

APRIL 8, 2024

**ECLIPSE**  
**OVER TEXAS**

LIVE FROM WACO

# Sponsorship Packet



# ABOUT THE EVENT



## April 8, 2024

Baylor University's McLane Stadium  
TOUCHDOWN ALLEY

DOORS 8:00AM  
SHOWTIME 10:00AM

### TRACKING THE MOVEMENT

(Central Time Zone)  
12:20 p.m. First Contact  
1:38 p.m. Totality Begins  
1:42 p.m. Totality Ends  
3:00 p.m. Last Contact

### ECLIPSE OVER TEXAS: LIVE FROM WACO

The Great American Eclipse of 2024 is rapidly approaching, and Waco, Texas, will be a prime location for experiencing this wondrous phenomenon. **Eclipse Over Texas 2024: Live from Waco** will celebrate this event with a full day's worth of activities on the grounds of McLane Stadium.

This all-day event centers around the last total solar eclipse to cross the United States for the next 20 years. As seen from Waco, the celestial event starts at 12:20 pm CDT, when the Moon begins to gradually pass in front of the Sun. Totality begins at 1:38 pm CDT, when the Moon obscures all of the Sun's disk, revealing the ethereal structure of the solar corona. This sight is visible only during the brief period of totality, which in Waco will last for four minutes and 13 seconds, until 1:42 pm CDT. As the Moon continues to move, the Sun will gradually return to visibility until it is completely unobscured again.

### WHAT TO EXPECT

With two ticket options available, guests will enjoy the following:

#### GENERAL ADMISSION

- Guided eclipse viewing by expert solar astronomers
- Telescopes for public viewing
- Science presentations and STEAM Zones (interactive activities for all ages)
  - One pair of solar glasses (ISO certified) that may be used for viewing the Sun before and after it is totally eclipsed
  - Memorabilia and souvenir vendors
  - Food trucks

#### VIP ADMISSION

- Benefits of General Admission PLUS
- Dedicated telescopes for solar viewing
- Exclusive STEAM activities and science presentations for all ages in the VIP area
- Direct access to astronomers in the VIP area, and easy access from the main gate.
- VIP hospitality bag
- Access to shade tents, tables & chairs
- Food and refreshments

# WHY WACO

## ECLIPSE OVER TEXAS



### WHY WACO?

Waco is an ideal place to experience the 2024 total solar eclipse because it is among the first cities located near the centerline of the eclipse path after the shadow enters the United States. This produces a relatively long period of totality visible from a location that is easily accessible and provides all the amenities that a city offers. In addition, historical climate data indicate that the eclipse path through Texas has the greatest likelihood for clear skies in April of 2024.

### ANTICIPATED AUDIENCE

- 20,000 Guests on site

### WHY AN EVENT?

Organization | Safety | Security | Education | VIP Area

By leveraging the resources of the partnership team, the 2024 Eclipse Over Texas: Live from Waco event provides a festival atmosphere equipped to give thousands of guests a once-in-a-lifetime viewing AND educational experience.

### PROJECTED ECLIPSE TOURISM IN TEXAS

**180,000**  
LOW ESTIMATE OF  
ECLIPSE VISITORS TO  
TEXAS

**720,000**  
HIGH ESTIMATE OF  
ECLIPSE VISITORS TO  
TEXAS

**12,784,000**  
PEOPLE IN TEXAS LIVING  
INSIDE THE PATH  
(MORE LIKELY TO DRIVE  
TO SEE TOTALITY)

# Sponsorship Opportunities



## **TITLE SPONSOR - \$50,000\***

Name & Logo in all print pieces, monthly marketing updates, posts on event social media pages, web listing on [eclipseovertexas2024.com](http://eclipseovertexas2024.com) es, monthly marketing updates, posts on event social media pages, web listing on [eclipseovertexas2024.com](http://eclipseovertexas2024.com) **PLUS** 150 general admission tickets, 10 elite parking passes, 50 VIP Admission Tickets and name and logo on all event signage. **\*One available.**

## **PRESENTING SPONSOR - \$25,000\***

Name & Logo in all print pieces, monthly marketing updates, posts on event social media pages, web listing on [eclipseovertexas2024.com](http://eclipseovertexas2024.com) **PLUS** 150 general admission tickets, five elite parking passes, 25 VIP Admission Tickets and recognition as presenting zone sponsor for VIP Area, STEAM Zone, Food Truck Court or Programming Stage. **\*Four available.**

## **SOLAR SPONSOR - \$15,000\***

Name in all print pieces, monthly marketing updates, posts on event social media pages, web listing on [eclipseovertexas2024.com](http://eclipseovertexas2024.com) **PLUS** 100 general admission tickets, two elite parking passes, and logo on VIP swag bag or general admission clear bags. **\*Two available.**

## **CORONA SPONSOR - \$10,000**

Recognition in commemorative print piece, monthly marketing updates, posts on event social media pages, web listing on [eclipseovertexas2024.com](http://eclipseovertexas2024.com) **PLUS** 50 general admission tickets and opportunity to share 5 minute commercial on programming stage.

## **ECLIPTIC SPONSOR - \$5,000**

Recognition in commemorative print piece, monthly marketing updates, posts on event social media pages, web listing on [eclipseovertexas2024.com](http://eclipseovertexas2024.com) **PLUS** 25 general admission tickets and name or logo on digital tickets.

## **EQUINOX SPONSOR - \$1,000**

Recognition in commemorative print piece, monthly marketing updates, posts on event social media pages, web listing on [eclipseovertexas2024.com](http://eclipseovertexas2024.com) **PLUS** 10 general admission tickets.

See attached chart.

In kind sponsorship opportunities available.

**Contact Camille Wilder, [Camille\\_Wilder@baylor.edu](mailto:Camille_Wilder@baylor.edu)  
or Sonja Gonzalez, [Sonja\\_Gonzalez@lowell.edu](mailto:Sonja_Gonzalez@lowell.edu) with questions.**

# ABOUT THE PARTNERSHIP



## ABOUT LOWELL OBSERVATORY

Lowell Observatory is a private, nonprofit 501(c)(3) research institution, founded in 1894 by Percival Lowell atop Mars Hill in Flagstaff, Arizona. The observatory has been the site of many important discoveries, including the first detection of large recessional velocities (redshift) of galaxies by Vesto Slipher in 1912-1914 and Clyde Tombaugh's discovery of Pluto in 1930. Today, the observatory's 17 astronomers use ground-based telescopes around the world, telescopes in space, and NASA planetary spacecraft to conduct research in diverse areas of astronomy and planetary science. Lowell Observatory currently operates multiple research instruments at its Anderson Mesa station, east of Flagstaff, and the 4.3-meter Lowell Discovery Telescope near Happy Jack, Arizona. The observatory also welcomes more than 100,000 guests per year to its Mars Hill campus in Flagstaff, Arizona, for a variety of educational experiences, including historical tours, science presentations, and telescope viewing. For more information, see [lowell.edu](http://lowell.edu).

## ABOUT THE CITY OF WACO

Known for being a great place to live and work, the City of Waco provides many economic opportunities and cultural experiences. A city centrally located in the heart of Texas on the I-35 corridor midway between Dallas-Fort Worth and Austin, Waco is a progressive and diverse city with a vibrant community spirit offering major attractions, museums, recreation, and shopping. The 25th largest city in Texas and the county seat of McLennan County, Waco is also the birthplace of Dr Pepper, the Texas Ranger Hall of Fame and Museum, and the Texas Sports Hall of Fame. A highlight of the community is the iconic Waco Suspension Bridge, spanning the beautiful Brazos River. The bridge is near the entrance to Cameron Park, over 480 acres of a unique municipal park located in the heart of the city. The City of Waco also boasts the award-winning Cameron Park Zoo and Waco Mammoth National Monument and hosts numerous annual events. Waco is home to two of Waco's most highly visited sites in the Magnolia Market at the Silos and Magnolia Table. For more information, see [waco-texas.com](http://waco-texas.com).

## ABOUT BAYLOR UNIVERSITY

Baylor University is a private Christian University and a nationally ranked Research 1 institution. The University provides a vibrant campus community for more than 20,000 students by blending interdisciplinary research with an international reputation for educational excellence and a faculty commitment to teaching and scholarship. Chartered in 1845 by the Republic of Texas through the efforts of Baptist pioneers, Baylor is the oldest continually operating University in Texas. Located in Waco, Baylor welcomes students from all 50 states and more than 90 countries to study a broad range of degrees among its 12 nationally recognized academic divisions. For more information, see [baylor.edu](http://baylor.edu).

## ABOUT DISCOVERY CHANNEL

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 88.3 million U.S. homes, can be seen in 224 countries and territories, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit [www.discovery.com](http://www.discovery.com).

# Sponsorship Opportunities



Recognition & Benefits	Title Sponsor* \$50,000	Presenting Sponsor* \$ 25,000	Solar Sponsor* \$15,000
Name & Logo on All Event Signage	X		
Name & Logo on Zone Signage VIP Area, STEAM Zone, Food Trucks, & Stage Available		X	
Logo on VIP Swag Bag or Clear Bags			X
VIP Admission Tickets	50 tickets	25 tickets	
Elite Parking	10 passes	5 passes	2 passes
General Admission Tickets	200 tickets	150 tickets	100 tickets
Recognition in Commemorative Program	Name & Logo	Name & Logo	Name
Monthly Marketing Updates	X	X	X
Recognition in all print publications	X	X	X
Posts on Event social media pages	X	X	X
Web listing on <a href="http://eclipseovertexas2024.com">eclipseovertexas2024.com</a>	X	X	X

\*1 available

\*4 available

\*2 available

# Sponsorship Opportunities



Recognition & Benefits	Corona Sponsor \$10,000	Ecliptic Sponsor \$ 5,000	Equinox Sponsor \$1,000
Programming Stage Commercial Opportunity - share your message! (5 minute maximum)	X		
Name, logo or ad on digital tickets		X	
General Admission Tickets	50 tickets	25 tickets	10 tickets
Recognition in Commemorative Program	Name	Name	Name
Monthly Marketing Updates	X	X	X
Recognition in all print publications	X	X	X
Posts on Event social media pages	X	X	X
Web listing on <a href="http://eclipseovertexas2024.com">eclipseovertexas2024.com</a>	X	X	X

In kind sponsorship opportunities available.

Contact Krista Brinser or Sonja Gonzalez should you have any questions.

### Camille Wilder

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 Baylor University  
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### Sonja Gonzalez

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