



## Potter The Otter: Healthy Adventure traveling exhibit is coming to Santa Cruz!

### Potter the Otter Exhibit Tour Details

Space Required: 2,500 sq. ft.

Tour Dates: September-November 2024

Location: Hosted by Santa Cruz Children's Museum of Discovery at the Capitola Mall

Potter the Otter invites visitors to join him on a fun new adventure to learn the healthy habits it takes to be your best self. Potter and his friends will show kids how drinking water, eating fruits and vegetables, and being active help you grow and stay healthy. Play along with Moose, Goose, Toada and the Skunks in this fully interactive, STEAM-based experience. The exhibition, based on the popular children's book series, is designed with preschool children in mind, but enjoyable by all who want to live a healthy lifestyle. Visit Potter's house, stop by The Market, then take the exploration further with hands-on activities in new locations such as Bubbling Brook and Lapis Lake.



#### The Market

Meet up with Moose to grab fresh produce in The Market where fruits and vegetables will delight your senses with their colors, textures and sounds. Pop over to the corner café inside The Market to prepare a balanced healthy meal for your friends and family that is proportioned just right.



#### River Crossing

Build, stack and construct bridges with small logs to help you balance your way across the colorful Bubbling Brook. An active lifestyle is an important part of your healthy journey.



#### Sugar Drop Plinko

Drop discs of sugar into an oversized cup. The color inside the cup changes as the discs accumulate, revealing the amount of sugar in common drinks. Next, trigger a trap door to release all the sugar, making it clear that water is the healthiest option. Choosing water will treat visitors to a spectacular surprise!



Potter the Otter: A Healthy Adventure is made possible by the generosity of FIRST 5 Santa Clara County and is being created by Children's Discovery Museum of San Jose.



# Potter the Otter... A Healthy Adventure

## A Collaborative Pop-Up Children's Exhibition:

### Fall 2024 in Capitola, CA

There is no shortage of research supporting the educational benefits of play for children. Children's museums encourage curiosity, a component necessary for children to become lifelong learners. Exposure to hands-on exhibits encourages questions, boosts language development, and sparks ideas. Family bonding is fostered when opportunities for meaningful conversations are provided.

Potter the Otter will provide a physically safe environment where families can play and learn. The exhibits will encourage group participation and social interaction, allowing both children and adults the benefits of social play. We believe that play and a strong foundation for creative experience are the vehicles for learning, developing new skills, and connecting with others. Potter teaches kids how drinking plenty of water, eating a diet rich in fruits and vegetables, and engaging in physical activity on a daily basis helps them grow and stay healthy. As we know, assisting families and children in making healthier life style choices will eventually result in a lower risk of diabetes, cancer and heart disease.

We have been given this amazing opportunity to bring Potter the Otter to Santa Cruz County and know that, with the support of an amazing location like the Capitola Mall and a handful of generous sponsors, we can provide a memorable experience like none other for families this fall.

Your partnership would mean the world to us, so we have created sponsorship opportunities to meet your philanthropic, organizational and marketing goals. Potter the Otter can help you make a meaningful connection with this critical market, make the community a better place and educate the visiting population about these important messages.

We will work with you to ensure that your investment in Potter sends a clear message to the community about your commitment to opening the joy of discovery to all children.

Here are some pictures from the exhibit at the San Jose Discovery Museum:



## Sponsor Levels

### \$5,000

- Exposure to an average of 5,000+ visitors a month and access to a specific target audience.
- Large logo on store front window, posters, website, newsletter, and social media.
- 50 passes to Santa Cruz Children's Museum and 25 passes to Potter for your employees/clients.
- Opportunity to distribute branded materials in swag bag.
- Opportunities for employees to volunteer at events and activities helping bring this exhibit to the public
- Tickets to VIP reception and public recognition at opening events.

### \$2,500

- Exposure to an average of 5,000+ visitors a month and access to a specific target audience.
- Small logo on store front window on posters, website, newsletter, and social media
- 15 passes to the Santa Cruz Children's Museum and 10 passes to Potter for your employees/clients.
- Opportunities for employees to volunteer at events and activities helping bring this exhibit to the public
- Tickets to VIP reception and public recognition at opening events.

### \$1,000

- Exposure to an average of 5,000+ visitors a month and access to a specific target audience.
- Small logo on posters, website, newsletter, and social media
- Opportunities for employees to volunteer at events and activities helping bring this exhibit to the public.

# Project Budget\*

Lease Agreement at Capitola Mall	Donated
Exhibit Rental	Donated
Improvements to 2500 sq. ft. Exhibit Space	\$7,500
Transportation and Installation of Exhibit (San Jose to Monterey)	\$5,000
Staffing (exhibit to be staff at all times)	\$20,000
Cleaning and Maintenance	\$3,600
Marketing & Signage (Banners, Window Decals Posters, Ads)	\$5,000
Collateral including Potter the Otter Books and other Education Pieces	\$5,000
<u>Weekly Program &amp; Event Expenses</u>	<u>\$5,000</u>
Total	\$51,000

(\*Budget is contingent on time and dates and can be modified as needed.)

