



# Raising Funds for the ESO Supernova

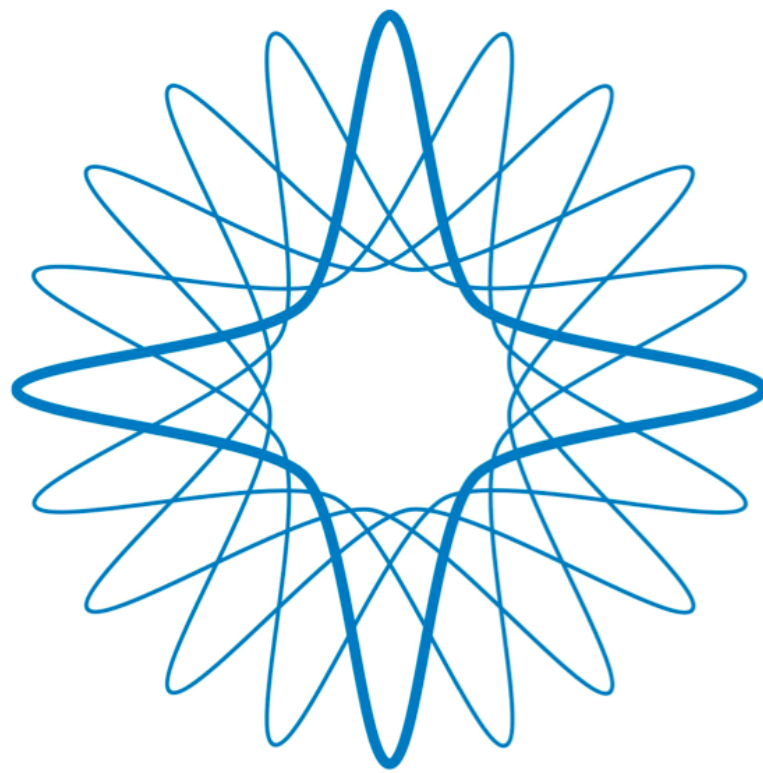
Tania Johnston, ESO Supernova Coordinator



**It's not about the money, money, money**



It's all about the money, money, money



# **ESO** Supernova

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## Planetarium & Visitor Centre

[supernova.eso.org](http://supernova.eso.org)

A cooperation between ESO and the Heidelberg Institute for Theoretical Studies (HITS), the research institute of the Klaus Tschira Stiftung (KTS)

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**Klaus Tschira Stiftung  
gemeinnützige GmbH**



**Heidelberg Institute for  
Theoretical Studies**



# Traditional Routes

- Grants and foundations
  - Equipment
  - Teacher secondments
  - Projects

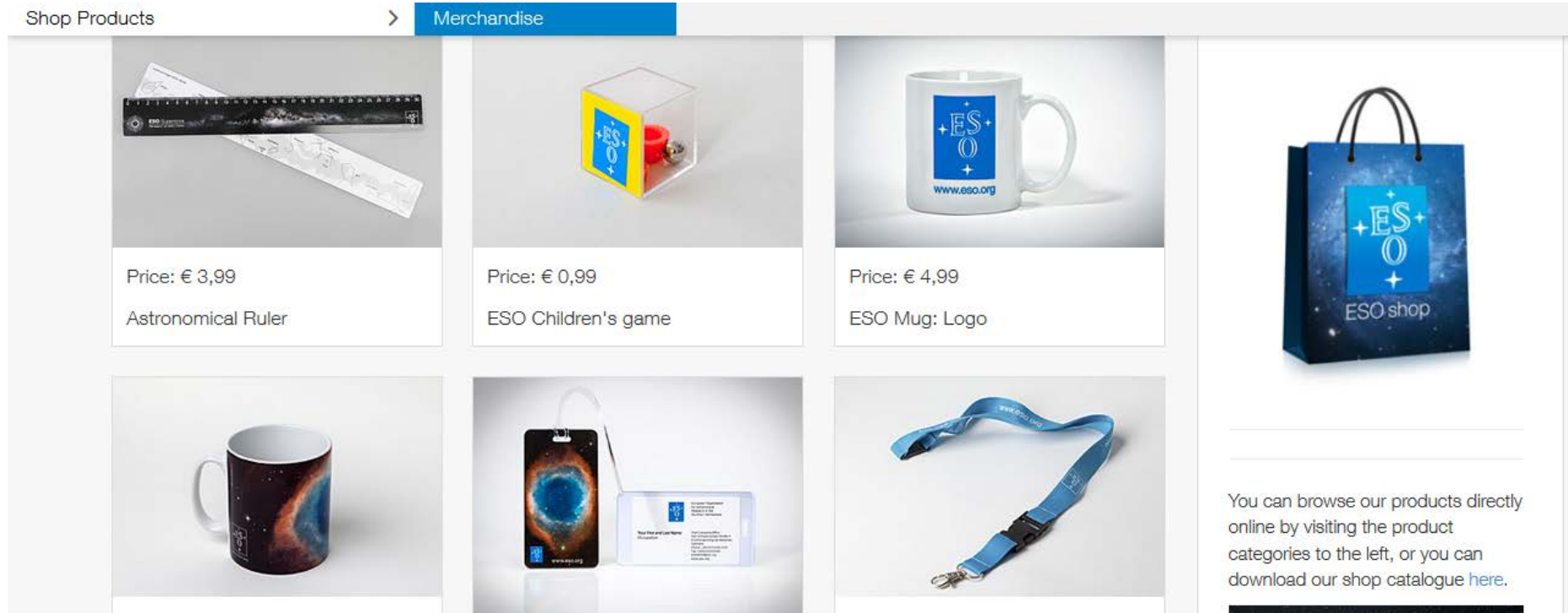
## **Challenges:**

- Finding suitable funding streams takes time
- Writing applications takes time
- If successful, often come with substantial admin work

# Traditional Routes

- Shop sales

Shop Products > Merchandise



The screenshot displays a grid of merchandise items. The top navigation bar shows 'Shop Products' and 'Merchandise'. The items are:

- Astronomical Ruler:** Price: € 3,99. A ruler with a space-themed design.
- ESO Children's game:** Price: € 0,99. A small cube-shaped game with a yellow and blue design.
- ESO Mug: Logo:** Price: € 4,99. A white mug with the ESO logo and website address.
- Galaxy Mug:** A mug with a colorful galaxy design.
- Phone Case and ID Card:** A phone case with a galaxy image and a matching ID card.
- Blue Lanyard:** A blue lanyard with a black buckle.

On the right side, there is a large blue shopping bag with the ESO logo and 'ESO shop' text. Below it, a text box reads: 'You can browse our products directly online by visiting the product categories to the left, or you can download our shop catalogue [here](#).'

## Challenges:

- Space
- Identifying/producing suitable products takes time

# Less Traditional Routes: Institutional Partnerships

- Different categories based on level of financial contribution
  - Planet
  - Star
  - Constellation
  - Galaxy
  - Galaxy Cluster
  - Universe



**EVANS & SUTHERLAND**

# Less Traditional Routes: In-kind Partnerships

- Different categories based on type of contribution
  - Media Partner
  - Technology Partner
  - Reciprocity Partner
  - Education Partner
  - Exhibition Partner





## Less Traditional Routes: Partnerships

What's in it  
for me?

# Less Traditional Routes: Partnership Benefits

- Visibility
  - Visitor capacity: 50–150 000 per year.
  - The ESO website: Four million hits per year.
  - ESO's Facebook page: 240 000 friends.
  - ESO's Twitter account: 49 000 followers.
  - ESO's electronic newsletters: 40 000+ subscribers distributed in 30+ languages.
  - Typical print run for flyers, etc: 100 000 copies.

# Less Traditional Routes: Partnership Benefits

- Free use of rooms/building for x days
- Invitations to the Director General's Annual Partnership Banquet
- Use of ESO's top archive of images and videos
- Brand association with ESO
- Exclusive/off-hours behind-the-scenes tours
- Invitations to special events
- Discount in the ESOshop
- VIP visit to ESO's observatories in Chile
- VIP plaque
- VIP mounted image, signed by the Director General
- ESO infopack

# Less Traditional Routes: Individual Donations

- Online
- On-site
- **Challenges**
  - Training staff/volunteers
  - Maintaining engagement
  - Effort vs contribution



# Less Traditional Routes: Sell yourself!

- Location, location, location
  - Filming fees
  - Venue hire

## Challenges:

- Coordination effort
- Damage to organisation



# Less Traditional Routes: Cultural Events

- Performers charge tickets – we keep small commission

## Challenges:

- Coordination effort
- Damage to organisation



# Getting the Balance Right

- No shortage of ideas
- Fundraising takes **A LOT** of time

**TIME = MONEY**

- Need to find balance between effort put in and money received...



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Thank you

