



STATE OF INDIANA

STATE AGENCY NAME INDIANA UTILITY REGULATORY COMMISSION | MEDIA BRIEF | 2024

Submitted to: (Vendor name) Indianapolis Children's Museum (Sole Source Request)

Contact: Darby Miller Date: 07/15/2024

E-mail address: DarbMiller@urc.in.gov Phone: 317-234-5157

Vendor respectfully declines (please state reason): _____

Media Budget (inclusive of agency costs/commission): \$600,000 (\$275k 2024-2025, \$162.5k 2025-2026, 162.5k 2026-2027)	Creative Agency (if known): Children's Museum of Indianapolis and IURC internal
State Agency Contact: Darby Miller	Creative Agency Contact: Chris Weimer
Phone: 317-234-5157	Phone: 317-334-4613
Email: <u>DarbMiller@urc.in.gov</u>	Email: <u>Cweimer@childrensmuseum.org</u>
Campaign: Sky Bridge entrance 2024-2027	Desired Campaign Timeframe: Aug 2024 – Aug 2027
P.O. Number (if known):	State Agency Billing Contact: Dana Kosco 317-233-8720 <u>DaKosco@urc.in.gov</u>
Funding Source: Underground Plant Protection Account (UPPA) Fund	General Fund or Federal or Dedicated Dedicated
PeopleSoft Fund ID: 48691	
Agency Communications Director Approval: 	Agency CFO Approval: 

Please describe and attach creative.

The Indianapolis Children's Museum of Indianapolis is one of the highest ranked museums in the world. Since 2019, the museum has had visitors from 9,208 zip codes – including from all 92 Indiana counties. Visitors from across Indiana, the country, and the world consider the Indianapolis Children's Museum an excellent educational destination.

Among others, the museum has been ranked in the New York Times as part of their 10 Coolest Museums in the World, Frommers Best Places to go in 2020, Words 50 Coolest Places in *Time for Kids* Magazine, and Top 5 Best New Attraction in the Nation from USA Today.

Partnering with the Indianapolis Children's Museum works with IURC responsibility under IC 8-1-26 to provide public awareness and education programs regarding utility safety. Teaching children to be safe is the perfect way to teach the next generation about appropriate utility safety as well as allowing that education to organically move from children to parents as the parents move through the museum.

The Sponsorship will include:

- a) Custom built interactive display located on the second-floor interior of the museum near the skywalk entrance. This is the museum's main entrance from the parking garage. The Museum sees well over 1M visitors per year. The designated area will be located on the wall near the entrance to infozone and to the left of the Guild recognition wall. The interactive will include custom programming that will be developed in collaboration with IURC and with the museum exhibits team. As part of the sponsorship, the Museum will spend \$75,000 on interactive development. - see mood board/rough design sketch included. See location photo included. Pirate theme to match IURC safe digging TV and radio commercials
- b) IURC will maintain existing signage and small interactive in the dig pit area of Dinosphere until the museum secures a large dollar sponsor partner that will take over the entire Dinosphere area.
- c) IURC will be the presenting sponsor for the museum's STEM Lab STEM programs which will include the following logo recognition: STEM PPT slide, STEM Lab TV screen, applicable program collateral, school mailers, website calendar, and eNews.
 - **STEM Lab programs collateral**
 - Total STEM program attendance for 2023: 19,483
 - o Includes school onsite, school virtual, and public program participants
 - Collateral that will include logo only
 - o PPTs
 - o Website Landing Page
 - Collateral that will include both Logo + Branded Messaging
 - o ENews
 - 1 per month

The Media Brief and subsequent responses, considered deliberative and communicated for the purpose of decision making, are exempt from the Indiana Access to Public Records Act

- # of email addresses sent to: ~ 4,000
- Printed Collateral available in STEM Lab year-round
- Screen in STEM Lab

d) IURC will have the opportunity to activate onsite for 811 Day, Safe Digging Month, or any other agreed on event.

NET COSTS TO AGENCY (Please detail based on your proposed pricing sheet)

Total cost of sponsorship over three years is \$6000,000. \$275,000 to be paid for 2024-2025 and \$162,5000 to continue sponsorship for 2025-2026 and 2026-2027.