



## **Clark Planetarium Request for Update to Membership Fee Structure**

Clark Planetarium requests approval to update its membership program fee structure. We are updating the program to be more inclusive, to align with sales data, to simplify membership processing and to grow the organization's pool of supporters.

Current membership includes three options: 1. Duo (2 adults); 2. Family (5 members); and 3. Super Family (8). This model excludes individual membership options and overlooks ways to include non-traditional unions and families. The new program will allow members will be able to build a membership that works for their needs.

Based on sales data and feedback, there is a desire by members to have more flexibility in their membership options. We are eliminating rarely used benefits and allowing members to bring friends and family without having to tie those friends and family to their membership.

The new program also simplifies our data management process, ensuring that purchase of a membership is a streamlined process. These changes will also allow our administrative staff stronger oversight of the data management process.

Through the addition of the Kuiper Club program, we create a path to move regular members up a "giving ladder" to donor status. These members will engage with Clark Planetarium at a higher level and become more invested in the organization.





## UPDATED GENERAL MEMBERSHIP PROGRAM

| Current   | New  |
|---|--|
| \$55 – Duo (2 people)<br>\$110 – Family (5 people)<br>\$165 – Super Family (8 people)<br><br>* \$20 for individual add-on<br><br><b>Benefits:</b> <ul style="list-style-type: none"> <li>• Free IMAX and Dome Theatre admission</li> <li>• Special member popcorn &amp; soda combo for \$1</li> <li>• Invitations to members-only events</li> <li>• 15% discount at Planet Fun Store (some exclusions apply)</li> <li>• 15% discount to Concessions stand</li> <li>• Discount tickets for \$5 each, blocks of 10</li> <li>• ASTC member access</li> </ul> | \$30 – Individual Membership (card-holder)<br><br>Customize your membership with add-ons:<br>\$30 – for each card-holder<br>\$20 – for each guest (guests must be present with a card-holder)<br><br><b>Benefits:</b> <ul style="list-style-type: none"> <li>• Free IMAX and Dome Theatre admission</li> <li>• Special member popcorn &amp; soda combo for \$1</li> <li>• Invitations to special member-only nights and events</li> <li>• 15% discount at Planet Fun Store (some exclusions apply)</li> <li>• Discount tickets for \$5 each (same day purchase, 10 max per day)</li> <li>• ASTC member access</li> </ul> |

### Cost Comparison

#### Membership for 2 people

- Current: \$55 Duo (2 card-holders)
- New: \$60 (2 card-holders) or \$50 (1 card-holder & 1 guest)

#### Membership for 5 people

- Current: \$110 (5 card-holders)
- New: \$150 (5 card-holders) or \$110 (1 card-holder & 4 guests)

#### Membership for 8 people

- Current: \$165 (8 card-holders)
- New: \$240 (8 card-holders) or \$170 (1 card-holder & 7 guests)





## NEW KUIPER CLUB MEMBER PROGRAM

The Kuiper Club membership program is designed for members who want to support Clark Planetarium at a philanthropic level.

|                                      |   |   |
|--------------------------------------|---|---|
| \$300<br>PLUTO                       | Two primary card holders and 5 total people   | Benefits: <ul style="list-style-type: none"> <li>• Basic Member Benefits</li> <li>• Public recognition on website, Annual Report, and supporter's pre-show slide</li> <li>• Invitation to annual Star Party</li> <li>• Invitation to annual Family Night Event</li> <li>• Invitation to Winter Dome Concert</li> <li>• Invitation to new film pre-screening reception events</li> <li>• One free ticket to Clark Planetarium's annual gala</li> </ul> |
| \$500<br>ERIS                        | Four primary card holders and 7 total people  | Benefits: <ul style="list-style-type: none"> <li>• Above and:</li> <li>• Two free tickets to Clark Planetarium's annual gala</li> <li>• Free two-hour classroom rental</li> </ul>   |
| \$1,000<br>HAUMEA                    | Five primary card holders and 10 total people | Benefits: <ul style="list-style-type: none"> <li>• Above and:</li> <li>• Two free tickets to Clark Planetarium's annual gala</li> <li>• Free four-hour classroom rental</li> <li>• Private tour of Clark Planetarium Production department, Dome and IMAX Theatres, and guided exhibit explanation</li> </ul>   |
| \$5,000<br>DIRECTOR'S<br>CLUB MEMBER | Five primary card holders and 10 total people | Benefits: <ul style="list-style-type: none"> <li>• Above and:</li> <li>• Private star party for your family or friends by Clark Planetarium Executive Director</li> </ul>   |

