

CHARLESTON PLANETARIUM

# SPONSORSHIP

PREPOSAL

[www.CharlestonPlanetarium.org](http://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.



# STAR FRIEND

\$50  
PER MONTH



CHARLESTON PLANETARIUM

**Shine as a Star Friend** with your **brochures or business cards placed** in our brochure rack in the waiting area, offering consistent visibility to every guest.

Share your brand with **free custom pens placed** at the gift shop counter, and gain recognition through a **newsletter mention** and a **small logo on our sponsor webpage**. As a thank-you, you'll also receive an exclusive invite to our annual Sponsor Appreciation Night. It's an easy, affordable way to make a lasting impact and connect with our community.

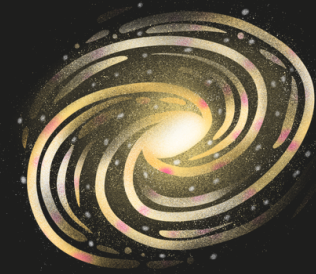
**Our Star Friends** tier is limited to just **10 sponsors** and offers meaningful, entry-level recognition. It's a simple way to support the planetarium while gaining steady visibility with our guests.





# GALAXY SUPPORTER

\$100  
PER MONTH



CHARLESTON PLANETARIUM

Step up as a **Galaxy Supporter** and enjoy expanded visibility with your **logo featured** on a rotating digital display in our waiting area, seen by every guest. You'll receive two free **guest passes** each month (just reserve in advance) and a **5% discount** on planetarium merchandise. **It's a stellar way to support our mission while keeping your brand in orbit.**

## EXCLUSIVE OPPORTUNITY

Our **Galaxy Supporter** tier is limited to just **7 sponsors**. This is your **chance to stand out and support science in a meaningful way.**





# LUNAR SPONSOR

**\$250**  
PER MONTH



## CHARLESTON PLANETARIUM

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

Enjoy exclusive perks with a **10% discount** on merchandise and claim **4 free passes** (just reserve in advance). Gain recognition across our active **social media** platforms and showcase your business name and clickable **logo on our website** to drive traffic. **This is your chance to shine as a valued sponsor!**

Our **Lunar Sponsor** tier is limited to just **5 sponsors** and offers impactful mid-level recognition. It's a rare opportunity to align your brand with wonder and discovery!





# PLANETARY SPONSOR

**\$500**  
PER MONTH

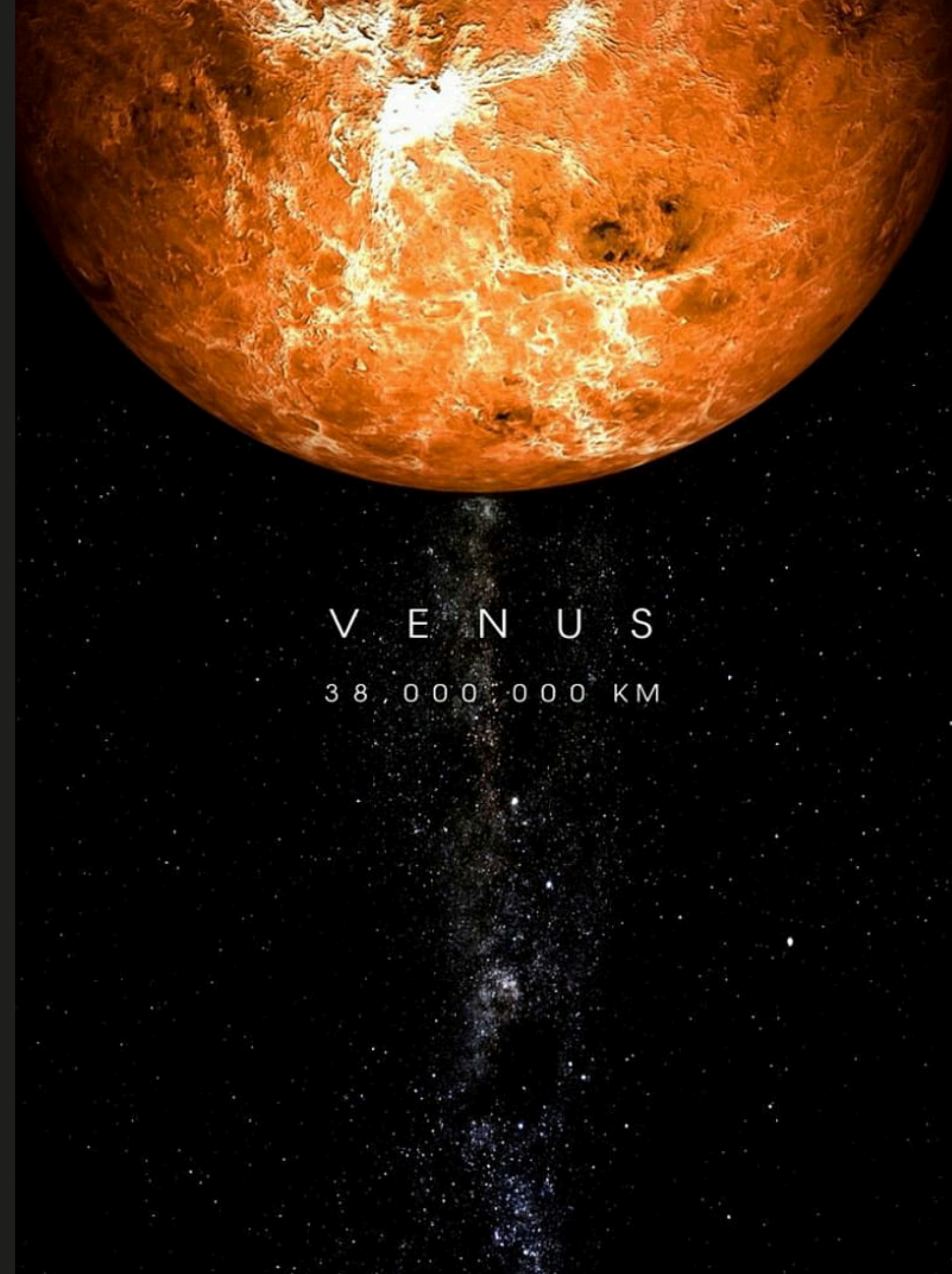


## CHARLESTON PLANETARIUM

**Put your brand in orbit as a Planetary Sponsor!** Your business will be **recognized at the start and end of each show** you sponsor (3 shows per sponsorship) high-impact visibility for every audience. Enjoy a featured placement on **our sponsor wall** near the entrance, along with **8 free passes** per month and a **15% discount** on merchandise. Your support also includes two **social media spotlights** per quarter and a **featured logo** with a clickable link on both our homepage and digital tickets. **It's a stellar opportunity to make your mark!**

### EXCLUSIVE OPPORTUNITY

Our **Planetary Sponsors** (mid-tier) are limited to **3 organizations** and receive **prominent placement**, just below the Constellation Sponsor.



V E N U S  
38,000,000 KM



# CONSTELLATION SPONSOR

\$1,000

PER MONTH



## CHARLESTON PLANETARIUM

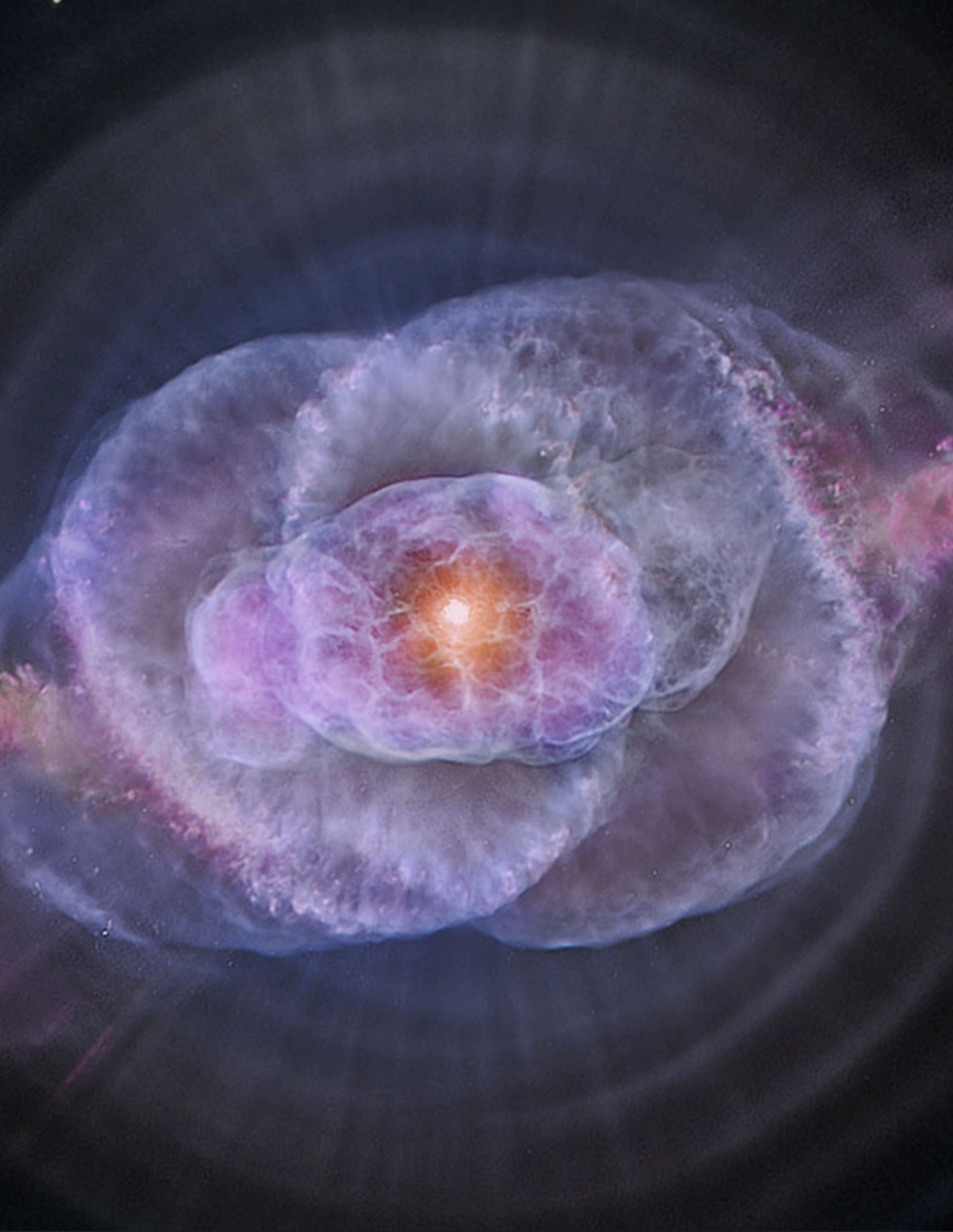
Shine brightest as our exclusive **Constellation Sponsor**, only one available! Every show will proudly open and close with your business **announced as the official sponsor**, ensuring unforgettable exposure. Enjoy a **20% merchandise discount**, **10 free passes** each month, and a custom **QR code on digital tickets** that links directly to your site. Your extra-large **logo will be projected inside the Dome** and featured on our prominent **lobby billboard**. With monthly **social media spotlights**, a **featured article**, and **first billing on all major marketing and signage**, this is the ultimate way to align your brand with wonder, innovation, and discovery.

### 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

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**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.



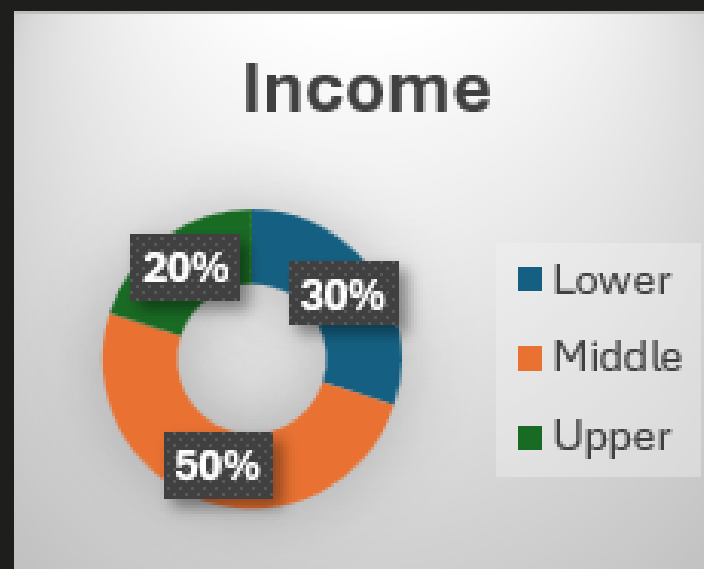
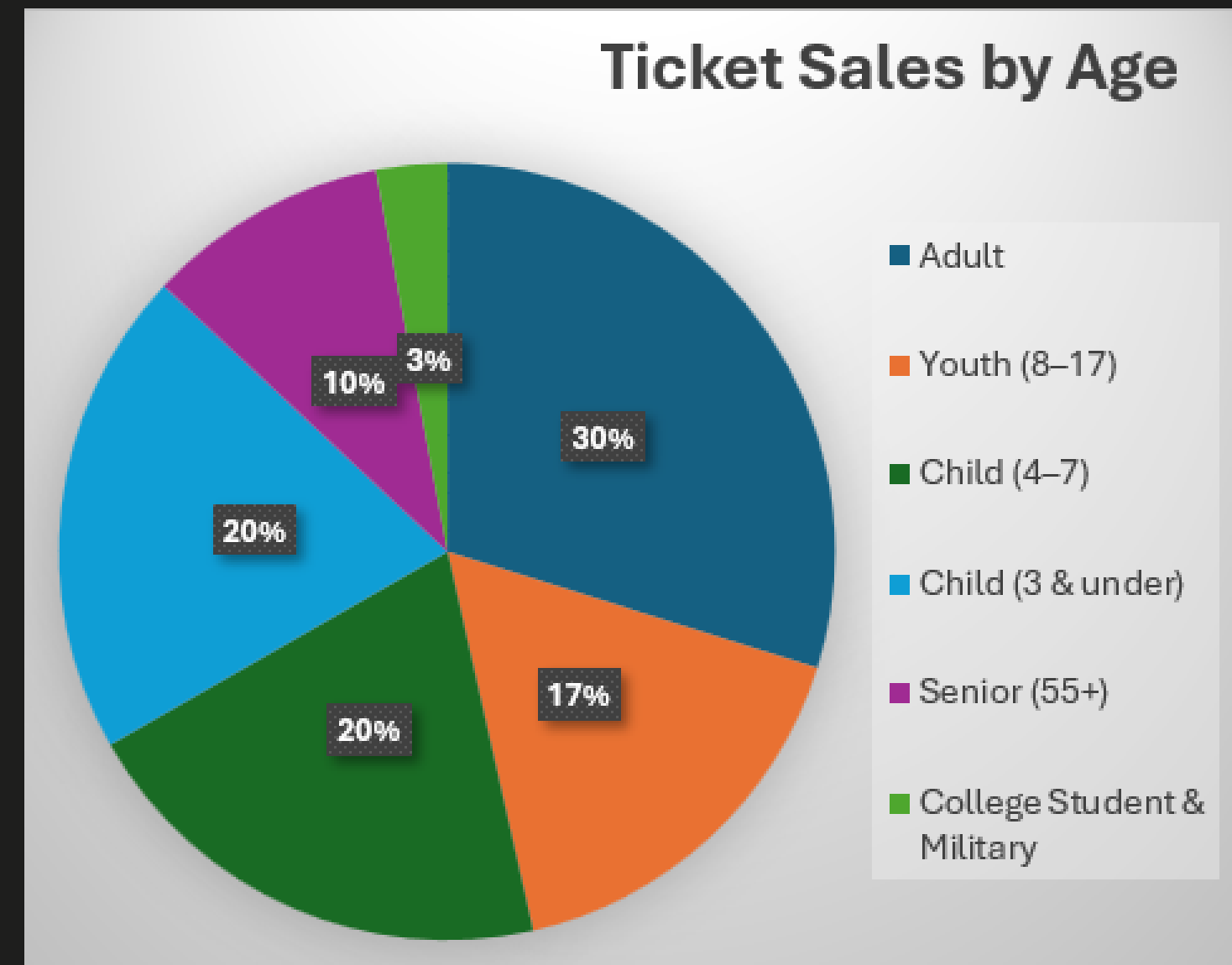
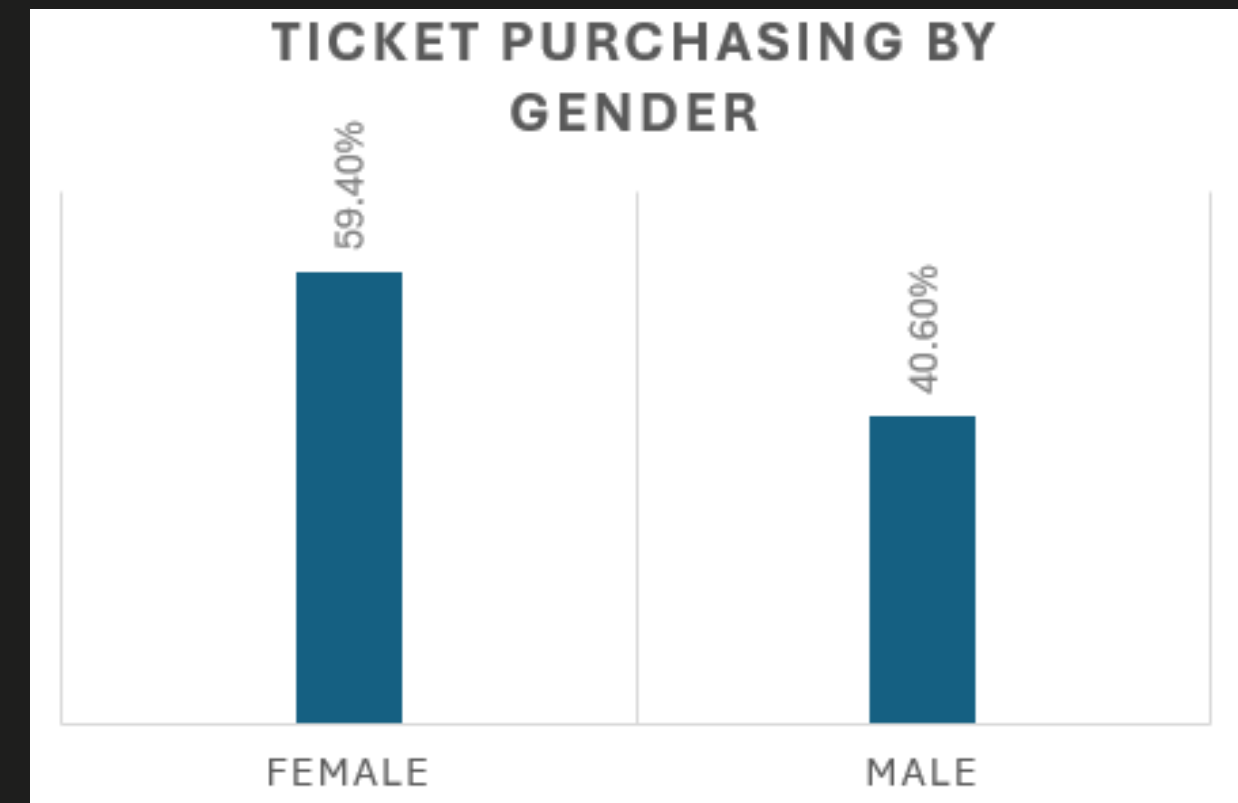
# DEMOGRAPHICS

## 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



## Phone Number

(843) 718-1767



## Our Website

[www.charlestonplanetarium.org](http://www.charlestonplanetarium.org)



## Our Address

2070 Sam Rittenberg Blvd. A-112, Charleston, SC 29407



## Email Address

[sponsors@charlestonplanetarium.org](mailto:sponsors@charlestonplanetarium.org)



CHARLESTON PLANETARIUM

THANK  
YOU