



The Stars Were Only the Beginning

Supplementary Packages for Planetariums



The Stars were only the beginning



INTERNATIONAL
PLANETARIUM
SOCIETY



The Supplementary Packages consist of

1. Educational Kit

Educational Concept

Learning Materials

Full-dome presentation *100 Years of Eternity*

2. Promotional Kit

Print Materials

Outdoor Display

Digital Assets

Communication/PR Ideas



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Educational Concept

„The stars were only the beginning.“

That is the motto of the Centennial, yet there is much more to the modern planetarium than "merely" exploring the starry sky.



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Educational Concept

When it comes to science and technology education (STEM), an important area for the future ability of our society, the planetarium is one of the most far-reaching extracurricular learning venues.

Because people of all ages are fascinated by outer space and the stars, the planetarium is an ideal, low-threshold introduction to STEM education.



Educational Concept

The educational materials allow teachers to work with classes inside the planetarium.

Educators may also use the materials before or after the visit to the planetarium to prepare courses for the experience or to follow up on it.



Educational Concept

Earth emerges from a new vantage point. As a result, the global view of our planet is revealed, showing that the entire Earth is one system. We realize how unique our planet is compared to other planets by how the Earth is set within the universe.

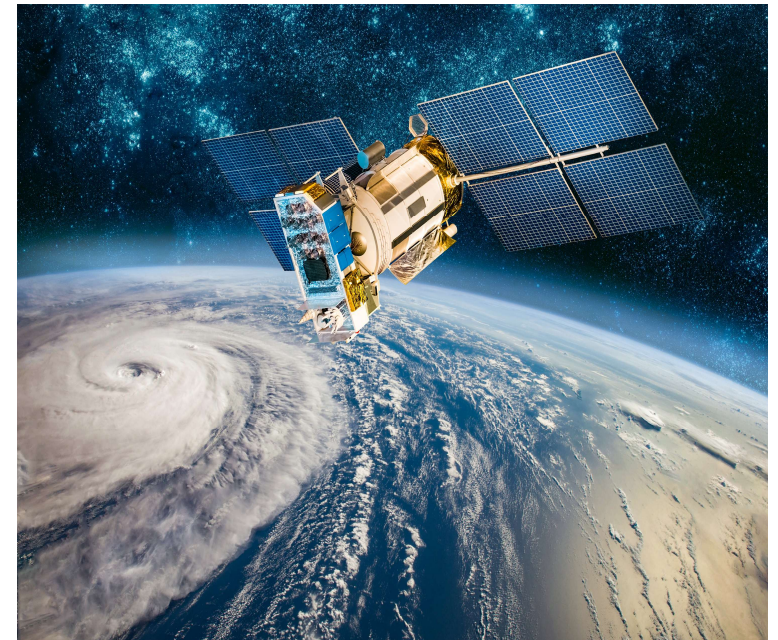
This opens up a unique insight into the significant subject of climate protection and sustainability, entirely in line with the Education for Sustainable Development Goals of UNESCO's global sustainability agenda.



Educational Concept

Quality education as a learning goal of the global sustainability strategy is central to planetariums in their role as extracurricular learning venues. However, education plans involving **climate action**, **underwater life**, or **terrestrial life** present many connecting elements to what can be learned in planetariums.

Visiting a planetarium is a valuable addition to the curriculum for many subjects, including physical education, physics/science, geography, religion, and philosophy. Students of all ages and from all school types and backgrounds benefit from programs at the planetarium.



Educational Concept



The planetarium show KIRA offers many opportunities to make connections to the learning content mentioned above. These references are specifically shown in the content provided. As a result, "KIRA" can be used for teaching as a starting point for a variety of discussions.

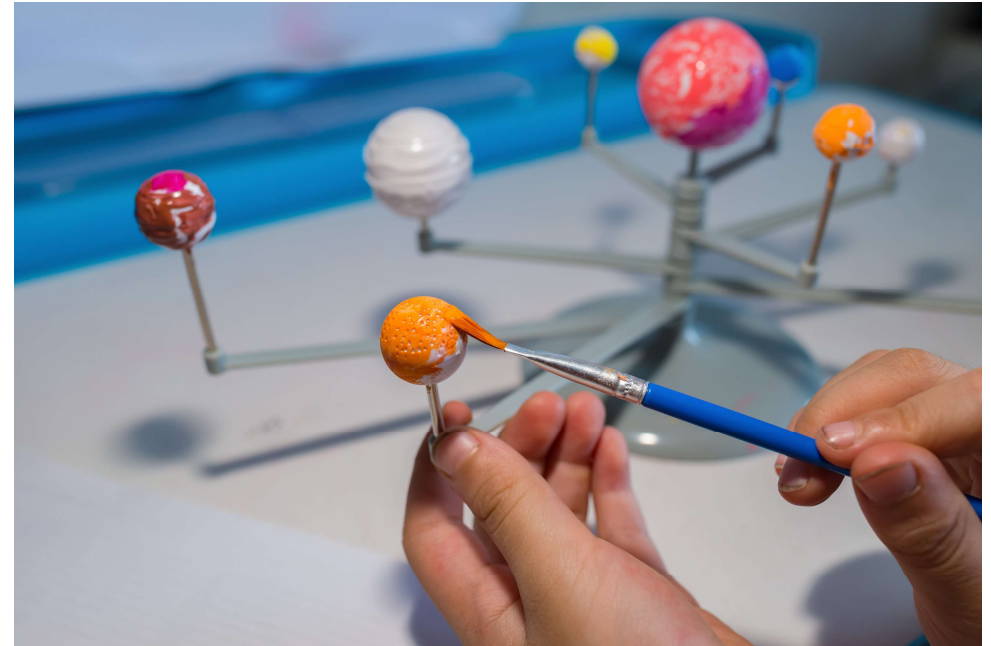
The educational kit contains blueprints for:

- Primary Schools
- Secondary Schools
- High Schools

Learning Materials

Primary School

- Observation and orientation: Who are we, and where do we live? Young children will learn about our planet, and discover its richness and diversity.
- They discover the seasons, and the local climate. While looking up from Earth, they will see the starry sky and find constellations.



Learning Materials

Secondary School

- In addition, the students learn that planets, stars and even the entire universe evolve and change.
- This also applies to the earth. It is unique as our home in space and we are responsible for its protection.



Learning Materials



High School

- In addition, the students receive suggestions for a discussion about the future development of mankind
- What role will digitization play, and will we be able to solve our problems with the help of artificial intelligence in the future?

Fulldome presentation

100 Years of Eternity

- Fulldome Production about the history of the Planetarium
- approx. 25 minutes
- Script & direction: Tobias Wiethoff

"100 Years of Eternity" is easy to follow and converts the fascinating idea of the projection planetarium into a sensual experience.

This is an additional fulldome content, -accompanying- the anniversary fulldome show. The anniversary show itself will be available outside of this package, to be downloaded free of charge.





Joint Communication

Use the Promotional Kit for your local marketing and PR efforts.

Our goal is to achieve a comprehensive, uniform identity!



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Print Materials

Floor Sticker

for indoor areas
Size: Din A2
(16.5 x 23.4")



Outdoor Display

Flag

Size: 100 x 300 cm
(39.4 x 118.1 ")

Digital Assets

Flyer

8 pages, print-ready file
Size: DIN lang (4.1 x 8.3")



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Digital Assets

Poster

print-ready file,

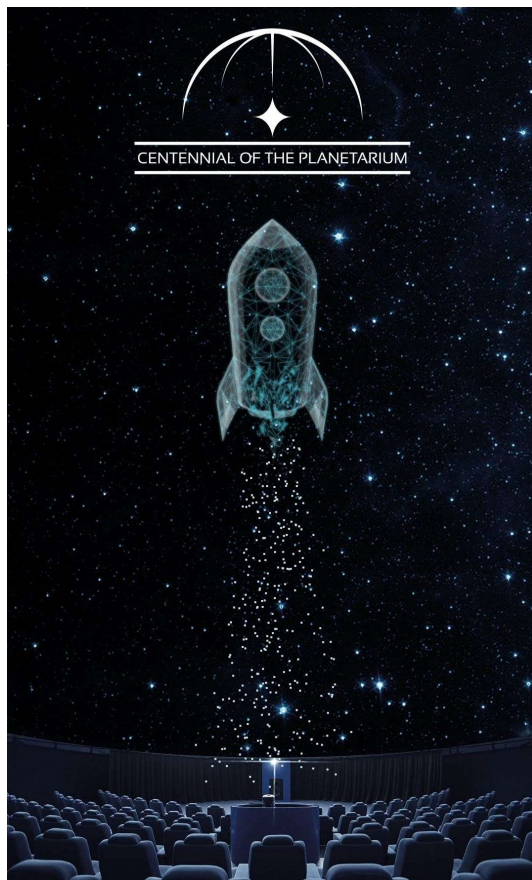
Sizes: Din A2 (16.5 x 23.4") & Din A3 (11.7 x 16.5") Versions

...can be customized



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Digital Assets

Social Media Clips

animated, format 9:16, 8-10 seconds



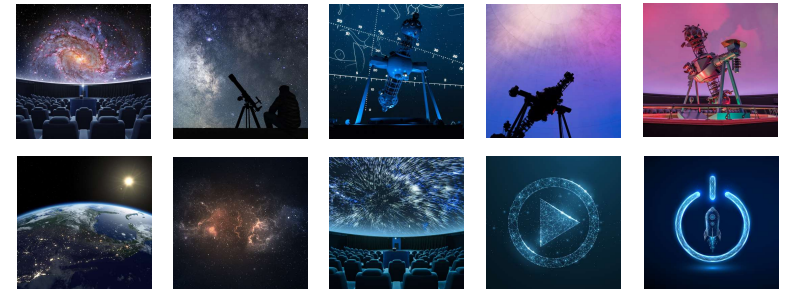
Digital Assets



Mail-Signature / Website-Banner

Layout Images

format 1:1, incl. licence fees



- sample images -



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PR Texts

To be used in local/regional press releases



Sehr geehrte Damen und Herren,

2023 wird das Planetarium 100 Jahre alt. Die Gesellschaft Deutschsprachiger Planetarien e.V. stellte auf ihrer Tagung Ende April die Vorbereitungen für das Jahrhundert-Jubiläum unter dem Slogan „Die Sterne waren nur der Anfang“ vor. Der Blick auf der jüngst durchgeführten Jahrestagung der GDP im Science Center experimenta in Heilbronn ging daher weit über das normale Programm hinaus. In verschiedenen Workshops beschäftigten sich die Teilnehmer*innen mit den geplanten Aktionen im Jubiläumsjahr.

Wir freuen uns, wenn Sie unsere Arbeit mit einer Veröffentlichung unterstützen und uns nach der Veröffentlichung einen Link zukommen lassen. Besten Dank im Voraus.

Die Pressemitteilung und das Bildmaterial stehen hier zum Download bereit:

[Pressemitteilung als Word-Dokument](#)

[Pressemitteilung als PDF-Dokument](#)

Bild 1 - Faszination Planetarium / Copyright: Zeiss

Bild 2 - Zeiss-Projektor macht den Blick in die unendliche Tiefe möglich / Copyright: Volkmar Schorcht

Logo - 100 Jahre Planetarium



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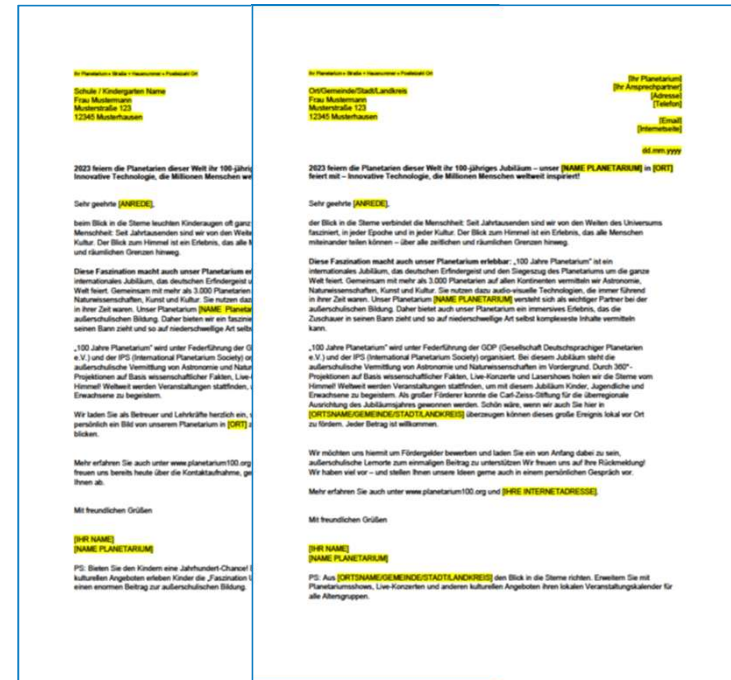




Letter Templates

Motivational Letter
to cities, municipalities, schools,
kindergartens, and other institutions to
encourage visits.

Customizable Word template for DIY printing.



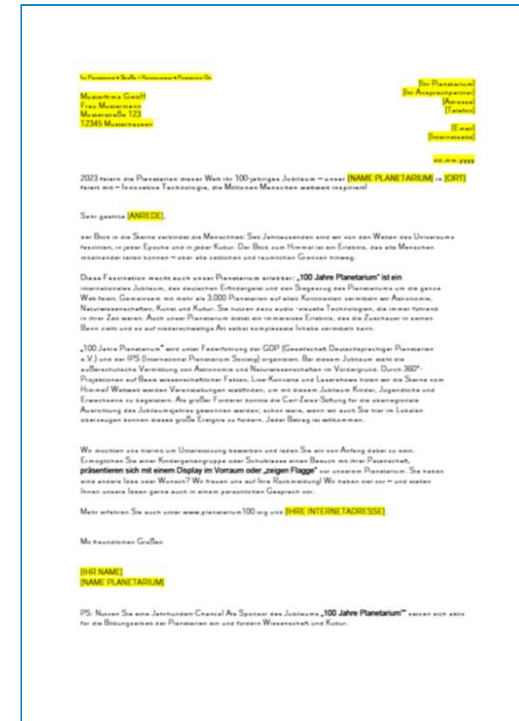
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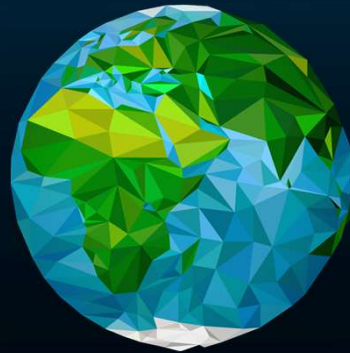
Letter Templates

Sponsor/Supporter Letter
to companies, savings bank foundations, and
other institutions.

Customizable Word template for DIY printing.



Choose your Package



Supplementary Package: Sol



990 Euro

(until august 15th; afterwards: 1.500 €)

Educational Kit

- Educational Concept
Pre-Schools / Primary Schools
- Educational Concept
Secondary Schools
- Educational Concept
High Schools
- Educational Concept
Extracurricular Venues

- Learning Materials

- Fulldome presentation
100 Years of Eternity
**please see the note on page 12*

1 Centennial Book

100 years in 100 Objects

Signage (Printed)

- 5 Floor Stickers
- 3 Flags

Digital Assets

- Poster
- Flyer
- 3 Social Media Clips,
- 10 Layout Images
- Mail-Signature/Website-Banner
- Letters Visitors & Sponsoring
- PR Text

Supplementary Package: Earth



660 Euro

(until august 15th; afterwards: 1.000 €)

Educational Kit

- Educational Concept
Pre-Schools / Primary Schools
- Educational Concept
Secondary Schools
- Educational Concept
High Schools
- Educational Concept
Extracurricular Venues

- Learning Materials

- Fulldome presentation
100 Years of Eternity
**please see the note on page 12*

Digital Assets

- Poster
- Flyer
- 2 Social Media Clips,
- 5 Layout Images
- Mail-Signature/Website-Banner
- Letters *Visitors & Sponsoring*
- PR Text

Supplementary Package: Moon



330 Euro

(until august 15th; afterwards: 500 €)

Educational Kit

- Educational Concept
Pre-Schools / Primary Schools
- Educational Concept
Secondary Schools
- Educational Concept
High Schools
- Educational Concept
Extracurricular Venues

- Learning Materials

Digital Assets

- Poster
- Flyer
- 1 Social Media Clips,
- 3 Layout Images
- Mail-Signature/Website-Banner
- Letters „Visitors“ & „Sponsoring“
- PR Text



100 Years of Planetariums

- a once in a lifetime opportunity!

Use the chance with this exclusive centennial to put your planetarium in the brightest light.

Step on and launch the rocket today. We will support you!

info@planetarium100.org

Handling / Organisation

**Gesellschaft Deutschsprachiger
Planetarien e.V.
Alte Bahnhofstr. 56
44892 Bochum
Germany**

Support

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Full-Service-Kommunikation
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47877 Willich
Germany**



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