



SPONSOR & EXHIBITOR PROSPECTUS

SEPTEMBER 16, 2017

DISCOVERY CUBE ORANGE COUNTY



PAST EVENTS

Billion-dollar weather disasters are a regular occurrence today. The devastating impacts of extreme events like tornado outbreaks, widespread floods, destructive hurricanes, crippling droughts, deadly wildfires and earthquakes can be reduced by teaching people useful preparedness and resilience techniques.

The National Weather Association Foundation's Annual *WeatherReady* Fest was first held in Birmingham, Alabama in October 2011. Over 3,000 adults and children attended.

Last year, *WeatherReady* Fest was held in conjunction with the NWA Annual Meeting in Norfolk, Virginia on September 10, 2016. An active social media, earned media and broadcast blitz generated excitement for the event in the weeks leading up to it. Many school districts and scout chapters enthusiastically embraced the event.

Forty-two learning activities and exhibitors taught visitors about various aspects of the atmospheric sciences and disaster safety. An exciting display of large vehicles ringed the exterior of the museum, wowing young attendees and their parents. A dozen science experts delivered talks on weather and safety. An important storm chasing movie was screened for the final time.

A total of 3,471 attendees spent the day at the Nauticus Science Museum learning about disaster safety.

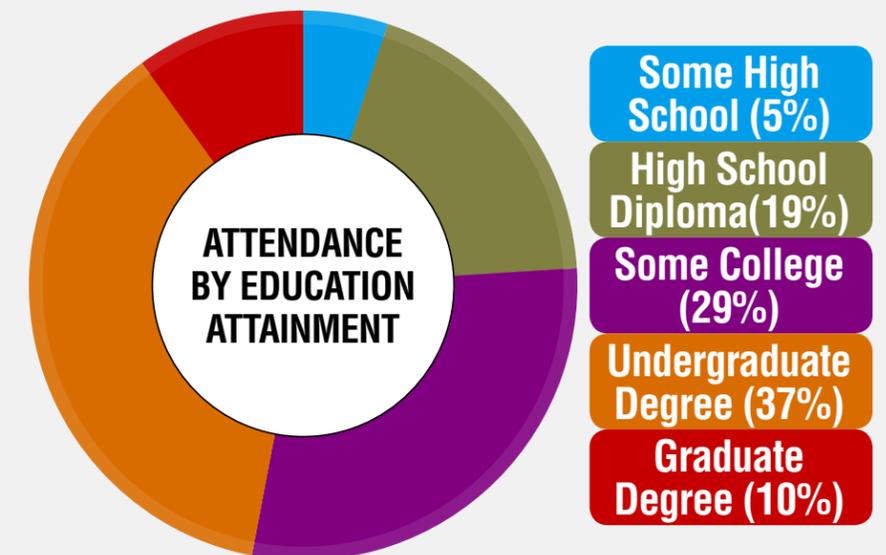
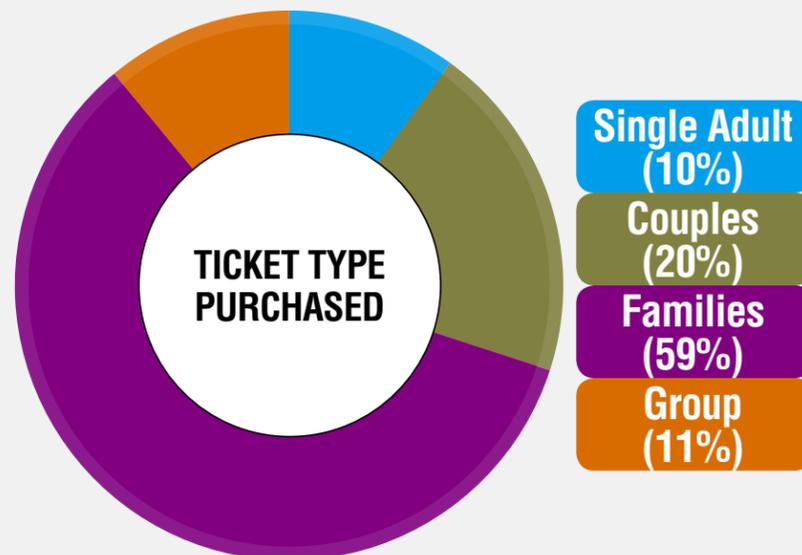
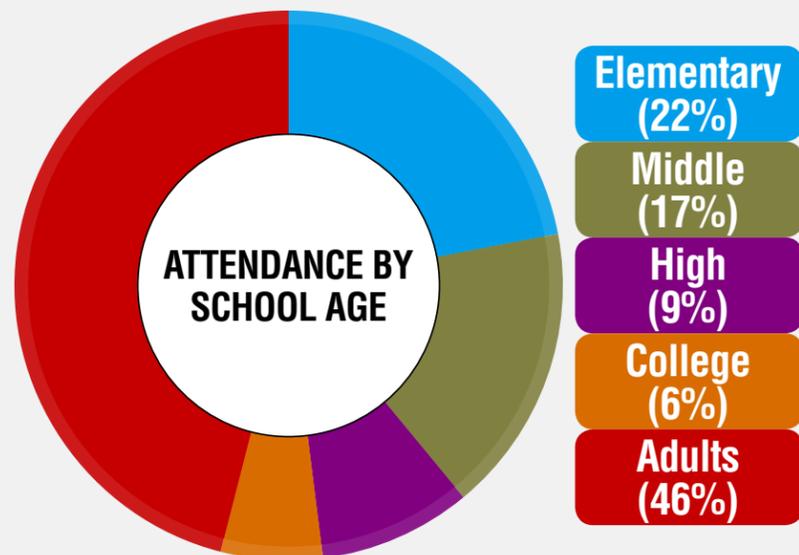
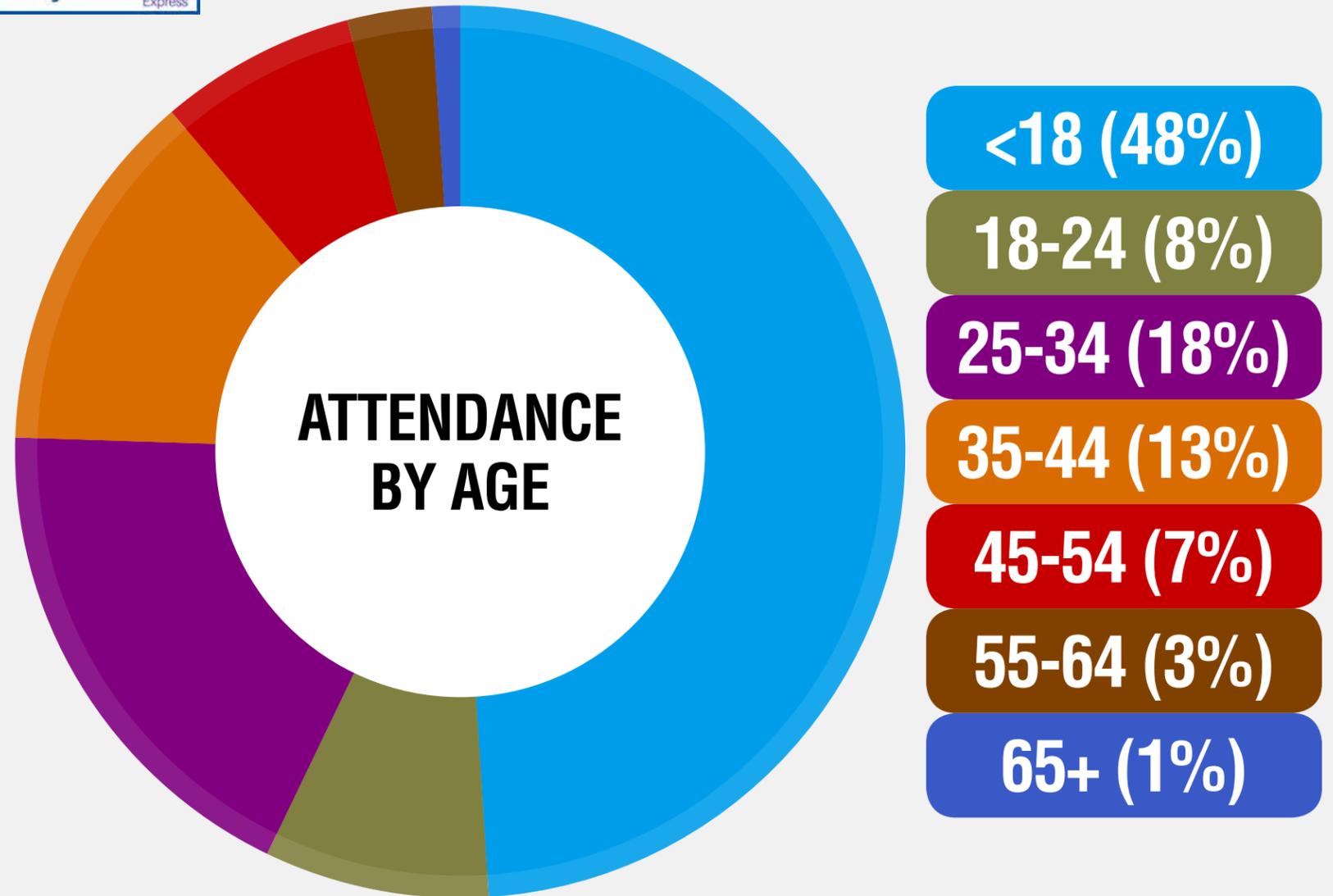
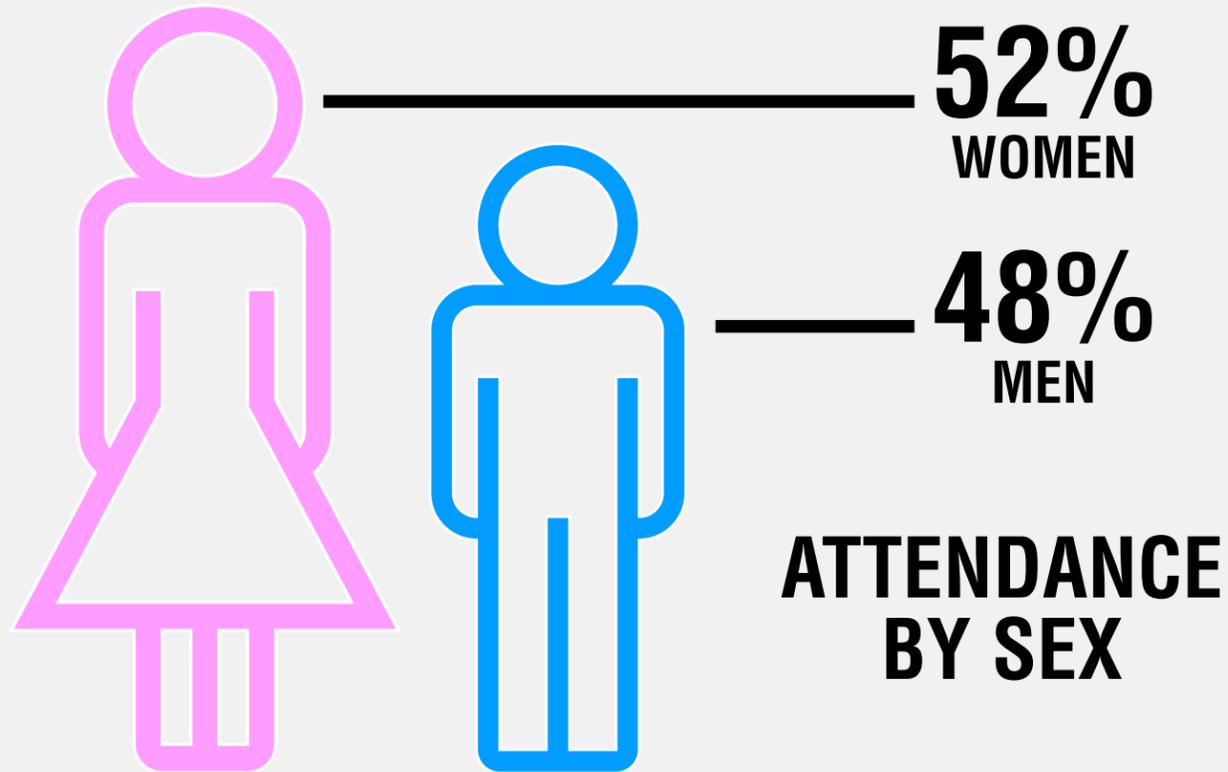
Live remotes by local TV stations, radio stations and The Weather Channel gave tremendous reach to the sponsors and exhibitors for their investment.

WeatherReady Fest is administered by the National Weather Association Foundation, a 501c3 charitable non-profit organization with an education mission. This makes all sponsorships tax-deductible.



2016 ATTENDANCE

3,471 IN TOTAL ATTENDANCE





EVENTFACTS

- **September 16, 2017**
- **10 a.m. - 4 p.m.**
- **Discovery Cube OC**
- **Santa Ana, California**
- **Over 50 exhibitors expected**
- **Nominal cost to exhibit (\$100)**
- **Additional tables/chairs available**
- **18,000+ square feet of exhibits**
- **Electrical and water available**
- **High speed internet available**
- **12 stellar speakers**
- **Dozens of celebrities**
- **9,500 attendees expected**
- **On site restaurant**
- **Gift shop for selling related items**

WeatherReady Fest is coming to Orange County, California on September 16, 2017 and will be held at the Discovery Cube OC, the perfect venue for the event! The science center will be transformed into a preparedness and resiliency hub with exciting learning activities, informative exhibits, engaging speakers and luminary celebrities. An exciting array of Emergency Response Vehicles will set the stage when attendees arrive at the facility.

Exhibits and activities will be set up in two areas that comprise a total of 18,000 square feet inside the building. Water-themed and outdoor activities will be held in the exterior courtyard, located within the facility. To optimize visual appeal and interconnect learning concepts, exhibitors can showcase their displays with prominent locations near other related exhibits.

A Resilience Row will highlight organizations and companies that focus on preparedness and resilience. The Discovery Theater will be used for the Speaker Series that will highlight a select group of national and local scientists and preparedness experts. It can also be used to screen relevant films.

A crew of volunteers from local universities and the National Weather Association will work hard during the event to make sure that everything runs smoothly and that all visitors have a great time. Celebrities from local and national outlets and agencies will be visiting sponsor booths during the event.

All visitors will receive a Passport for the event that they will have stamped at all of the various exhibits in order to win chances for door prizes. The door prizes will be given out at a drawing from the main stage, where The Weather Channel meteorologist Nick Walker will be performing kid's safety songs on an hourly basis. The Weather-Ready Nation Young Meteorologist Program, developed in cooperation with PLAN!T NOW, The NOAA/NWA, The American Meteorological Society and The National Education Association, will be on-site for game play.

The Cube normally enjoys an average attendance of 5,500 patrons on a typical Saturday. WeatherReady Fest sponsors will be given a total of 2,000 free tickets to distribute in the Southern California area. With aggressive promotion, WeatherReady Fest 2017 should max out the site's daily capacity of 9,500. This will be a great opportunity to reach out to vulnerable populations including the physically challenged.



THE FACILITY

Igniting imaginations and fostering wonder for how the world works, Discovery Cube in Santa Ana, is Orange County's premier destination for hands-on science fun and learning! With themed science adventures, interactive programs, and STEM learning spaces, the award-winning Discovery Cube is a Southern California icon with its 10-story tall black cube towering over Interstate-5.

Visitors can take the Eco Challenge and become a green superhero, feel the power of a real rocket engine launch, explore the inner workings of a two-story tall dinosaur, and try their best slap shot against an Anaheim Ducks goalie! Plus, traveling exhibits and signature events such as Bubblefest and Winterfest ensure there is always something new to discover.

The Cube is a community-wide resource where families come together to learn and have fun. Since opening in 1998, Discovery Cube has welcomed millions of visitors and continues to inspire, educate, and create lasting impact on the surround communities.



ABOUT THE NWA

The NWA is a member-led, all-inclusive, 501(c)6 non-profit, professional association, supporting and promoting excellence in operational meteorology and related activities since 1975.



Members have many opportunities to share information, news, studies and concerns related to operational meteorology and related activities through committee work, submitting correspondence or articles to NWA publications such as the Newsletter and the Journal of Operational Meteorology, making presentations or leading workshops at the Annual Meetings, helping to maintain and add information to the NWA website, and to network with great people in a wide variety of careers (from well-known senior professionals to weather enthusiasts).

Members join together on many outreach education/training initiatives to students, users of weather information, and the general public.

The NWA is led by an elected governing Council drawn from the membership, and is professionally administered by executive director Janice Bunting.

The NWA recognized and encourages excellence with its long-running Seal of Approval program for broadcast meteorologists, and its new, innovated Digital Seal of Approval for digital providers of weather information. The NWA also sponsors an Annual Awards program to recognize excellence, college scholarships, grants to K-12 teachers and other programs.

Membership fees provide full voting membership, monthly NWA Newsletters, Journal of Operational Meteorology articles, reduced registration fees at NWA Annual Meetings and much more.

NWA FOUNDATION

The National Weather Association Foundation was founded by the National Weather Association (NWA) in 2016.

The Foundation's vision is to advance understanding of our atmosphere and environment by providing educational programs, scholarships and grants, with a focus on developing our next generation of scientists and improving society's ability to understand and respond to impact events.

NWA scholarships and grants that originated in the NWA are being transferred to the Foundation, which accepts tax deductible donations. The National Weather Association Foundation is a 501(c)(3) non-profit.

Contributions and gifts are deductible as charitable donations. EIN: 81-4218870

Thank you for your interest in *WeatherReady Fest* and helping to further the education and outreach goals of the NWA Foundation!

NWA FOUNDATION BOARD



Jill Hasling
NWA Foundation President



Betsy Kling
NWA Foundation Vice President



Liz Page
NWA Foundation Secretary



Jeff Craven
NWA Foundation Treasurer



Dave Freeman
NWA Foundation Board Member



Alan Gerard
NWA Foundation Board Member



Pat Market
NWA Foundation Board Member



SPONSORSHIP AT A GLANCE

WeatherReady Fest is an opportunity for your organization to make a difference in the lives of everyday people. Weather affects everyone and hazardous weather has disproportionate impact on people, especially in vulnerable populations.

WRF will give you a prime opportunity to share your knowledge and expertise as well as your organization's products. As a sponsor, you will be in the spotlight before, during after the event. Your sponsorship will be prominently carried in all WeatherReady Fest promotional material, including the website, advertising, earned media placements and social media posts.

As a sponsor, you will receive an allotment of FREE Tickets to the event for you to distribute, hopefully to Southern Californians in vulnerable populations. You can convey these to local emergency management agencies if you wish so they can put them in the hands of deserving families.

As a sponsor, we will make sure that you get the ideal placement for your booth. Celebrities from local and national outlets and agencies will be visiting sponsor booths during the event. We can ensure that you are a part of the speaker schedule. Your logo will be prominently featured in appropriate locations, along with inclusion in the Passport which attendees will use to gather stamps from exhibitors.

The National Weather Association Foundation and Volunteers from the National Weather Association will bend over backwards to make sure that your needs are catered to. This partnership is about recognition and results and we appreciate you!

Let us tailor a sponsorship for your organization that has superior return for your investment!

	Title \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Shirt \$750
Naming Rights	YES					
Wrist Band or Goody Bag Design		YES				
Banners/Signs On Site	YES	YES	YES			
Event Partner Exclusivity	YES	YES				
Key Booth Position	YES	YES				
Free Booth	YES	YES	YES	YES	YES	YES
Logo on Sponsor Page in Passport	YES	YES	YES	YES	YES	YES
Display Ad in Passport	FULL PAGE	1/2 PAGE	1/4 PAGE			
Mentions from Stage/by PA	YES	YES	YES	YES	YES	YES
Logo on Printed Collateral	YES	YES	YES			
Social Media Mentions	10	5	2			
Slot for Speaker on Speaker Schedule	YES	YES				
Logo on WRF Website	YES	YES	YES	YES	YES	YES
Display Vehicle Outside Venue	YES	YES	YES	YES		
Logo on Volunteer Shirts						YES



EXHIBITORFACTS

- Saturday, September 16, 2017
- 10 a.m. - 4 p.m.
- Discovery Cube Orange County
Santa Ana, California
- 18,000 square feet of exhibit space
- Stage for entertainment and prize drawings
- 130-seat Discovery Theater for Speakers
- 2 rooms for Teaching Activities -
seat 24 each
- Courtyard for outdoor activities
- All ticketing will be through the venue
- No admission charge for exhibitors
- \$5 Parking
- On-site restaurant Cafe Bean Sprouts
- Volunteer/Exhibitor Breakroom
- Sandwich lunch, soft drinks and
water provided



EXHIBITORINFORMATION

Application

To apply to conduct a learning activity or exhibit information about your organization, contact Bill Murray at billmurray@theweatherfactory.com.

Booth

Each booth will be 8'x10' and will feature a skirted and draped 6-foot table, 1 chair and table top sign.

Booth Cost

Cost of a booth is \$100

Chairs/Tables

Additional equipment is available for exhibitors. Additional chairs are \$5 each and additional tables are \$25 each.

Exhibitor Move In

Saturday, September 16, 2017 7 a.m. - 9 a.m.

Exhibitor Move Out

Saturday, September 16, 2017 5 p.m. - 6 p.m.

Hotel Rooms

The NWA block at the Hyatt Regency Garden Grove (5 minute drive from the Discovery Cube) will be available starting in June.

Speakers

If you would like to present on a topic of meteorology, seismology, disaster preparedness or resiliency, contact Bill Murray at billmurray@theweatherfactory.com.

PHOTO GALLERY

