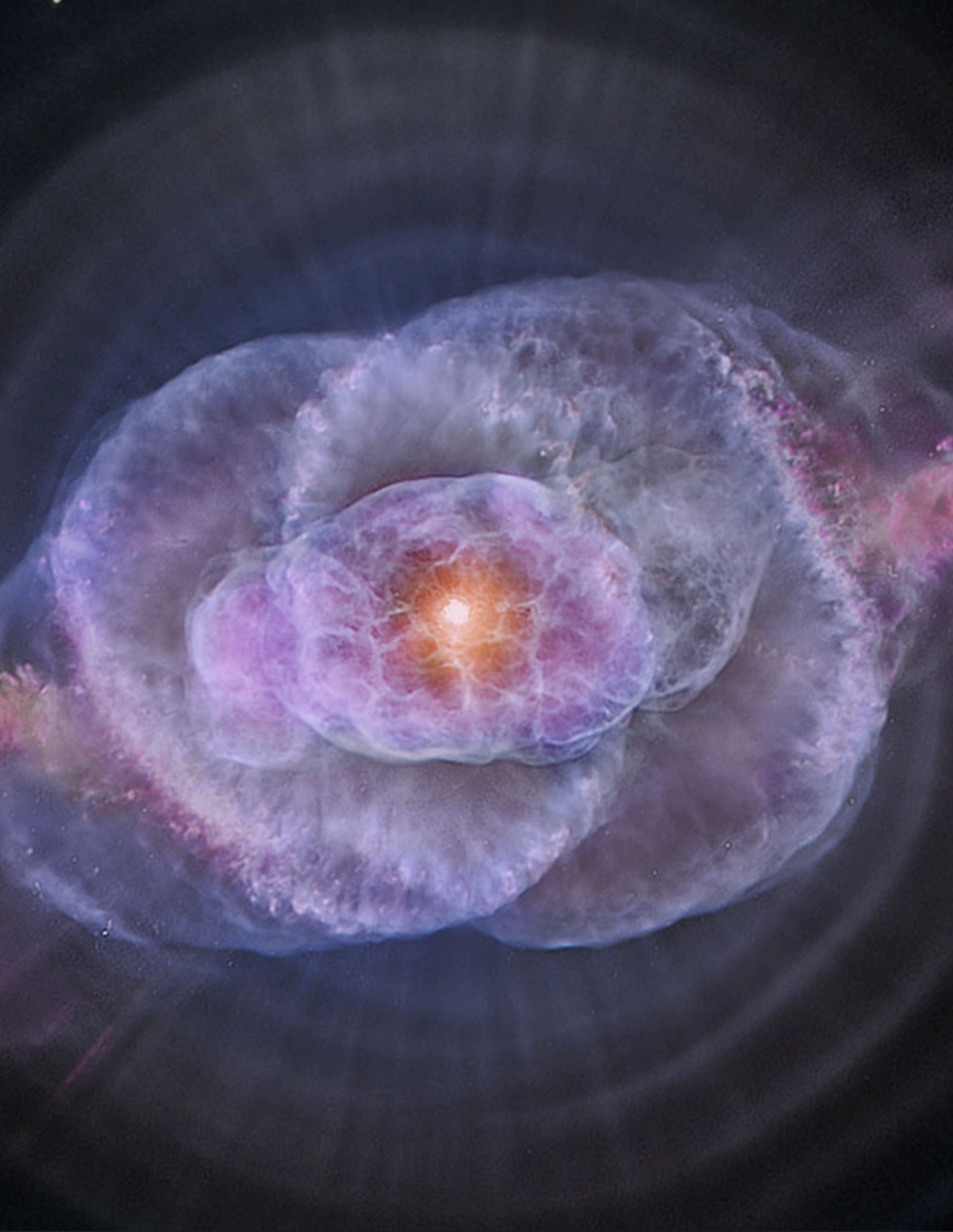
Elevate your brand with premium visibility! Your business name will shine on our exclusive sponsor wall, showcasing your support to all visitors.

Enjoy an incredible 20% discount on merchandise and claim five complimentary passes (just reserve in advance). Amplify your presence with social media recognition and a featured listing on our website, complete with a clickable link to drive traffic. Take it a step further with your unique QR code displayed on digital tickets, seamlessly connecting attendees to your business. Plus, your extra-large business card will be projected inside the Dome for maximum attention. This is the ultimate sponsorship package — secure it today and leave a lasting impression!

EXCLUSIVE OPPORTUNITY

Our **Constellation Sponsor** tier is limited to **one organization** and receives **top billing** on all promotional materials, event tickets, and signage.





BY THE NUMBERS

6,200+

WEBSITE VIEWS PER
MONTH

1,700

TICKET SALES PER
MONTH

4,686

SOCIAL MEDIA
FOLLOWERS

Although we've only been open a short time, the Charleston Planetarium is already gaining impressive momentum.

Our website is experiencing increasing traffic, ticket sales have been strong and consistent, and our social media presence is growing every day. The community's excitement and engagement are clear indicators of the planetarium's potential and the growing demand for accessible, inspiring science education in Charleston.

DEMOGRAPHICS

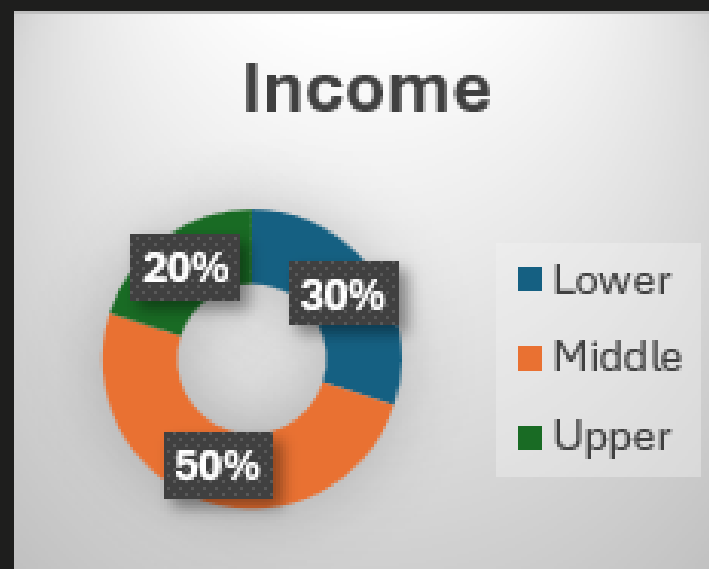
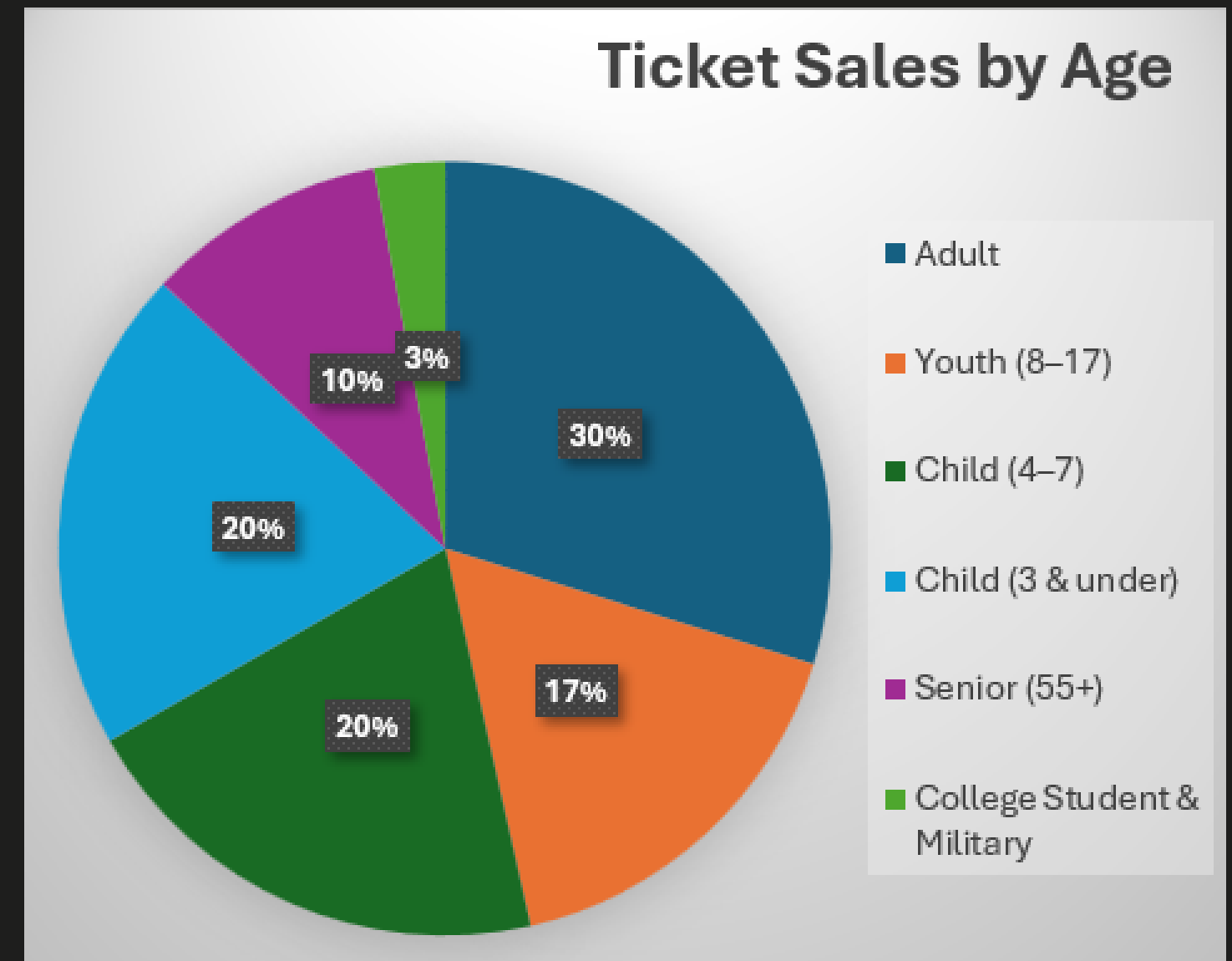
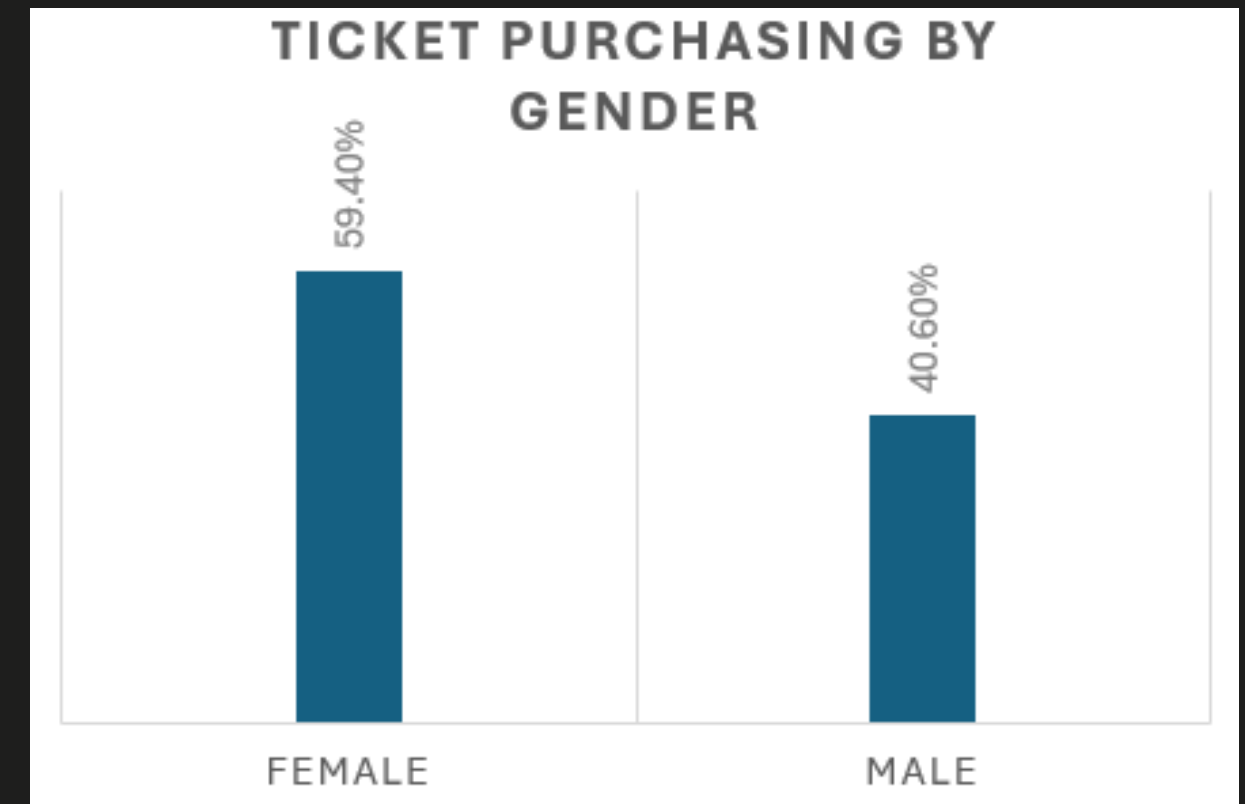
CHARLESTON PLANETARIUM



Our ticket data shows that the majority of planetarium visitors attend as **families or groups**, underscoring our appeal as a shared educational destination.

Additionally, we've quickly become popular for **school field trips**, averaging **400 students** per month, welcoming student groups eager to experience the wonder of space through immersive, hands-on learning.

The majority of our ticket sales, **87.6%**, come from South Carolina residents, highlighting **strong local support**, while the remaining **12.4%** of sales are from out-of-state visitors, showcasing our growing appeal as a **tourist destination**.



MISSION



The Charleston Planetarium is dedicated to igniting curiosity, expanding knowledge, and inspiring wonder through immersive space science experiences.

Our mission is to make astronomy and STEM education accessible, engaging, and impactful for learners of all ages. By offering dynamic, inclusive programming in a shared immersive environment, we aim to foster a deeper understanding of the universe, promote lifelong learning, and cultivate the next generation of explorers, innovators, and critical thinkers—right here in the Lowcountry and beyond.





VISION



Our long-term vision is to establish a permanent, state-of-the-art planetarium inside Charleston's first Space Center & Observatory that serves as a beacon of innovation, education, and inspiration for the entire region.

We envision a thriving community hub where science, art, and imagination converge, offering world-class programming, research opportunities, and inclusive experiences that spark a lifelong love for space and science. By investing in the future of cosmic education, we aim to transform Charleston into a nationally recognized destination for astronomical discovery, learning, and awe.



CONTACT US

CHARLESTON PLANETARIUM



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Our Website

www.charlestonplanetarium.org



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THANK
YOU