



**June 2, 2007  
Noon - 4 PM**

# WHEELS UP!

Logistics and Sponsorship Opportunities

**Science Factory Children's Museum & Planetarium  
City of Eugene**

## ABOUT BIKE DAY

**WHEELS UP!** The Science Factory, in partnership with the City of Eugene, will hold a one-day event on Saturday, June 2nd during open museum hours (12 Noon - 4 PM) which promises to attract area parents, children, grandparents and bicyclists. Bike Day will consist of the following activities:

- **Celebrate Sustainability and Science:** Mayor Kitty Piercy and other community leaders will recognize exceptional high school students with a "Science of Sustainability" scholarship.
- **Free Stuff!** Bikers of all ages will be recognized for their pedaling—and promise—with free Ben & Jerry's ice-cream and other raffled prizes.
- **Tandem Madness and Commuter Styling:** Win a prize for the funniest tandem costume and best commuter get-up. Judges to include local bike and political celebrities.
- **Opening Bike Parade:** Join Congressman Peter DeFazio (invited) and the McCornack Unicycle Team for a cruise around the Science Factory, Alton Baker Park and the bike bridge that connects North and South Eugene.
- **Hokoyo Marimba Band!** Fantastic youth ensemble. Just because.
- **Planetarium Plenaries:** Hear top speakers on the latest in alternative transportation and carbon smart policies. Featuring OR Secretary of State Bill Bradbury's climate crisis slide show.
- **Bike Races/Bike-A-Thon:** We'll set up a fun-for-the-whole-family bike circuit course connecting the Science Factory to the BMX track down the street. Plus a cool obstacle course! Fun for everyone.
- **Bike Safety:** The City of Eugene will provide materials and staff to discuss bicycle safety tips for the upcoming summer. Free water bottles, free bicycle flashers, and free helmets to those that show up early enough before supplies disappear.
- **Bike Decoration:** Learn the science of sound and wind, with spoke decoration for all bicycles.
- **Bike Tune-ups:** Get your bicycle diagnosed for free! **Paul's Bicycle Way of Life** has agreed to provide staff to look at your bike and make sure it is in tip-top shape for summer.
- **Industry Representatives:** Invitations to bicycle shops, bicycle clubs and bicycle enthusiasts to be on hand for further questions.



Eugene's bicycle community has been recognized by The League of American Bicyclists as one of 44 communities across the nation to hold its prestigious Bicycle Friendly Community designation. The Bicycle Friendly Community award recognizes Eugene's historic commitment to improving conditions for bicycling and its practice of making focused investment in bicycling programs and facilities.



## ABOUT THE SCIENCE FACTORY

Nestled on the grounds of beautiful Alton Baker Park, the Science Factory is dedicated to playful learning, scientific exploration and hands-on/minds-on activity for each and every visitor. We provide thousands of children the opportunity to explore their curiosity and creativity through our ever-changing exhibit hall, innovative educational programming, state-of-the-art planetarium, computer laboratory, thematic special events, field trips and summer adventure science camps.

Support for the Science Factory comes from its membership base, grants, in-kind donations, and partnerships with local businesses and benefactors. Museum visitors are from the University of Oregon campus, the Eugene-Springfield area, and outlying regions and cities across the state and beyond. Science Factory members (over 1,200) cover a broad spectrum of income levels, backgrounds and experiences. Last year, the museum had over 21,000 visitors.



**Contact:** Joyce Berman, Acting Executive Director, ph: 682-7886, joyceb@sciencefactory.org  
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# BIKE DAY

# WHEELS UP!

## SPONSORSHIP LEVELS & BENEFITS

### BIKE DAY BOOSTER (0 - \$500)

- Listed in program as Bike Day Booster
- Listing on Website for duration of event pre-publicity and one month following event
- Recognition in Science Factory Newsletter



### Bike Day Booster Donations Support the following:

- Purchase of Bike Day gear
- Science Scholarship
- Event advertising
- Music/Sound stage equipment
- Tents and tables
- "Hooray for Helmets" opportunity
- Bike Circuit/Obstacle Course cones
- All printed material, including signage, programs, flyers
- Permit Fees
- Staff time and volunteer coordination

### ENGAGE LEVEL SPONSOR (\$500 - \$1,000)

- Recognition in Science Factory newsletter Factory Facts
- Recognition in "Business Affiliates" display in museum lobby
- Company Name/Logo on Science Factory website promoting Non-Event
- 20 free passes for museum and planetarium admission (\$140 value)
- Two Game-Day Parking Passes at Science Factory lot for 2007 football game(s) of your choice (\$100 value)
- Named as Sponsor in E-mail news (circ. 4,000)
- Yearlong recognition on Science Factory website
- Yearlong recognition in newsletter
- Recognition in "Business Affiliates" display in museum lobby



### EXCITE LEVEL SPONSOR (\$1,000 - \$5,000)

- Yearlong recognition in Science Factory newsletter Factory Facts
- Logo/Name on one month E-News (circ. 4,000)
- Recognition in "Business Affiliates" display in museum lobby
- Company Name/Logo on Science Factory website
- Opportunity to display company banner during special events in 2007
- One Season Parking Pass (\$300 value) at Science Factory lot for 2007 football season (6 games)
- 50 free passes for admission to museum and planetarium (\$250 value)



### BIKE DAY TITLE SPONSOR –INSPIRE LEVEL (\$5,000)

- Prominent recognition in Science Factory newsletter Factory Facts
- Company Name/Logo in media promotions, if available
- Recognition in "Business Affiliates" display in museum lobby
- Company Name/Logo on Science Factory website
- Opportunity to display company banner during special events in 2007
- One Season Parking Pass (\$300 value) at Science Factory lot for 2007 football season (6 games)
- 50 free passes for admission to museum and planetarium (\$250 value)
- One Free Museum Rental



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