



# Castle

ADVENTURE

A purple shield-shaped logo with a yellow crown emblem in the center.

Produced by The Children's Museum of Indianapolis

# LEGO® Castle Adventure

Builders of all ages are invited to explore, build and play in our traveling exhibition—*LEGO® Castle Adventure!* In this exhibit, kids and their families are transported to a LEGO kingdom where they too can become master castle builders, using one of the greatest building materials of all time—LEGO bricks.

- Build, Build, Build! Builders of all ages and skill levels can construct castles, learn about real-world castles and their building secrets, and plan their ideal castle's defenses. The Builders Guild is divided into three age-appropriate build areas—Apprentice (toddlers), Journeyman (ages 3–6), and Master Build (ages 7 and up).
- Explore a Giant Castle! Explore the inside of the royal castle full of LEGO brick decorations, the king and queen's thrones, and secret passageways.

- Aim a Catapult! Virtually build a fortress wall on screen and test its strength with a LEGO catapult.
- Defend the Castle! Climb into a lookout tower topped with a mini figure guard and slide back down to the ground, or stroll along the castle's wheelchair accessible battlement wall.
- In the dragon's lair, children and adults can create and share their own fantasy stories that feature castles as the setting.
- Using a colorful array of green bricks, children can plan and create their own outdoor courtyard landscapes. Large LEGO brick topiary models are on display to inspire young builders.

## Exhibit Specifications

**Size:** 2,500 square feet;  
232 square meters

**Rental Fee:** U.S. \$65,000  
plus in-bound shipping

**Target Audience:** Families with  
children 6 to 12-years-old

  
**CHILDREN'S  
MUSEUM**  
INDIANAPOLIS



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## Lego Castle Adventure Traveling Exhibit

December 3rd 2016 – January 23rd 2017

We have a unique opportunity to host Lego Castle Adventure, a traveling exhibit designed and constructed by the Children's Museum of Indianapolis. This opportunity came to Sci-Tech through our continuous monitoring of the traveling exhibit market. We have cast a wide net into the traveling exhibits industry to let exhibitors know that we at Sci-Tech are looking for great exhibits.

Lego Castle Adventure is a 2,500 SF exhibit which is focused on Lego's successful Castle building kits. The exhibit contains both opportunities to build with Lego's on small and large scales as well as various interactives.

We have identified that the visitor potential for this exhibit would be between 10,000 – 12,500 people conservatively for the approximate two-month run. We are also working internally to work up a schedule of programming that can support the exhibit for weekends as well as the two-week period when the schools are on vacation. Looking at visitor data of other Lego exhibits at similar venues and because of Legos wide reach and appeal, we not only see a spike in attendance, but we also see a spike in membership purchases.

Our marketing strategy for the exhibit would be to cast a much wider net than we would for a typical exhibit knowing that the Lego brand can reach a much larger audience. We would reach out to the entire DFW area as well as other key defined target areas. Additionally, we have identified some key signage and/or a Lego inflatable that we can use outside at the Discovery center similar to the large inflatable butterfly which propelled us to our best summer attendance for an exhibit.

For us to be able to bring this great experience to Sci-Tech, we have to be able to fund the following: rental, shipping, marketing, and installation. The total projected cost of these items is \$30,000. We feel that we can raise \$15,000 through corporate and individual donations and already have pledges of approximately \$8,000.

What we are asking is for the CDC and the CVB to put up \$7,500 each in matching funds to give us \$15,000 in support, and we will raise the remaining \$15,000. However, because of the nature of this opportunity, we need to have an answer on this question as quickly as possible so that we can move forward and commit to bringing in this exceptional traveling exhibit.

We feel that exhibit opportunities like this one are exactly what we are trying to attract to Sci-Tech to engage our visitors and allow us to grow our attendance base. We wish to thank the CDC for their support over the years and hope that we can work together to bring this great exhibit to Frisco.