

A nighttime photograph of a city skyline with several illuminated skyscrapers. A large, multi-colored rainbow graphic arches across the sky above the buildings. In the foreground, a river reflects the city lights and the rainbow. A large white boat is docked on the right side of the river.

# Powerhouse Science Center Naming Rights Sponsorship

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# What is being proposed?

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## Expand the existing contract with Powerhouse Science Center

### Existing Contract

- Title sponsorship of an exhibit
- K-12 educational partnership focused on STEM curriculum
- 15 year contract
- 2013-2028
- \$150,000 per year
- **\$2.25 million total**

### Proposed Contract

- Naming sponsorship of the Center
- Title sponsorship of an exhibit
- K-12 educational partnership focused on STEM curriculum
- 20 year contract
- 2018-2037
- \$350,000 per year + \$2.25 million
- **\$9.25 million total**

# What would a naming rights sponsorship include?

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- **Renegotiation of Current Contract**
- **Dominance & Prominence**
  - SMUD will receive prominence and dominance among other corporate sponsors and donors having a presence in the Center.
- **Venue Naming**
  - SMUD will work with Center and the City to determine the exact name of the facility in alignment with SMUD's long term business and marketing objectives.

# How would SMUD maximize value and return on investment?

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Signage, Marks & Logos

Category Exclusivity and Proximity

Exhibit Content & Theme

Target Audiences for Outreach & Education

Venue Access, Tickets & Hospitality

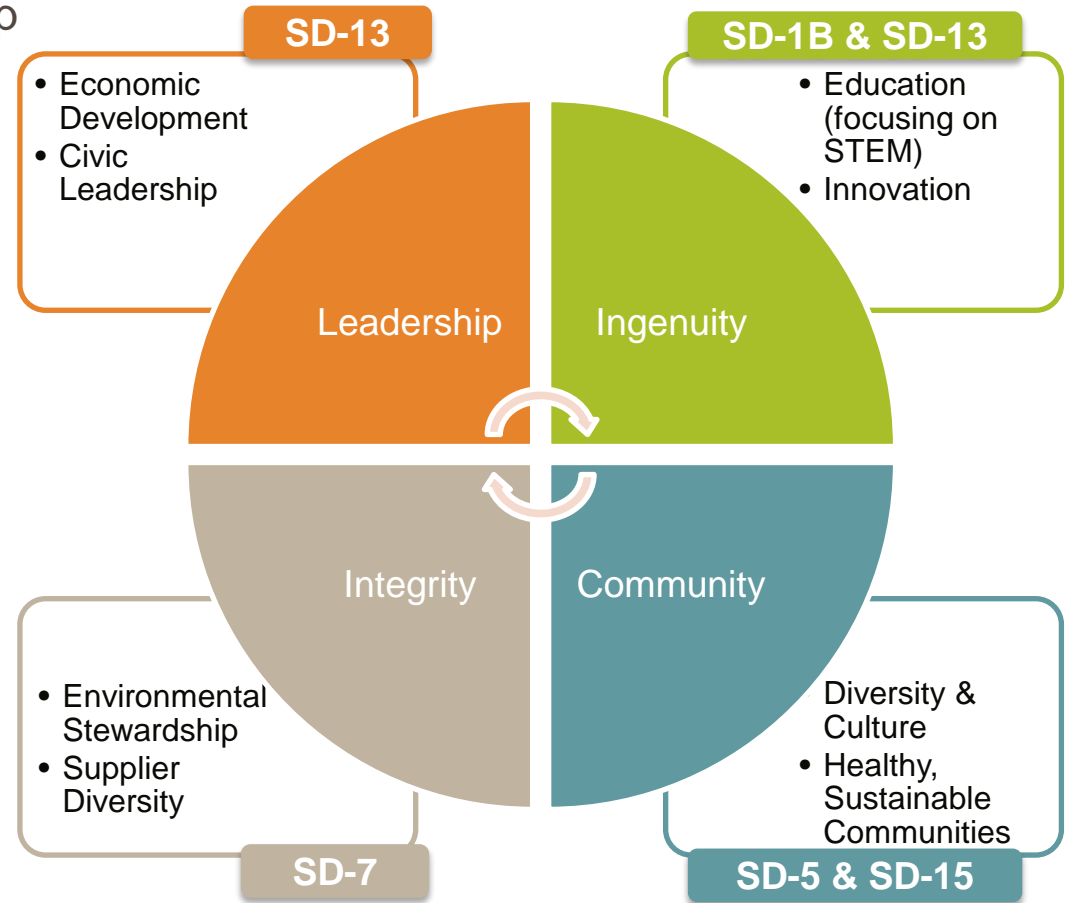
Building Envelope & Design – Energy Efficiency

Media & Advertising

Administration

# Why is this a good idea for SMUD?

- Perfectly aligns with SDs, Northstar, VFP and our Corporate Citizenship strategy
- Establishes new paradigm for STEM education and public engagement
- Enables SMUD to demonstrate regional leadership in discussions about climate change, sustainable communities & vulnerable populations
- Engages the next generation of customers, employees and stakeholders
- Supports regional economic development and riverfront activation plans
- Aligns with regional workforce development priorities
- Highly visible demonstration site for energy efficiency and new technologies
- Supports entire service territory



*SMUD brand values & strategic priorities*

# What is the financial impact and funding source?

- This expense will not impact other community sponsorships or marketing endeavors
- We can leverage operational efficiencies and public goods funding for minimal budgetary impact

**Corporate Citizenship  
Priorities**

High visibility ✓

Clear community benefits ✓

Educational opportunities ✓

Link to economic development ✓

Demonstrate emerging tech ✓

Align w/SMUD business goals ✓

# How does the cost compare?

	Powerhouse Science Center	SAP Center (San Jose)	Raley Field	Golden1 Center
Cost per year	\$350,000 for 20 years	\$3.25 million for 5 years	\$750,000 for 20 years	\$6 million for 20 years
Total Payment	\$9.25 million	\$16.25 million	\$15 million	\$120 million

## Children's Museum Indianapolis, IN

- Non-disclosed sponsorship levels
- Exhibit sponsorships begin at \$100,000+ for 3-6 month travelling exhibits
- Sustaining partnerships start at \$25k per year:
  - No exhibit space
  - Tickets only
  - Discount on space rental

## Exploratorium San Francisco, CA

- Premier Partnership = \$300k+ per year:
  - No exhibit space
  - Admission tickets
  - Discount on space rental
  - Special event invitations
  - Electronic signage

# Additional Funding Partners

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Partner	Amount
City of Sacramento	\$2.65 million + \$30 million (30 year term)
County of Sacramento	\$6.88 million (20 year term)
California State Parks	\$7 million reimbursement grant (9 year term)
Department of Water Resources	\$900,000 through 2020
California Museum	\$150,000
Aerojet	\$1 million (15 year term)
PG&E	\$1 million in-kind, \$600,000 cash (5 year term)





Questions?