



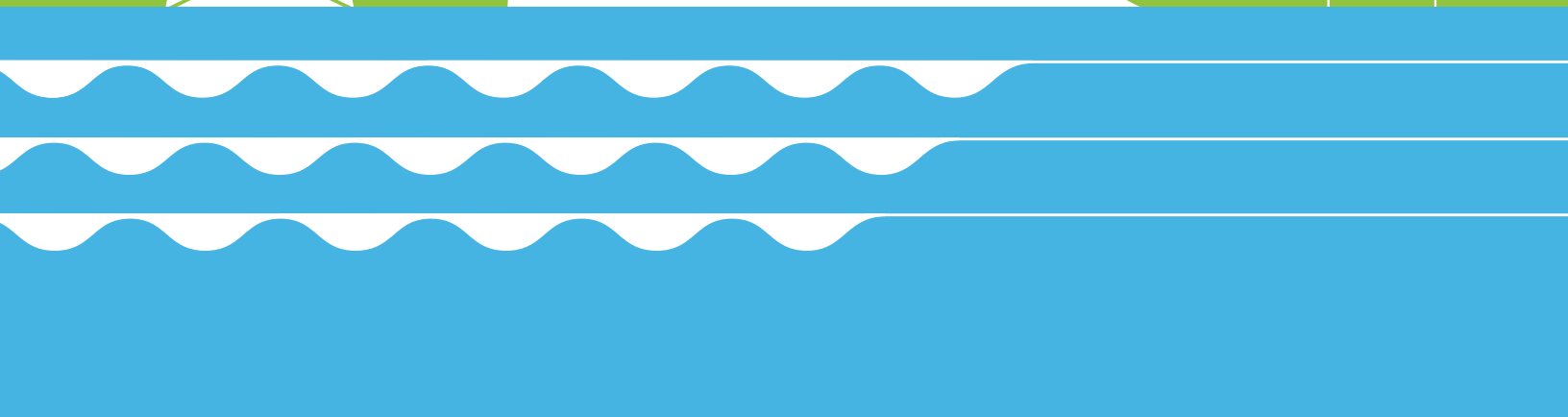
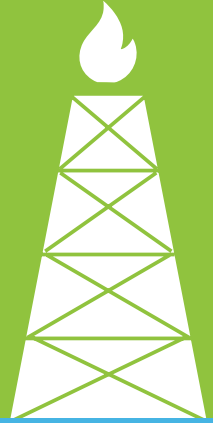
**DISCOVERY PARK
OF AMERICA**



ENERGY



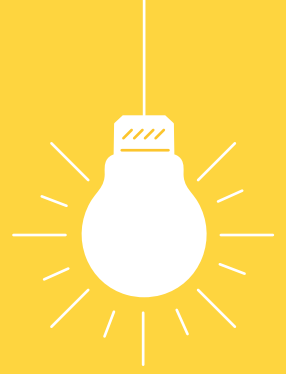
GALLERY



ABOUT THE ENERGY GALLERY

Discovery Park of America is developing a visionary new exhibit focused on the future of energy — one that not only celebrates innovation and abundance but also emphasizes the vital role of conservation in meeting tomorrow's energy demands.

TYPES OF ENERGY SOURCES INCLUDED



RENEWABLE ENERGY SOURCES

Solar Energy: Utilizes the sun's energy to produce electricity or heat

Wind Energy: Harnesses the power of wind to generate electricity

Geothermal Energy: Uses the Earth's internal heat to produce electricity and heat

Hydropower: Generates electricity by harnessing the power of flowing water

Biomass: Uses organic matter (like plant and animal waste) for energy production

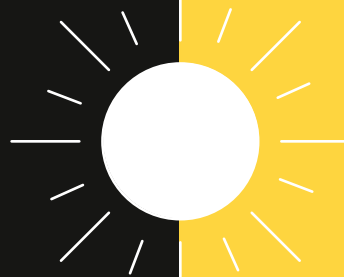
Tidal Energy/Ocean Energy: Harnesses power of ocean tides to generate electricity

Fuel Cells: Store excess energy produced by intermittent renewable energy sources, such as wind and solar power stations, releasing this energy during times of low power production

NON-RENEWABLE ENERGY SOURCES

Fossil Fuels: Coal, oil and natural gas, which are formed from the remains of ancient organisms.

Nuclear Energy: Utilizes nuclear fission or fusion to generate electricity



ABUNDANT ENERGY

Our new exhibit will look ahead to explore how innovation in the energy sector today will lead to an abundant energy future tomorrow. Through the dynamic exhibit, children and adults will explore such concepts as energy sources, sustainability and future needs through experiences that could include interactives, immersive virtual reality and the latest in museum exhibit technology. Visitors will explore how innovation has always fueled energy development and will continue to drive energy in the future.

In a bold, fun and entertaining way, the exhibit will explore such critical topics as renewable solar and wind energy, artificial intelligence in energy, battery-powered electric automobiles and the broader impacts of our energy choices on the environment. Advice and direction from leaders, experts and educators in a variety of sectors are crucial to ensure this exhibit goes beyond informing to ignite passion and creativity for meeting energy challenges and creating energy abundance in the future. By encouraging visitors to “See Beyond,” the exhibit will foster the ingenious thinking that will power the future.

SPECIAL FEATURES

Energy in the United States: How experts are innovating; video segments; info on companies working in the energy sector

The TVA Story: How TVA powers our region

Power Heroes: Short profiles of people who have innovated and are innovating in the energy sector

Careers in Energy: Highlight potential careers and study courses in the energy sector, including AI, data analysis, nuclear physicist, electrical engineer and geologist; Have interactive stations for careers where young visitors can dress in the proper gear for a job, explore aspects of the job, etc.; Show industry employment figures; Offer career quizzes

Energy Milestones: Highlight the important discoveries and innovations that have fueled the energy sector

Short Film: The exhibit experience will include a short film about the future of energy and the quest to create energy abundance.

Water and Movement: Discovery Park’s popular Water Tables and Giant Man Slide.

WHAT WE WILL ACCOMPLISH WITH THIS EXHIBIT

Discovery Park’s Energy Gallery will inspire, inform and empower. Here’s what we will deliver:

Establish a Nationally Recognized Energy Destination

Designed to rival top energy exhibits around the world, from London to Chicago to Ottawa

Create a Multi-Sensory, Immersive Experience

Featuring cutting-edge virtual and augmented reality, touchscreens and kinetic exhibits

Highlight Both Innovation and Conservation

The balance between expanding energy access and protecting the planet.

Translate Complex Energy Topics into Inspiring Stories

Personal narratives and historical milestones

Connect Local and Global Energy Narratives

From TVA’s influence in the South to global breakthroughs in renewables

Inspire the Next Generation of Energy Innovators

Career stations and STEM pathways for young visitors

Drive Year-Round School Engagement and Curriculum Integration

Designed in collaboration with educators to align with science standards

Position Discovery Park as a Leader in Energy Education

A trusted resource and innovative partner for the energy sector

Support Workforce Development in the Region

Spotlighting the energy careers of tomorrow to help build a skilled local pipeline

Foster Critical Thinking About Energy Use and Impact

Empowering guests to consider how personal and community choices shape our energy future



MARKETING CHANNELS

Marketing campaigns for new exhibits begin at least a year in advance with presentations to our group tour partners and at the tour and travel conferences our sales and leadership staff attend.

At least six months in advance, a consumer campaign will begin that will include a wide range of local and regional print, television, radio, digital, social media and email communications.

Public relations is a major component of every campaign. Discovery Park has relationships with media outlets and influencers in the region and distributes press releases to our list of more than 3,000 journalists as well as placing releases on the wire as warranted.

CASE STUDIES

DUCK, DUCK, GOOSE: WATERFOWL OF THE MISSISSIPPI FLYWAY



“Duck, Duck, Goose: Waterfowl of the Mississippi Flyway” is Discovery Park’s most recent major permanent exhibit. It explores the intersection of waterfowl hunting and conservation, highlighting the Mississippi Flyway and the unified efforts of landowners, government agencies, hunters, scientists and conservationists. The exhibit shows how both federal and private land protections work together to restore and preserve habitat critical to migrating waterfowl.

The exhibit launched in 2022 with a series of special events and served as the centerpiece of the museum’s marketing efforts that year. More than \$1.1 million was raised to fund the development and installation of the gallery which has since won numerous awards and has become a popular addition to the museum.

Sponsors included:

Ducks Unlimited; the Family of William A. “Bill” Homra; The George H. Dunklin, Jr. Family Foundation; the Estate of Linda Anne White; the Deupree Family Foundation; Commercial Bank and Trust Company; Union City Electric Authority; Tennessee Valley Authority and others.

AGRICULTURE: INNOVATING FOR OUR SURVIVAL – SIMMONS BANK AG CENTER



In 2018, Discovery Park of America began developing an ambitious exhibit focused on innovation in agriculture. Through a successful fundraising effort, more than \$1 million was secured to bring “AgriCulture: Innovating for Our Survival” to life. Billed as a “mind-blowing, myth-busting farming exhibit that will change the world,” the gallery delivers an engaging experience where guests discover how food, fuel and fiber move from the farm to the family — and the vital role innovation plays in international agriculture today.

The exhibit opened in December 2020 with a press campaign that reached a potential audience of more than 38 million. Coverage appeared in outlets including “Yahoo Finance,” “U.S. News & World Report,” “Markets Insider” and the “Associated Press.” Boosted opening weekend social media campaigns reached over 90,000 individuals, with targeted interest in agriculture, agri-science, the U.S. Department of Agriculture and industry alliances. A single post generated more than 7,100 engagements.

A highlight video from opening weekend reached over 26,000 people via Discovery Park’s social media channels and was picked up by regional news outlets. Two earlier press releases, focused on exhibit sponsorship, achieved a combined potential reach of more than 225 million.

Sponsors included:

Nutrien Ag Solutions; Simmons Bank; H&R Agri-Power and Case IH; Tennessee Beef Promotion Board; Tennessee Corn Promotion Board; Tennessee Department of Agriculture; Tennessee Soybean Promotion Board; USDA Rural Development; AgLaunch Initiative; Bayer Fund; The Dairy Alliance; Danny Larcom Heating and Air; Farm Credit Mid-America and others.



PARTNER WITH DISCOVERY PARK OF AMERICA

By partnering with Discovery Park of America, you align your brand with an award-winning museum and heritage park known for inspiring more than 250,000 annual visitors to see beyond. Our interactive exhibits, educational programs and immersive experiences make a meaningful impact on the lives of children and adults across the region and beyond.

Whether your goal is marketing exposure, business development, fulfilling corporate social responsibility objectives — or a combination of these — Discovery Park offers a variety of customizable sponsorship opportunities designed to support your mission while amplifying ours.

Sponsorship benefits can be tailored to meet your organization's specific needs, with the following levels and benefits serving as a flexible starting point for building the ideal partnership.

All sponsors receive:

- Prominent onsite recognition at Discovery Park, visible to more than 250,000 annual visitors for a minimum of eight years — that's two million impressions
- Exposure through our digital platforms, reaching more than 10 million individuals annually
- Opportunities to engage with guests during high-profile public events
- Recognition in our 2027 annual *Impact Report*
- Inclusion on annual partner signage in museum lobby
- Frequent opportunities for media exposure and community engagement

Premiere Naming Sponsor \$450,000

One opportunity available

- Exclusive exhibit or gallery naming rights (e.g., "The Acme Energy Gallery") for a minimum of eight years
- Prominent logo or name display (15" tall) at the exhibit entrance
- Industry exclusivity
- Up to six complimentary museum and park facility rentals annually for three years
- Complimentary use of meeting space up to three times annually for three years
- Exclusive press release announcing partnership, distributed via Discovery Park channels and national wire services
- Logo/name included in all exhibit-related advertising, social media, signage and maps
- 500 VIP tickets for employees, clients or community partners
- Logo and link on exhibit landing page
- Feature in our *Impact Report* and other institutional publications
- Booth space at all major Discovery Park events (if desired)
- Unlimited tickets to the exhibit launch party
- Media participation opportunities at the exhibit opening
- Up to four lifetime Discovery Park memberships for senior leadership
- Logo inclusion in educator materials distributed to schools
- Logo featured in exhibit-related films and interactive elements

Presenting Sponsors \$225,000

Three opportunities available

- Logo or name display (7" tall) at the exhibit entrance for a minimum of eight years
- Industry exclusivity
- Up to three complimentary museum and park facility rentals annually for three years
- Complimentary use of meeting space up to two times annually for three years
- Press release announcing sponsorship, distributed via Discovery Park and national wire services
- 150 VIP tickets for clients, employees or community partners
- Name and link on exhibit landing page
- Recognition in the *Impact Report*
- Booth space at major public events (if desired)
- Up to 100 tickets to the exhibit launch party
- Media opportunities at exhibit opening
- One lifetime membership
- Name included in educator materials
- Name included in exhibit-related film or interactives

Supporting Sponsors \$50,000

Six opportunities available

- Name display (3" tall) at the exhibit entrance for a minimum of eight years
- Inclusion in public relations materials and press releases announcing exhibit developments
- 50 VIP tickets to share with employees, clients or community partners
- Name and link on exhibit landing page
- Recognition in the *Impact Report*
- Booth space at major public events (if desired)
- Up to 25 tickets to the exhibit launch party

In-Kind Sponsors

Organizations that donate energy-related items, artifacts or services that would otherwise be purchased by Discovery Park may qualify for in-kind sponsorship status.

Benefit packages will be customized based on the nature and value of the contribution and the sponsor's unique goals.

ABOUT DISCOVERY PARK

At Discovery Park, we inspire children and adults by bringing our museum and heritage park to life through engaging events, interactive activities both indoors and outdoors, and with exhibits covering a wide range of topics, including history, science, energy, transportation, military, dinosaurs, art, music, agriculture, wildlife and more.

- Inspiring young minds with fun, hands-on opportunities to explore and experience the world around them
- Fostering lifelong learning through exhibits, programs and classes that spark curiosity
- Boosting our region's economy by attracting visitors from around the world
- The iconic 100,000-square-foot museum includes Cooper Tower, the ATA Traveling Exhibit Hall, the Ducks Unlimited Conservation Experience and the Simmons Bank Children's Exploration Gallery.

The 50-acre outdoor heritage park includes a man-made river flowing through the extensively landscaped property, along with waterfalls, bridges and other water features. The park also has a large assortment of spaces including the Simmons Bank Ag Center, the Farm Credit Mid-America Education Pavilion and the Total Tech Solutions Stage.

Discovery Park also implements its mission to inspire children and adults to see beyond through several large annual events that align with our exhibits. Included in the calendar each year is:

- Military Expo
- National Ag Day
- Cardboard Boat Regatta
- Antique Tractor Show
- Juneteenth Celebration
- Independence Day Programs
- Celebration of Native American Culture
- Top Gun National Car Show
- David Crockett Homestead and Heritage Festival
- STEM and Robotics Summer Camps
- National Pollinator Week
- Astronomy Nights
- Earth Week
- Canstruction Jr.
- STEAM Saturdays



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38 MILLION DOLLARS

Based on 2023 visitation, Discovery Park is responsible for generating \$38 million in revenue for retail, dining, transportation, attraction and lodging spending during their visit to Obion County, Tennessee. Also, an additional \$3,610,000 is generated in state and local taxes from those various businesses. Discovery Park also interjects \$3,600,000 into the local community through payroll and \$2,000,000 through operational spending.

- Approx. **95%** of ticket purchasers were from outside our zip code of 38261
- Approx. **40%** of non-38261 ticket purchasers traveled from more than 50 miles away
- Approx. **60%** of non-38261 ticket purchasers traveled from 49 miles or less
- Our primary target **day-trip** markets are Paducah, Kentucky and Jackson and Memphis, Tennessee
- Our primary target **overnight** markets are St. Louis, Missouri; Louisville, Kentucky; and Nashville, Tennessee.

I bring a large group of fourth graders there every year and can honestly say it's life changing.

—Mark

I would rate this park a 10.

—Cherri

Went there only planning to stay one day. WE STAYED TWO! Just amazing.

—Terri

Discovery Park is aptly named. So much to do and discover.

—Beverly

Always a wonderful and fun learning experience!!!

—Kathleen

My internship there helped me decide to major in education.

—Molly