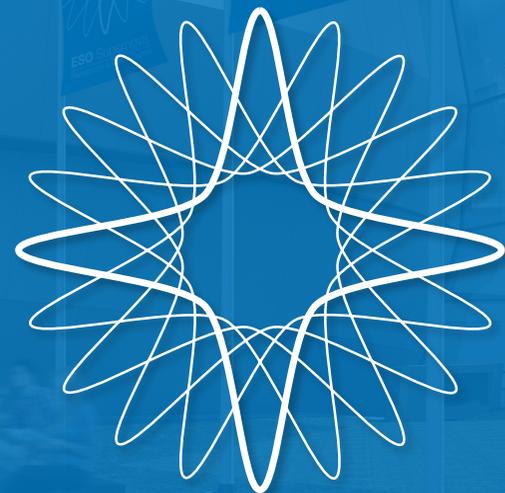


# Be part of the ESO Supernova

ESO Supernova  
Planetarium & Visitor Centre



**ESO** Supernova  
Planetarium & Visitor Centre

[supernova.eso.org](http://supernova.eso.org)

# ESO Supernova

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## Planetarium & Visitor Centre

The ESO Supernova at Garching will be a cutting-edge planetarium and visitor centre operated by the European Southern Observatory (ESO). It will bring the fascination of astronomy to the public and will create a unique experience for visitors.

To support this project, ESO is searching for partners who share our enthusiasm for science and technology — the basis of our modern society.



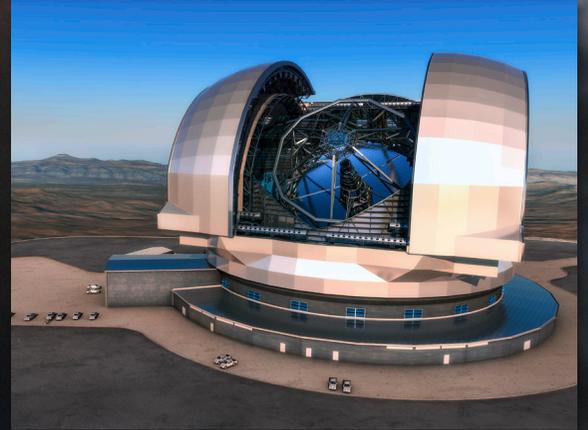
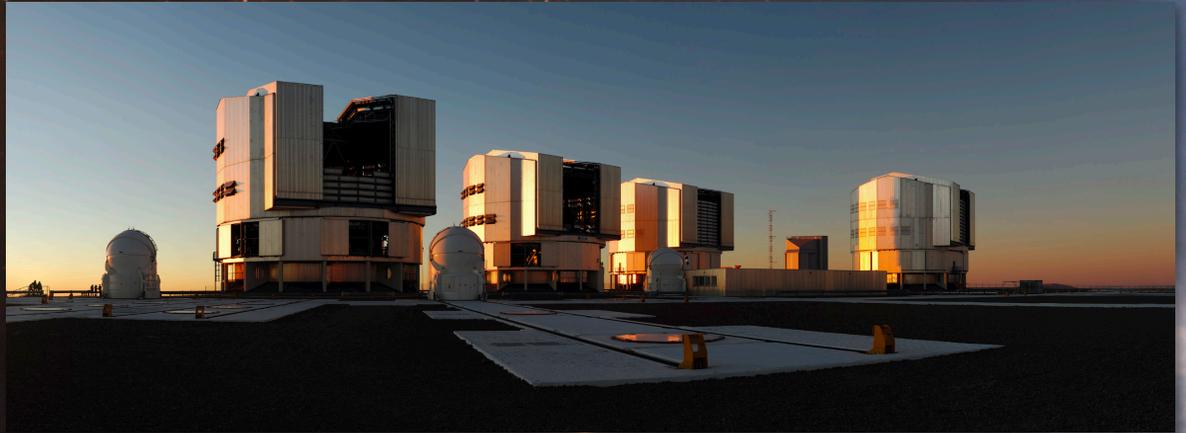
# ESO — the European Southern Observatory

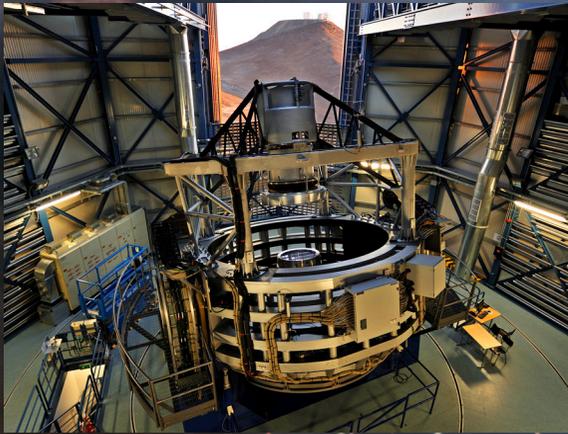
The driving force behind ground-based astronomy globally

ESO, the European Southern Observatory, is an intergovernmental organisation that constructs and operates state-of-the-art telescopes in the Atacama Desert in northern Chile. It enables scientists in its 16 Member States to make astronomical discoveries and contribute to our understanding of the Universe.

ESO is the driving force behind ground-based astronomy for its Member States and the most suitable platform for mega-science projects in astronomy globally.

ESO is the most productive ground-based observatory in the world and is usually even more productive than the Hubble Space Telescope.





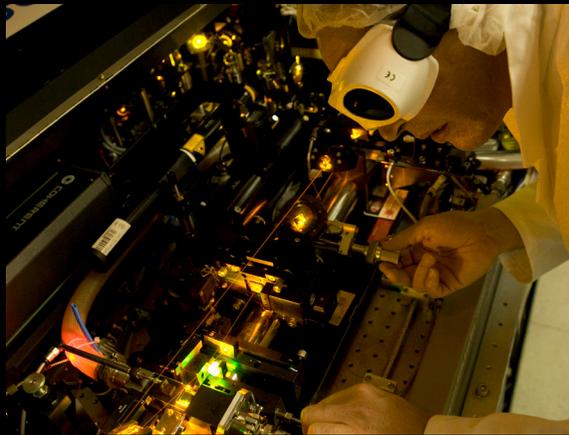
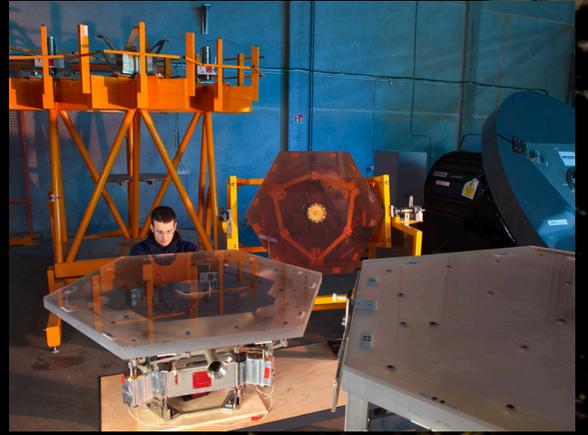
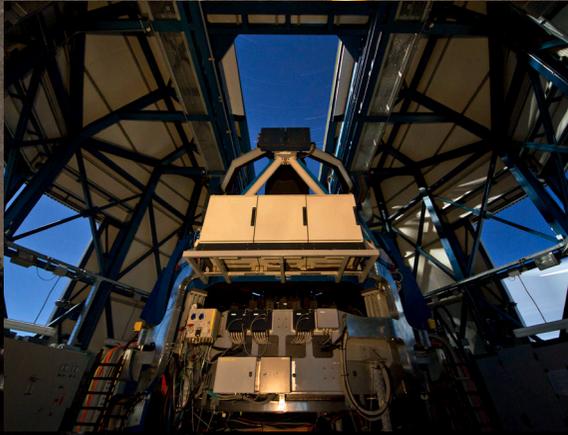
# Astronomy

## Driving force of progress

ESO's projects involve staggering technology and continuous innovation, which offer numerous possibilities for technology spin-off and transfer, together with many technology contract opportunities. This provides a dramatic showcase for European industry.

ESO sets new benchmarks for size, accuracy, capacity, speed and efficiency in optics, mechanics, sensors, lasers, computing, communication, construction, logistics and other important fields.



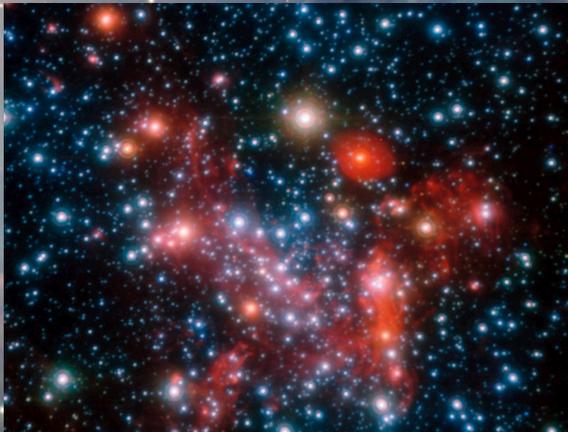


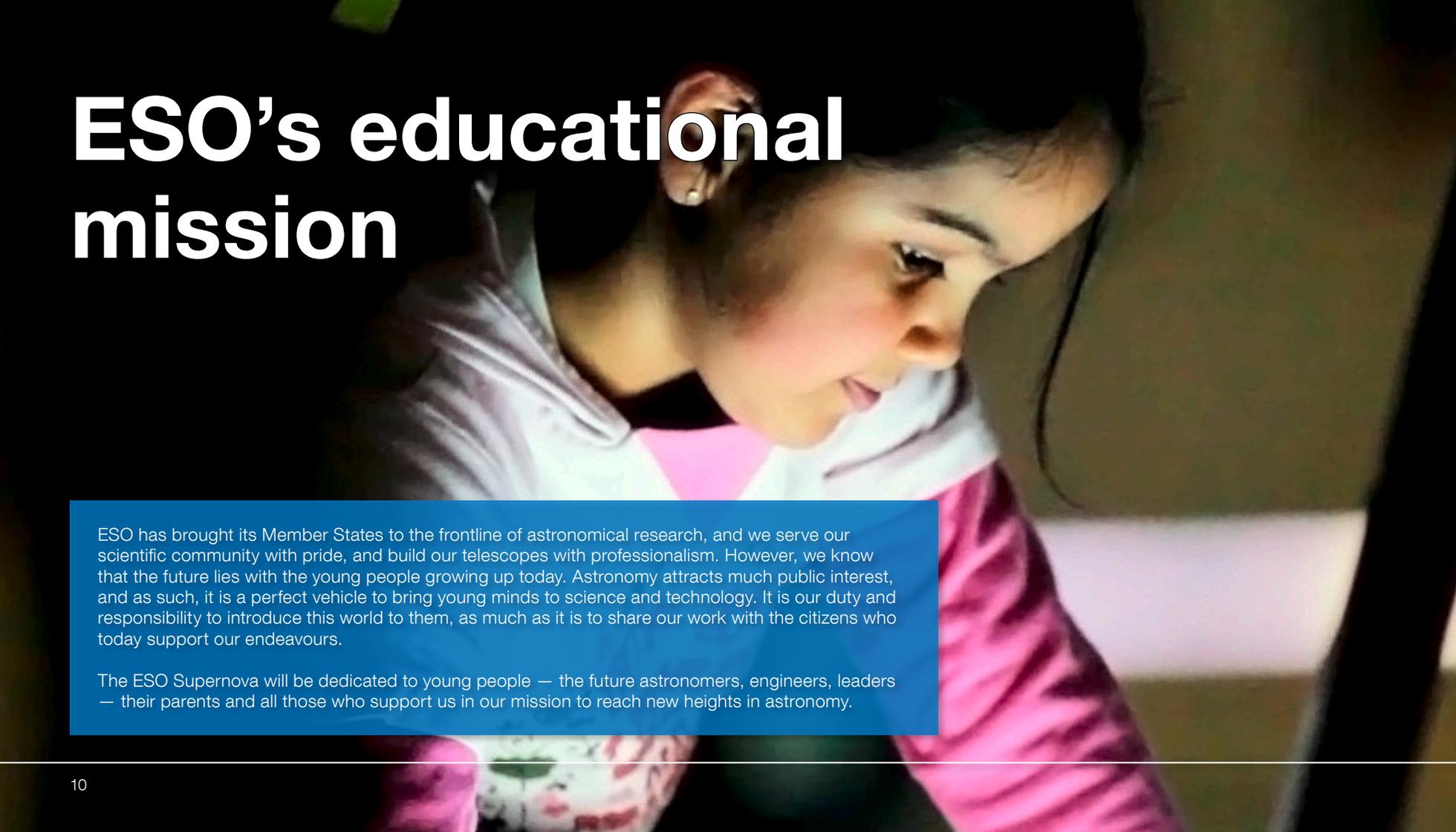
# Astronomy

## Science of extremes

Astronomy seeks to answer some of society's largest philosophical questions:  
Where do we come from? What is the Universe made of? Are there other planets like the Earth?  
Do they support life?

As a science of extremes — the largest distances, longest periods of time, most massive objects, highest temperatures and the most extreme energies — astronomy makes excellent use of new technologies and in turn drives advances in technology. Some of these have found surprising applications in other fields and have become part of our daily lives.



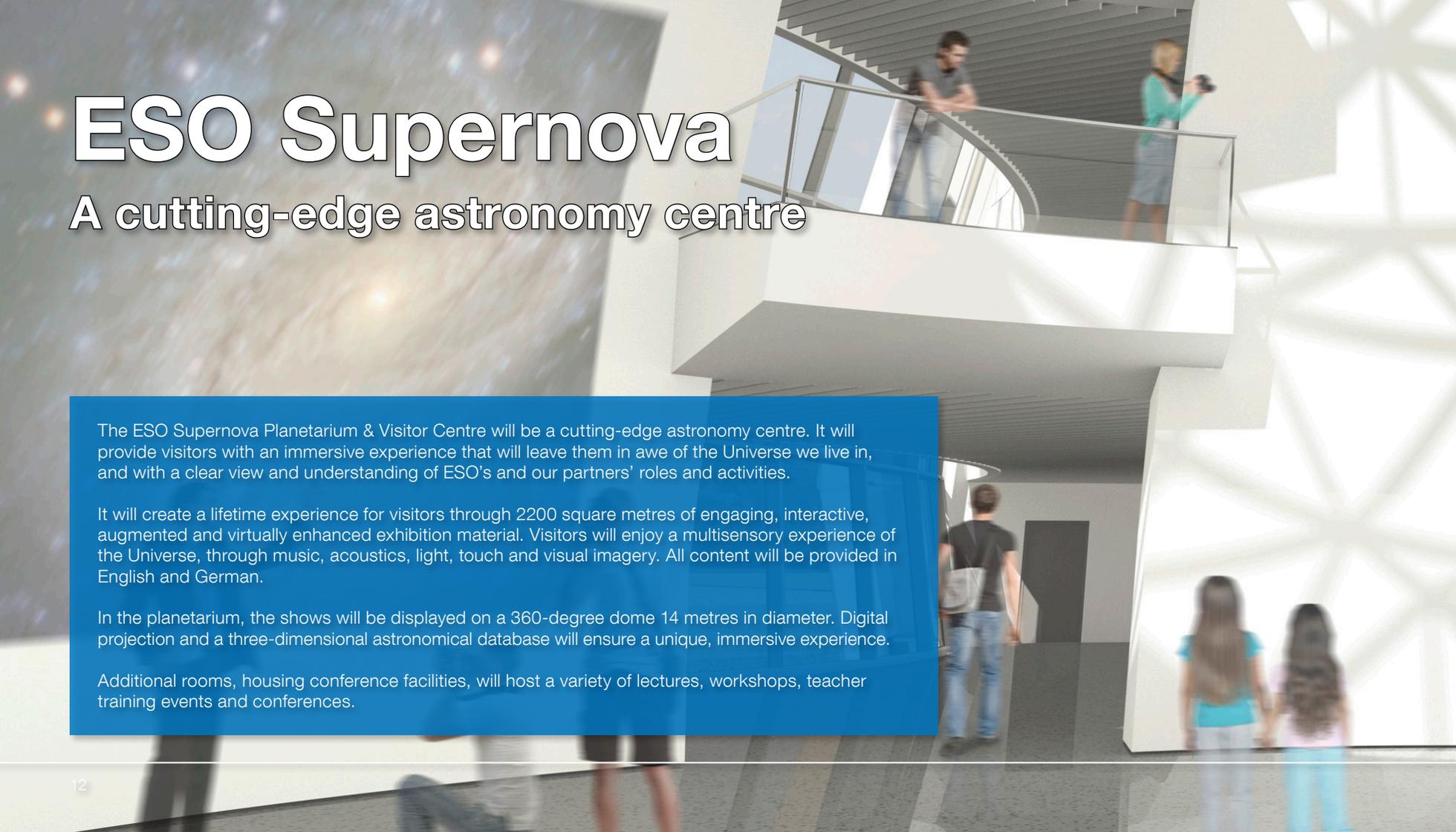
A young girl with dark hair, wearing a pink and white striped shirt, is looking intently at a computer screen. The background is dark, and the lighting is focused on her face and the screen.

# ESO's educational mission

ESO has brought its Member States to the frontline of astronomical research, and we serve our scientific community with pride, and build our telescopes with professionalism. However, we know that the future lies with the young people growing up today. Astronomy attracts much public interest, and as such, it is a perfect vehicle to bring young minds to science and technology. It is our duty and responsibility to introduce this world to them, as much as it is to share our work with the citizens who today support our endeavours.

The ESO Supernova will be dedicated to young people — the future astronomers, engineers, leaders — their parents and all those who support us in our mission to reach new heights in astronomy.



The background image is an architectural rendering of a modern, multi-level building. On the left, a large curved wall displays a vibrant, colorful nebula or star field. In the center and right, there are white, angular architectural structures with glass railings. People are shown in various poses: a man leaning on a railing, a woman taking a photo, a man walking away, and two women standing together. The overall atmosphere is bright and futuristic.

# ESO Supernova

## A cutting-edge astronomy centre

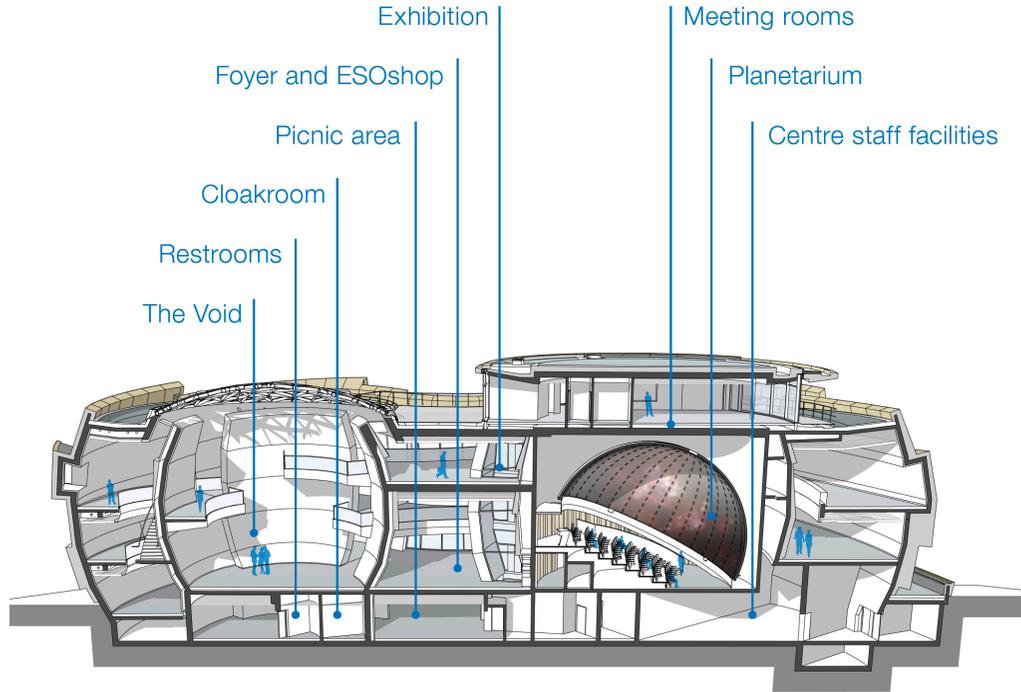
The ESO Supernova Planetarium & Visitor Centre will be a cutting-edge astronomy centre. It will provide visitors with an immersive experience that will leave them in awe of the Universe we live in, and with a clear view and understanding of ESO's and our partners' roles and activities.

It will create a lifetime experience for visitors through 2200 square metres of engaging, interactive, augmented and virtually enhanced exhibition material. Visitors will enjoy a multisensory experience of the Universe, through music, acoustics, light, touch and visual imagery. All content will be provided in English and German.

In the planetarium, the shows will be displayed on a 360-degree dome 14 metres in diameter. Digital projection and a three-dimensional astronomical database will ensure a unique, immersive experience.

Additional rooms, housing conference facilities, will host a variety of lectures, workshops, teacher training events and conferences.

## Functions:



## ESO Supernova in numbers

1. Total area: 5000 m<sup>2</sup>
2. Exhibition area: 2200 m<sup>2</sup>
3. Planetarium dome: 14 metres diameter
5. Planetarium seats: 110
6. Building height: 17 metres
4. Seminar rooms: 166 m<sup>2</sup> (82 m<sup>2</sup> + 84 m<sup>2</sup>)
7. Planetarium: 150 m<sup>2</sup>
8. Void: 140 m<sup>2</sup>
9. Roof terrace: 160 m<sup>2</sup>



### Klaus Tschira Stiftung gemeinnützige GmbH



The Klaus Tschira Stiftung aims to promote and raise awareness of natural sciences, mathematics and computer science.

### Heidelberg Institute for Theoretical Studies



The Heidelberg Institute for Theoretical Studies (HITS) is the research institute of the Klaus Tschira Stiftung.

## Objectives of the centre

1. To attract at least 50–150 000 visitors/year.
2. To produce one new planetarium show per year, and offer it for free to the global community.
3. To organise at least one weekly public event, including public talks given by astronomers.
4. To conduct educational workshops structured around at least six different levels to target student groups appropriately.
5. To run educational planetarium shows structured on at least four different levels to target student groups appropriately.
6. To organise at least two teacher training sessions per year.
7. To develop and nurture a network of teachers.
8. To produce, translate and distribute at least one piece of educational material per year.

## Target groups

1. Primary, secondary and high school groups and teachers.
2. Tourists, local and German visitors.
3. Families.
4. Visiting astronomers and scientists.
5. Industrial partners and prospective industrial partners.
6. Local and international media.
7. Campus employees and their families.
8. New and prospective employees.
9. Astronomy enthusiasts.

The facility will feature scientific results from ESO, the other institutes on the Garching campus, as well as from further afield, and thereby raise awareness of the scientific and technological breakthroughs made in Europe and at ESO.

The ESO Supernova was donated by the Klaus Tschira Stiftung (KTS), a German foundation. The project is based on an idea that originated in a collaboration between ESO and the Heidelberg Institute for Theoretical Studies (HITS) — the research institute of KTS, which aims to promote and raise appreciation for the advancement of the natural sciences, mathematics and computer science.

The ESO Supernova is scheduled to open in 2017.



# Be part of the ESO Supernova!

ESO invites you to be part of the significant impression that the ESO Supernova will make on the hearts and minds of visitors from the local community, Germany, Europe and across the world. By joining us, you can play a major role in the promotion of science and technology, and in inspiring future generations to continue crossing scientific and technological frontiers.

The ESO Supernova is your facility! It is a non-profit centre dedicated to education and has free access for anyone. This however means that we appreciate support for the operations. The ESO Supernova is looking for funding to cover costs for production equipment, and to cover part of the operating expenses.

Your contributions will be put to use immediately and are essential to our efforts to inspire children, engage adult learners, and provide resources for educators every year. 100% of your contribution will be spent on education and outreach.

ESO enjoys a special status in Germany as an organisation of public interest. Donations to the ESO Supernova are therefore tax deductible in Germany. Similar tax deductions can be arranged on a case-by-case basis for other countries.

## Partnership levels

ESO offers several different baselines for partnerships, from donations and sponsorships to in-kind contributions.

To simplify matters, the partnership levels are split into the following categories (custom solutions are naturally possible):

Institutional/Corporate Partnerships
Universe
Galaxy Cluster
Galaxy
Constellation
Star
Planet

In-Kind Partnerships
Media Partner
Technology Partner
Reciprocity Partner
Educational Partner

Individual Recognition
Friend of ESO
Member
Supporter

## Institutional/Corporate Partnerships

There are six levels of Institutional/Corporate Partnerships. These partnerships will play a vital role in allowing visitors to the ESO Supernova to engage with science and technology. Aligning with the ESO Supernova, with its strong regional, national and international presence, provides a unique, active and meaningful way to support the community.

### In-Kind Partnerships

**Media Partners** contribute by promoting the centre and its activities, and vice versa.

**Technology Partners** contribute with hardware or software that is integrated into the centre's functions.

**Reciprocity Partners** are institutions, such as museums, science centres, etc. Through the reciprocity arrangement with partners, we will create a win-win situation by cross-promoting activities.

**Educational Partners** are institutions, such as museums, science centres, etc., which contribute to developing educational products and activities at the ESO Supernova.

### Individual Recognition

There are three levels of Individual Recognition: Friend of ESO, Member and Supporter.

The ESO Supernova recognises donations from €10 and up. Philanthropic donations can make a significant contribution to the ESO Supernova's operations.



## Special benefits

ESO would like to personally thank top management through a series of special benefits such as: exclusive VIP overnight visit packages to one of ESO's observatories located in Chile, a VIP plaque displayed at the ESO Supernova, invitations to the ESO Director General's Annual Partnership Banquet, yearly ESO infopacks, special discounts in the ESOshop, etc.

## Events, exhibitions and other benefits for company staff, management and partners

Our partners will enjoy exclusive daytime or evening access to the ESO Supernova facilities for special events in the entire building or parts of it, interview opportunities, special screenings and more.



## Brand visibility and recognition

We offer exclusive logo and brand exposure to our partners. Examples (depending on partnership level) include a byline on all ESO Supernova materials, logo exposure in the planetarium pre-show and in the planetarium introduction or presentations, advertisements in ESO Supernova print, electronic, and audio-visual products, as well as promotion on social media channels, on the ESO Supernova website, on screens displayed throughout the building and more.

## Visibility in numbers

1. Visitor capacity: 50–150 000 per year.
2. The ESO website: Four million hits per year.
3. ESO's Facebook page: 100 000 friends.
4. ESO's Twitter account: 30 000+ followers.
5. *The Messenger*: Quarterly journal with a print run of 3600 copies per issue.
6. ESO's electronic newsletters: 30 000+ subscribers distributed in 30+ languages.
7. The ESOcast is in the Top-40 Science podcasts in iTunes.
8. Typical print run for flyers, etc: 100 000 copies.

Benefits	Universe	Galaxy Cluster	Galaxy	Constellation	Star	Planet
Contribution per category (€/year)	250 000	100 000	50 000	25 000	10 000	5000
Get your byline on all materials: ESO Supernova — Powered by ...	1					
Use the full building for n days	2	1				
VIP visit to ESO's observatories in Chile for n persons	2	1				
Visibility on screens in Void or Foyer/n infomercials segments	2	1	1	1		
Receive a VIP plaque (once)	1	1	1	1	1	1
Receive a VIP print, signed by DG and Directors (once)	1	1	1	1	1	1
Private use of planetarium for shows, own presentations, data visualisation etc. n times	10	8	5	3	2	1
Special event in the Void/n times	5	3	2			
Using the Void and exhibition for TV interviews etc. n times	7	5	3	1		
Use of seminar rooms n times	4	4	2	1	1	
Invitation to the Director General's Annual Partnership Banquet for n persons	15	10	8	5	3	2
Director General table seating at annual Banquet/n persons	1	1	1	1	1	1
Exclusive/off-hours behind-the-scenes tour in exhibition for n persons	30	20	10			
Named chair in the Planetarium	1	1	1	1	1	1
Invitation to special screenings n times	3	3	3	3	3	3
Yearly ESO infopack	1	1	1	1	1	1
VIP access to n guided tours	3	2	1	1	1	
20% discount in the ESOshop/all year	1	1	1	1	1	1
The right to use the ESO logo to mark the partnership with the ESO Supernova	1	1	1	1	1	1
<b>Privileged logo/name exposure:</b>						
In ESO Supernova Foyer on Partner Wall	1	1	1	1	1	1
On ESO Supernova web site front page	1					
In planetarium show introduction	1	1	1			
In ESO Supernova presentations	1	1	1			
In planetarium pre-show video	1	1	1	1		
At the bottom of the ESO Supernova newsletters	1	1	1	1	1	
In ESO Supernova press releases	1	1	1	1	1	1
In ESO Supernova print products like flyers etc.	1	1	1	1	1	1
Your own flyer exposed in the foyer						
Your print product in the picnic area						
In ESO Supernova social media channel posts	1	1	1	1	1	1
On ESO Supernova Web Site Partners pages	1	1	1	1	1	1
Descriptive panel with logo in the exhibition area	1	1	1	1		



The ESO Supernova is a donation from the Klaus Tschira Stiftung and operated by ESO

**Klaus Tschira Stiftung  
gemeinnützige GmbH**



**Heidelberg Institute for  
Theoretical Studies**



**ESO Supernova  
Planetarium & Visitor Centre**

[supernova.eso.org](http://supernova.eso.org)

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