

## **Exhibit A 1 Marketing Plan**

### **Event Description**

How to be a Monster: this 5,000 sq ft exhibition engages people of all ages through their leisure, hobby, school and work interests. It reveals how monsters and creatures are designed and story-boarded, maquettes made, then how the full size creatures are sculpted, molded, and finished. Visitors see how animatronic components are designed and installed to create the bones and muscles that bring monsters to life. Interactive exhibits allow the visitor to become an animatronics puppeteer.

How to Make a Monster features the work of 1995 Visual Effects Academy Award winner for the movie 'Babe', John Cox and his company John Cox's Creature Workshop.

### **Goals and Objectives - Specific goals and objectives for Event (e.g., out-of-state attendance)**

Our primary goal of hosting How to Make a Monster is to create an informal, unique learning experience for visitors and families of all ages.

Another important goal is for the Center to continue to provide different experiences for our local, regional and out-of-state visitors. Most recently, we have achieved this by hosting BODIES REVEALED, Titanic: The Artifact Exhibition and LEGO® Castle Adventure. Each aforementioned exhibit proved wildly successful, making an exhibit featuring animatronics the next logical step for Sci-Port. There is an obvious interest in Sci-Port hosting traveling exhibitions, ensuring new audiences and repeat visitation for the Center.

An objective of hosting this exhibition is appealing to new and repeat visitors interested in science, robotics and technology. Complementary programming – including new programs centered on robotics – will take the exhibit experience one step further. These visits will help increase our revenue streams by way of complementary programming for the exhibition; café sales; gift store purchases; memberships and admission fees – all of which benefit tourism in northwest Louisiana.

Visitor outcomes include education, scientific engagement, family learning and enjoyment. Sci-Port has the opportunity to maintain and increase visitorship (visitors who experienced BODIES REVEALED, Titanic: The Artifact Exhibition and LEGO® Castle Adventure will return to see How to Make a Monster); increase membership numbers; increase program attendance; increase in revenue (café, admissions and IMAX tickets) and an increase in gift shop sales (net revenue of items sold in the store).

### **Target Audience(s)**

How to Make a Monster will be accessible to anyone who walks through Sci-Port's doors from December 6, 2014 – April 6, 2015. We plan to reach and attract audiences from out-of-area regions such as south Arkansas, east Texas, south Louisiana and parishes along the Mississippi border. The target audience's for How to Make a Monster include elementary students and families that value educational experiences.

An added benefit for the Shreveport-Bossier area is its immediate impact on tourism and economic development. With the exhibit having such a widespread appeal as far as the age of the potential audiences is concerned, people from outside of the Ark-La-Tex will visit Sci-Port for this exciting exhibition and possibly an overnight stay in Shreveport-Bossier.

### **Additional Deliverables**

The LOT logo will be incorporated into all marketing materials mentioned in the proposed out-of-area marketing plan, including outdoor placement, online advertising and print materials. Additionally, the LOT logo will be placed on items such as street banners, teacher guides, posters, member event materials and press releases.

Sci-Port will also invite any LOT representative to speak at any of the opening events for How to Make a Monster. LOT will be noted as a sponsor of the exhibition in our 2014-15 Visit Planner and Programs Catalog that is distributed to approximately 18,000 educators in the tri-state region. This 12-page document is used to assist teachers in planning their classroom visit(s) to Sci-Port.

LOT will be recognized as a DNA Society Annual Sustainer, which includes the following benefits: digital name recognition on monitors throughout the Center and in the Sci-Port's annual report during the year of membership; invitations to other Members-Only events at Sci-Port (IMAX and exhibit openings); two complementary Sci-Port Discovery Memberships to give as gifts (each good for unlimited visits to Sci-Port for a family of five for one year) and eNewsletters and other advance information about Sci-Port's programs, events and activities.

### **Performance Measures**

We predict increases in visitors, memberships, program attendance, gift shop and café sales and overall revenue. The number of people that visit Sci-Port will determine the very basic outcomes. Attendance numbers (for onetime visitors, member visits and school visits) are tracked on a daily basis through Ticketmaster VISTA, our software system. Using 2013's numbers for this time period,\* we will be able to tell if we experienced an overall increase in attendance to the Center and the percentage in increase for each audience. Using this software, we can also determine if more of our visitors also viewed an IMAX film during their visit during this same time period last year. We can compare revenues from the gift shop for the two time periods as well. Finally, one of the indicators with merit will be the number of new and renewed memberships during this period. Using our member and donor tracking software, The Raiser's Edge, we can determine if we had better retention of our members during this time period than 2013 and if we picked up more new members during this time period than 2013.

\*Note: From January 28 – May 21, 2012, we hosted BODIES REVEALED. We hosted Titanic: The Artifact Exhibition from Oct. 2012 – Jan. 2013, making Jan. 2013 – May 2013 the best comparison for visitorship with How to Make a Monster since this time period did not include a traveling exhibition at Sci-Port.

**Exhibit A2  
 Media Plan**

**Print Placement (Magazine, Newspaper)**

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Budgeted Cost	LOT Match
Baton Rouge Parents	Baton Rouge, and surrounding Area	1/3 vertical	Dec/Jan 2014/2015	55,000	\$1,080	-----
LA Road Trips	LA, SE AK, W MS, E Texas	4.42"x5.38"	Dec/Jan 2014/2015	61,000	\$690	-----
The Tyler Paper/IN Magazine	Texarkana; Lufkin; Canton; Natchitoches	3.5"x4.7"	Dec/Jan 2014/2015	30,000	\$816.08	-----
Louisiana Press Association	Newspapers Central LA	3.25"x6"	Dec/Jan 2014/2015	435,437	\$2,000	-----
TravelHost – Regional	Memphis, Lexington, Raleigh, Durham	Full page	Dec/Jan 2014/2015	400,000	\$3,600	-----
LA Field Trip Guide	Schools throughout Louisiana for out-of-area field trips	½ pg (partner with 2 downtown attractions)	Spring 2015	15,000	\$1,750	N/A
Total:					\$9,936.08	-----

**Outdoor Placement (Billboards)**

Location	City, State	Size	Dates	Budgeted Cost	Lot Match
I-20 (Lamar outdoor Advertising)	Tyler, Texas (98 miles from Shreveport-Bossier)	TBA	Dec 2014 – Mar 2015 (17 weeks)	\$6,000.00	\$2,398.26
Total:				\$6,000.00	\$2,398.26

**Interactive Advertising/Web Banners**

Media Name	Web Address	Target Audience	Dates	Budgeted Cost	Lot Match
Orbitz.com	www.orbitz.com/	Travelers to Shreveport/Bossier	Dec/Jan 2014/2015	\$5,000.00	-----
Total:				\$5,000.00	-----

**Total Budgeted Cost of Marketing**      \$ 20,936  
**Total Grant Request of LOT**            \$2,398.26  
**Lot Grant: \$2,398.26**

Grantee: Sci-Port Discovery Center  
Event: How to Make a Monster

Grant Amount: \$2,398.26  
Grant: #946

**Exhibit B  
Budget**

**Name of Organization:** Sci-Port: Louisiana's Science Center  
**Name of Event:** How to Make a Monster

**Anticipated Income or Revenue**

<b>Sources of Revenue</b>	<b>Amounts</b>
Admission/Ticket Sales	\$350,000.00
CVB out of area marketing grant – Pending	\$15,000.00
LOT Grant	\$2,398.26
<b>Total Expected Revenue</b>	<b>\$367,398.26</b>

**Anticipated Expenses**

<b>Expense Categories</b>	<b>Total Amount</b>
Logistics Expense – Shipping, Transpiration, etc.	\$10,000.00
Facility Rental	\$50,000.00
Marketing and Advertising	\$40,396.00
Programming development costs	\$10,000.00
Promotional Items	\$2,000.00
<b>Total Expense:</b>	<b>\$112,396</b>