



SCIENCE NORTH  SCIENCE NORD

# MARKETING GUIDE

Developed in partnership with



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# ABOUT THE MARKETING GUIDE



Science North is pleased to present the highly interactive and entertaining traveling exhibition *Extreme Sports: Beyond Human Limits*, developed and produced by Science North, in partnership with the Ontario Science Centre.

The materials and suggestions offered in this Marketing Guide are intended to assist you in developing your own marketing and promotional strategies. Our goal is to make this process as efficient as possible for you.

You know your markets and opportunities better than anyone, so we encourage you to use the messages and images supplied, or to create your own within the guidelines provided.

## NOTES:

- Throughout this Guide, “*Extreme Sports*” refers to “Extreme Sports: Beyond Human Limits”.
- The contents of this Marketing Guide apply to both the full-size (6,000 square foot) version, and the smaller size (1,000 square foot) version, except where indicated.

## APPROVALS:

Please remember that all marketing elements must be approved by Science North before use. Science North is committed to providing approvals or requesting adjustments as quickly as possible.

To request approval for artwork, please forward all requests to [approvals@sciencenorth.ca](mailto:approvals@sciencenorth.ca). The artwork will be distributed to the appropriate people at Science North.

Be sure to review and adhere to the guidelines and mandatory requirements outlined in this guide and in your lease agreement.

If you have questions, please don't hesitate to contact us.

# AUDIENCE

Key target audiences for  
*Extreme Sports: Beyond  
Human Limits*



**PARENTS**  
of children  
aged 3-17



**GRANDPARENTS**  
of children  
aged 3-17



**CHILDREN**  
aged 3-13



**TEENAGERS**  
aged 14-18



**EDUCATORS**



**SPORTS  
ENTHUSIASTS**

## KEY MESSAGES



- Use visitors' natural interest and curiosity in extreme sports to engage them in science experiences related to human ability, capacity, drive, and motivation.
- Provide a fun, engaging, and immersive experience for visitors to explore the creativity, innovation, and evolution inherent in extreme sports.
- Showcase the diverse stories of extreme sports athletes, the researchers who study them, those who rescue them when things go wrong, and the innovators who create new and novel equipment.
- Provide an opportunity for visitors to learn more about themselves—their personality, motivations, and propensity for extreme sports—and to inspire them to achieve their own personal life goals.
- Dispel myths and misconceptions surrounding extreme sports.



# MESSAGING

## 25 WORDS

*Extreme Sports: Beyond Human Limits* invites you to jump, fly, dive and climb, while exploring some of the most extreme sports in the world.

## 50 WORDS

*Extreme Sports: Beyond Human Limits* invites you to challenge yourself as you jump, fly, dive and climb, while exploring some of the most extreme sports in the world. Discover what it takes to maximize your potential while you explore the psychology and science behind the thrills and spills of adventure sports.

## 100 WORDS

*Extreme Sports: Beyond Human Limits* invites you to challenge yourself as you jump, fly, dive and climb, while exploring some of the most extreme sports in the world. Discover what it takes to maximize your potential while you explore the psychology and science behind the thrills and spills of adventure sports. Explore the science behind athletes as you learn the strength and mentality that fuels their determination!

### \*EPIC EXHIBIT FEATURES:

- Challenge your balance on a high-line
- Try out a parkour course
- Enter a virtual race
- Pilot a wingsuit in a simulated adventure
- Scale kid-sized climbing walls
- Snuggle into a portaledge hanging tent

*\*These features are included in the large (6,000 square foot) exhibit. Please see the following page for exhibit features included in the smaller (1,000 square foot) exhibit.*

## 250 WORDS

*Extreme Sports: Beyond Human Limits* invites you to challenge yourself as you jump, fly, dive and climb, while exploring some of the most extreme sports in the world. In this action-packed exhibit, discover what it takes to maximize your potential while you explore the psychology and science behind the thrills and spills of adventure sports!

Explore the science behind athletes as you learn the physical strength and razor-sharp mentality that fuels their determination. Hear stories from around the world that highlight athletes' dedication and unwavering determination. Although you may think that certain sports are exclusively reserved for daredevils and thrill seekers, *Extreme Sports* will demonstrate that these activities require an elite level of technical skill, high intelligence, and quick decision-making abilities.

*Extreme Sports* caters to a diverse audience, ensuring visitors of all ages can enjoy and learn from its captivating displays. There are a variety of activities designed specifically for both kids and adults, creating an environment full of adrenaline and discovery.

### \*EPIC EXHIBIT FEATURES:

- Challenge your balance on a high-line
- Try out a parkour course
- Enter a virtual race
- Pilot a wingsuit in a simulated adventure
- Scale kid-sized climbing walls
- Snuggle into a portaledge hanging tent



# MESSAGING: SMALLER (1,000 SQ. FT.) EXHIBIT

## 25 WORDS

*Extreme Sports: Beyond Human Limits* invites you to jump, fly, dive and climb, while exploring some of the most extreme sports in the world.

## 50 WORDS

*Extreme Sports: Beyond Human Limits* invites you to challenge yourself as you jump, fly, dive and climb, while exploring some of the most extreme sports in the world. Discover what it takes to maximize your potential while you explore the psychology and science behind the thrills and spills of adventure sports.

## 100 WORDS

*Extreme Sports: Beyond Human Limits* invites you to challenge yourself as you jump, fly, dive and climb, while exploring some of the most extreme sports in the world. Discover what it takes to maximize your potential while you explore the psychology and science behind the thrills and spills of adventure sports. Explore the science behind athletes as you learn the strength and mentality that fuels their determination!

### \*\*EPIC EXHIBIT FEATURES:

- Challenge your balance on a high-line
- Immerse yourself in a 360° virtual experience mountain biking and whitewater kayaking
- Test your grip on a kid-sized hanging wall

*\*\*These features are included in the small (1,000 square foot) exhibit. Please see the preceding page for exhibit features included in the larger (6,000 square foot) exhibit.*

## 250 WORDS

*Extreme Sports: Beyond Human Limits* invites you to challenge yourself as you jump, fly, dive and climb, while exploring some of the most extreme sports in the world. In this action-packed exhibit, discover what it takes to maximize your potential while you explore the psychology and science behind the thrills and spills of adventure sports!

Explore the science behind athletes as you learn the physical strength and razor-sharp mentality that fuels their determination. Hear stories from around the world that highlight athletes' dedication and unwavering determination. Although you may think that certain sports are exclusively reserved for daredevils and thrill seekers, *Extreme Sports* will demonstrate that these activities require an elite level of technical skill, high intelligence, and quick decision-making abilities.

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- Immerse yourself in a 360° virtual experience mountain biking and whitewater kayaking
- Test your grip on a kid-sized hanging wall

# CREATIVE

## CREATIVE ASSETS

A large selection of creative assets is available for download for digital and print applications

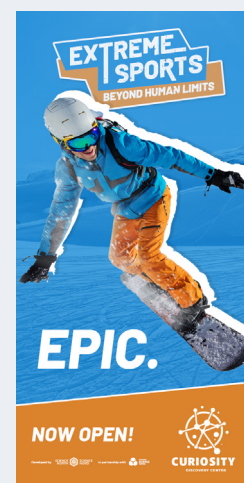
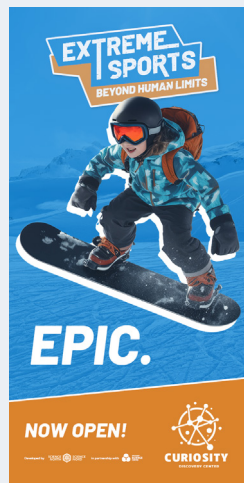
**DOWNLOAD** the Asset Pack overview document, which contains asset details and download links for the packaged InDesign files, as well as a reference guide to brand colours and fonts.

- Exhibition images and video
- Logos
- Digital banner, box and social ads; Facebook Event and Eventbrite headers; website hero images; eBlast image
- Print display ads; posters; postcard
- Media event invitation
- Sample media release

Square print ad template



300x600 px digital box template options







# PROMOTIONAL IDEAS AND EVENTS

## GRAND OPENING

Host a themed grand opening media event with speaker opportunities, specialty refreshments, hors-d'oeuvres, live entertainment, a preview of the exhibition and special screenings of a film that complements the exhibition theme. Partner with local athletes or businesses to help support the event.

## MEMBERS APPRECIATION DAY

Host a member appreciation day with special offers, incentives or activities so that your members can be among the first to experience the new exhibition. Invite your employees and special guests to also have a preview of the exhibit. Invite local media partners to do an on-site live remote and provide them with giveaways to drive added awareness.

## MEMBER APPRECIATION EVENTS

### 1. Family Day

Experience the exhibit distraction free. Invite your members, staff and their families to the exhibit after hours to provide them with a VIP experience.

### 2. Athlete Meet and Greet

Organize a meet and greet between extreme athletes and important VIP/key members. This helps bring involvement directly to the *Extreme Sports* exhibit and creates a direct link to the exhibit, the extreme sport, and the athlete themselves.

### 3. Gala

Have a Member Gala that has attendees hear speeches, and relevant information on *Extreme*

*Sports*, various extreme sports and athletes. This gala involves inviting key members and VIP clientele to a dinner that promotes the various exhibits, and mental and physical aspects of extreme sports. The gala can include extreme athlete speakers and influential members of the community.

## SCIENCE CAFÉ

Host a group of panelists engaging in an informal discussion with the general public, preferably at a venue other than your facility. For example “Extreme Sports: Risk or Reward?”

## EXTREME ATHLETE SHOWCASE

Utilize familiar extreme athletes to deliver a speech on what it takes to become an extreme athlete, how extreme sports came to be an important factor in their life, and their personal story. This helps create a direct linkage between an athlete and the specified extreme sport itself. Humanizing the athletes while celebrating their great achievements will generate excellent “word of mouth” marketing.

## “THE AMAZING RACE” (SUMMER/SPRING)

Leveraging local companies that market to athletes (the more specific to extreme sports the better) will gain direct engagement for this exhibit. Schedule a toned down version of “The Amazing Race”. This “race” could involve having participants compete and go through toned down versions of the extreme sports that are showcased in *Extreme Sports*. On top of serving as an advertising

# PROMOTIONAL IDEAS

## CONTINUED

opportunity for *Extreme Sports*, this “race” can also provide facts and information about the exhibit and the extreme sports featured, which ultimately can influence those not participating in the “games” themselves.

### SPEAKER SERIES

Throughout the duration of the exhibition, immerse your audiences in the fascinating world of extreme sports with a “Speaker Series.” Consider athletes, mountain rescuers, researchers, etc. to discuss their personal stories of participating in these sports or how their research has helped explain why some of us are more attracted to these activities than others.

Bring in a speaker in conjunction with your media launch of the exhibition to generate additional visibility for your opening, and be sure to have this person do the interview circuit. Please see the following section for a list of recommended speakers.



# SPEAKERS

## **DR. KENNETH (KEN) CARTER** PhD, ABPP

### **PROFESSOR OF PSYCHOLOGY AT OXFORD COLLEGE, EMORY UNIVERSITY**

Dr. Ken Carter is Charles Howard Candler Professor of Psychology at Oxford College of Emory University, where he teaches introductory courses in psychology as well as advanced courses in clinical psychopharmacology, research methods, and personality. The psychology of thrill-seeking is the current focus of Dr. Carter's research. He has delivered a TedX talk on sensation-seeking and is currently under contract for a book on the subject from Cambridge University Press.

Contact: [kenneth.carter@emory.edu](mailto:kenneth.carter@emory.edu)

## **FAITH DICKEY**

### **SLACKLINER AND HIGHLINER**

Through the outdoor sports world has been historically male-dominated, some women are avidly striving to inspire other women to pursue their dreams despite the imbalance in participants. Faith was the first female to level the playing field in the sport of highlining, and she quickly proved that being a woman is not a disadvantage. Within 6 months of highlining she had crushed the previous female world records in the sport of slackline and has since continued to break her own records to set new ones. She is the first women to reach the 100-meter length in highlining. She currently holds several world records for women in the sport of slackline, is the only female regularly free soloing, and continues to push her limits full time.

Contact: [instagram.com/thefaithdickey](https://www.instagram.com/thefaithdickey)

## **WILL GADD**

### **ICE CLIMBER, KAYAKER, PARAGLIDER**

He grew up in a family that hiked, climbed, and went into the mountains whenever they could. Some of his earliest memories are of long backpacking trips, wind-blown summits, and surviving winter skip trips. The first sport he really got into was caving. When he was 14 he started kayaking. At 16 he bought his first climbing rope, and did his first new rock route. At 25 he first flew a paraglider. At 41 his daughter came into the world. She's already doing all the stuff he did as a kid, and she's an athlete too.

Contact: [willgadd.com/contact/](http://willgadd.com/contact/)

## **JEB CORLISS**

### **BASE JUMPER & WINGSUIT PILOT**

For as long as he can remember, Jeb Corliss has dreamed of flying. One of his earliest memories came when he was 6 and sitting in the back of his aunt's car watching birds jump from telephone poles, opening their wings and soaring. "When I get older, I'm going to do that," he said. His aunt explained that when he got older he would realize that humans can't fly. "Maybe you can't," he replied, "but I'm going to." Corliss's stunts and his unyielding approach to life never fail to fascinate.

Contact (via agent, Matt Meyerson):

*RPRT Communications Inc.*  
310-284-8510  
[matt@rp-rt.com](mailto:matt@rp-rt.com)

# SPEAKERS

CONTINUED

## ASHLEIGH BAIRD

### FREEDIVER

Her passion for being in and under the water came from early childhood adventures – exploring Florida’s beaches, islands, and fresh water springs with her family. Before she knew it, this passion quickly turned her into a freediving grom – holding her breath on long drives, experimenting with different mental techniques, and finding creative ways to get in and under the water whenever she could.

In 2011, after taking a series of freediving courses, she decided to take her passion a step further and she participated in her very first freediving competition. Since then she’s gone on to compete in many national and international events, including the 2014 and 2016 Team World Championships as a member of the US Women’s Freediving Team.

Contact: [hello.deepleigh@gmail.com](mailto:hello.deepleigh@gmail.com)

## MARK MCMORRIS

### SNOWBOARDER

Raised on the flatlands of Saskatchewan, Canada, Mark McMorris has become one of the most decorated and successful athletes in competitive snowboarding history. In 2011, he became the first person to land a backside triple cork 1440, a trick so difficult it was once thought impossible. In 2012, at the age of 18, he became one of few people to win double gold at the same Winter X Games event, with a victory in both slopestyle and big air (where he also landed the first triple in X Games history). He’s gone onto claim 14 X Games medals and counting, and a bronze medal at the debut of snowboard slopestyle at the 2014 Olympic Games in Sochi, Russia. He’s earned medals at the Dew Tour, the U.S. Open, Air & Style, and more in both slopestyle and big air.

Contact (via agent, Adam Burwell):

306-530-5950

[adam@adamburwell.com](mailto:adam@adamburwell.com)

## AARON “WHEELZ” FOTHERINGHAM

### WCMX ATHLETE

After posting that “first ever backflip” on the Internet, life has changed for Aaron; he has had the opportunity to travel within the US, as well as internationally, performing and speaking in front of many. He has attended summer camps for disabled children as a coach/mentor.

Aaron enjoys showing young kids with disabilities that a wheelchair can be a toy, not a

restriction. He loves helping younger children learn how to handle their chairs in new and different ways and teaching them a trick or two.

Aaron has a passion for what he does, not only is it a lot of fun, but he wants to change the world’s perception of people in wheelchairs, as well as helping everyone see his/her own challenges in a new way.

Contact: [aaronfotheringham.com/speaking/](http://aaronfotheringham.com/speaking/)

## KATHERINE BEATTIE

### WCMX ATHLETE

In April 2015 she became the first woman and the first person with cerebral palsy to land a backflip on a wheelchair. She placed 8th overall at the 2015 WCMX World Championships in Grand Prairie, TX, and is currently one of the top ranked female WCMX riders internationally. She loves traveling to parks around Southern California mentoring young riders, and hopes to get more girls involved in WCMX and action sports in general.

Contact: [kathskates@gmail.com](mailto:kathskates@gmail.com)



# RECOGNITION GUIDELINES



***Extreme Sports: Beyond Human Limits is developed and produced by Science North in partnership with the Ontario Science Centre.***

*Extreme Sports* exhibitors are responsible for all publicity, promotion, and advertising relating to the display of the exhibition at their venue.

*Extreme Sports* exhibitors must use the *Extreme Sports* logo provided by Science North. A copy of the *Extreme Sports* and other logos can be found in [Creative Assets](#).

*Extreme Sports* exhibition clients must identify and credit Science North as the developers and producers of the exhibition in partnership with the Ontario Science Centre in all publicity, communications and promotional materials relating to the exhibition, wherever practical, using the following credit line:

***Extreme Sports: Beyond Human Limits is developed and produced by Science North, Sudbury, Ontario, Canada in partnership with the Ontario Science Centre.***



**Approvals:** All promotional materials used to market the exhibition must be submitted to Science North for approval at least 30 days before their use. If approval within a shorter time frame is required, Science North will do its best to accommodate such requests. Please contact the *Extreme Sports* marketing contact for approval.

**Supporter Recognition:** All publicity, communications and promotional materials relating to the exhibition must also credit funders

and any other exhibition tour sponsor/supporter as specified in this guide. *At present, there are no tour sponsors/supporters.* As described in Article 11 of your Lease Agreement, should Science North secure tour sponsors, additional or alternate credit line(s) will be provided by Science North.

**Reporting:** *Extreme Sports* exhibitors must send to Science North, no later than 45 days following the date of closing of the exhibition, an attendance and publicity report. This summary report shall include attendance figures, press clippings and reviews, installation photos and other pertinent information related to the display of the exhibition. Please submit the summary report to the marketing contact for the *Extreme Sports* exhibition.

**Event Invitation:** As indicated in your Lease Agreement, should there be an opening event for this exhibition, the exhibitor must invite representatives of Science North, Ontario Science Centre and its sponsors (if any) and include a representative in the opening remarks.

Please refer to your *Extreme Sports: Beyond Human Limits* Traveling Exhibit Lease Agreement for full details and to ensure you are meeting your contractual obligations in all areas.

**Other Sponsors:** As an *Extreme Sports* exhibitor, you may solicit other sponsors, subject to Science North's approval, not to be unreasonably withheld. Please refer to your *Extreme Sports: Beyond Human Limits* Traveling Exhibit Lease Agreement for full details and contractual obligations.



# EXTREME SPORTS

BEYOND HUMAN LIMITS

If you have any questions or need help,  
please don't hesitate to reach out.

**HARRISON MCKAY**

Marketing Specialist  
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**MARC GAREAU**

Senior Manager, International Sales  
249.885.2142  
marc.gareau@sciencenorth.ca