



# Naming Opportunities

## Edelman Fossil Park & Museum of Rowan University

At Edelman Fossil Park & Museum of Rowan University (EFM), visitors travel back in time to when dinosaurs ruled New Jersey. Today, the 44,000 sq. ft. museum, overlooking the Fossil Park's 4-acre fossil quarry, is set into a beautiful 123-acre property and is expected to welcome more than 200,000 visitors annually from around the world.

Naming opportunities for capital needs, programming support and exhibits present a significant opportunity to help enhance and strengthen EFM while supporting our mission to discover the past and protect the future. Your gift becomes an enduring symbol of your connection to our mission.

The Fossil Park offers naming opportunities that provide a meaningful way for donors to leave a tangible mark while providing valuable resources. The current "bricks-and-mortar" spaces, capital projects, programming and exhibits are lasting reminders of the commitment of our major donors to ensuring Edelman Fossil Park & Museum remains a world-class destination for generations to come.

RANGE	CATEGORY	EXAMPLES
<i>To be determined</i>	Cretaceous World Galleries	<i>Dinosaur Coast, Monstrous Seas</i>
	Highest-Traffic Interior Areas	<i>Theater/Events Center</i>
<b>\$2.5–5M</b>	Heavily-Traveled Interior Spaces	<i>Hall of Extinction and Hope, Hall of Skeletons (Upper Lobby)</i>
	Hands-On Adventure Experiences	<i>Discovery Forest, Critter Cove</i>
	Endowed Leadership Positions	<i>Endowed Directorships</i>
<b>\$1–2.5M</b>	High-Traffic Public Spaces	<i>Quarry Grounds Cafe, Darwin and Co. Retail Store, Pterosaur Pterrace</i>
	Major Fossil Park Features	<i>Conservation and Collections, Headquarters, Amphitheater</i>
	Premium Experiences	<i>Quarry's Fossil Field Station, Expedition Voyager VR</i>
	Endowed Program Funds	<i>Endowed Educational Programming Funds, Endowed Opportunity and Access Funds</i>
<b>\$250,000–1M</b>	Interactive Experiences	<i>Explorer Pass, Fossil Frenzy Scavenger Hunt</i>
	Signature Outdoor Experiences	<i>Cretaceous Garden, Nature Trails, Animal Center</i>
	Video Theaters	<i>Our Place in Time Theater, 5th Extinction Theater</i>
<b>\$50,000–250,000</b>	Dinosaur and Creature Models	<i>Mosasaurus, Dryptosaurus, Hadrosaurus</i>
	Interactive Exhibits and Museum Features	<i>Critter Cove Touch Tank, Darwin's Study Children's Area</i>
	Offices and Rooms	<i>Headquarters' Conference Rooms, Staff Offices</i>

### To learn more, contact:

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### FAQs

#### **How will my name be displayed?**

Appropriate signage will be placed prominently and mutually agreed upon by the donor, the museum, and Rowan University according to established donor recognition standards.

#### **What is the duration of the naming opportunity?**

Gifts of \$1 million or more and endowments will result in a naming opportunity in perpetuity. A named space resulting from gifts of less than \$1 million shall sunset eight (8) years from the gift date. Upon the conclusion of the term, the parties may choose to discuss potential gift renewal under mutually agreeable terms.

#### **What if the space or exhibit I name is discontinued or replaced?**

If the named space is an exhibit that is discontinued during the term, the naming rights shall be applied to another mutually agreed upon feature of the museum. The museum, Rowan University, and the donor will work together to identify an appropriate alternative that aligns with the missions and interests of all.

#### **What happens if the donor is a corporation and ceases business operations?**

If the donor ceases business operations during the term, the naming rights shall automatically terminate, and the named space shall cease. EFM shall make reasonable efforts to remove the donor's name from the exhibit and related materials in a timely manner.

#### **Are there policies and procedures that govern the naming opportunities?**

Yes. As part of Rowan, EFM is governed by the University's approved policies and procedures related to naming. If you wish to see these policies, please ask a staff member from EFM.



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