



Smithsonian
National Air and Space Museum

Office of Special Events

NASM SPECIAL EVENTS POLICY

More than nine million people a year visit the National Air and Space Museum's flagship building on the National Mall, making it the most popular museum in the world. In December 2003, the museum expanded its facilities with the opening of the colossal Steven F. Udvar-Hazy Center, located at Washington Dulles International Airport.

The mission of the National Air and Space Museum (NASM) is:

"To explore and present the history, science, technology and social impact of aeronautics and space flight; and to investigate and exhibit the nature of the universe and our environment."

The NASM is a bureau of the Smithsonian Institution; accordingly, its special events policy is derived from and subject to the provisions of the Institution's policy, Office Memorandum 724.

Non-Smithsonian organizations may use NASM facilities when such use is directly related to Smithsonian interests. For an event to be approved by NASM, the event must either be initiated by NASM, or the requesting organization must be:

1. a Federal Agency primarily dedicated to aeronautics and/or the space sciences, or
2. a non-profit organization that has a close working relationship with NASM, and shares in its mission and purpose, or
3. a corporation or association that has made a substantial donation to the Museum.

The NASM is supported by Federal Appropriations, by the trust resources of the Smithsonian Institution, and by the generosity of donors -- foundations, corporations, organizations/associations and individuals. Since there is no public admission charge to Smithsonian facilities, it is through such financial support that many of the activities of NASM are made possible. It is traditional that organizations who offer a substantial unrestricted donation to the NASM are invited to celebrate the gift by co-sponsoring a special event in the NASM. Such a celebratory occasion provides an opportunity for the NASM and the donor to jointly commemorate their collaboration. While the NASM desires to allow reasonable latitude in the recognition of donors, it must be clear that such acknowledgement is in appreciation for a gift, rather than as a commercial endorsement.

Donations to the NASM are non-refundable and are applied directly to one of the following areas central to the continuing operation and expansion of the NASM's missions and interests:

- * Exhibitions
- * Educational Programs
- * Research
- * Collections Management
- * Public Programs
- * Administration

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If at any time during the term of this Agreement a cause or causes beyond the reasonable control of the parties hereto (including but not limited to disaster, act of God, government regulations, war, terrorism or threats of terrorism, civil disorder, labor trouble, strikes, curtailment of transportation facilities, unusually severe weather conditions, fire or casualty, or any other emergency), make it illegal, impossible, or inadvisable by formal advice of a chief government officer (e.g., declaration of a state of emergency by a mayor, governor, president) for the donor to conduct the event at the Smithsonian National Air and Space Museum (NASM) or for the majority of invitees to attend the event, the organization may postpone such event without penalty. If an event must be canceled, the event may be rescheduled for a mutually convenient date.

Donations to the NASM will not be returned. The failure of either party to perform any of its covenants or agreements shall not be deemed to be a breach or violation of the terms of this Agreement if such failure is due to a cause or causes described in this section.

The following document outlines the NASM policies that apply to special events in the flagship building on the National Mall and the Steven F. Udvar-Hazy Center:

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I. APPROVAL CRITERIA/PROCESS

- A. Consistent with the objectives of Title VI of the Civil Rights Act of 1964, Smithsonian facilities shall not be made available to any organization that practices or advocates discrimination based on age, color, religion, sex, national origin, age, or condition of handicap.
- B. Non-NASM related events such as fund raisers for other than the Smithsonian Institution or the National Air and Space Museum, and those events of a political, religious, promotional, or social nature (e.g. retirement or holiday parties, etc.) may not be held at the Smithsonian.
- C. Federal agencies with a direct relationship to the NASM (e.g., FAA, NASA) may make a request to co-sponsor events at the NASM. Such events will be approved on a case-by-case basis and as NASM resources permit. A written request must come from the Director or Head of the Agency, and approval requires that the Director/Head of Agency or his/her designee, personally attend the event as official co-host.
- D. A written request and \$5,000 deposit must be submitted to the NASM Office of Special Events prior to an event in order to confirm its date. All necessary elements involved, including paperwork and receipt of donation, must be received by the NASM Office of Special Events at least six weeks prior to the event date.

II. TERMS

A. Confirmation/Written Agreement

1. The NASM Office of Special Events will prepare a Memorandum of Agreement that confirms the event date, the contribution, number of guests expected, and event scenario.
2. The Memorandum of Agreement must be signed by the donor or organization representative and returned to the NASM Office of Special Events by the date specified in the letter.
3. A non-refundable deposit of \$5,000 must be received to confirm the date on the Museum's calendar.
4. The non-refundable donation to the NASM must be received in full at least six weeks prior to the event date requested.

B. NASM Staff Event Participation

1. All special events in the NASM are co-sponsored by the NASM and the donor/organization. The Director of the NASM, or his designee, acts as co-host at the special event.
2. Official welcoming remarks, delivered by the Director of the NASM or his designee, are a traditional part of a co-sponsored event at the NASM. This allows a brief opportunity to represent the NASM in acknowledging the significance of the occasion and the generosity of the donor.

3. A number of senior NASM staff attends all special events in the NASM. The exact number will be determined by mutual consent with the co-sponsor on a case-by-case basis. Names and titles of these individuals will be provided to the donor/organization, if requested. This represents an important element in the overall public education/outreach program of the NASM.

The NASM Office of Special Events is an integral partner in all phases of the event process as well as a resource for assistance. A designated NASM Special Events Coordinator has final approval over all aspects of the event and will work directly with a single point of contact from the participating organization throughout event planning.

C. Event Time Frames

1. As a matter of Smithsonian policy, special events should not interfere with the normal public visitation to the Museum. The regular operating hours of the NASM are 10:00 a.m. to 5:30 p.m. Given the need to allow for proper cleaning from the day's visitors to the NASM, event time frames must be approved by the Office of Special Events.
2. Receptions/dinners, including a program, are designed for up to a three hour time period.
3. Requests for morning events will be handled on a case-by-case basis.

D. Speaking Program

Should a guest speaker(s) be included as a part of the event, the speaking program and/or topic must be non-partisan in nature. In order to confirm compliance with this requirement, each speaker's name and topic must be submitted in writing to the Museum's Office of Special Events at least 6 weeks in advance of the event.

E. No Smoking Policy

Smoking is NOT permitted in the NASM at any time.

F. Logos and Trademarks

1. Any use in connection with the event of the trademark or logo of donor/organization must be approved in advance in writing by the NASM. Requests for all approvals of this nature are to be facilitated through the NASM Office of Special Events, and are subject to Smithsonian policies on donor recognition.
2. The trademark or logotype of a donor or organization may not be placed on the invitation. However, it may be incorporated on an insert card within the printed invitation package, and must be cleared in advance with the NASM Office of Special Events (Exhibit 1).
3. A trademark or logo of a donor or organization may not be used on a podium or anywhere in the Museum during the event.

G. Invitation/Program Design and Copy

1. The style and text of the invitation/program/handouts must be submitted to the NASM Special Events Coordinator and receive approval in writing prior to blue line stage.
2. Since NASM is the co-host of the event, all invitations are issued from the Director of the National Air and Space Museum and/or an appropriate Smithsonian official. The donor/organization is also represented by the title of the highest-ranking representative of the co-hosting organization. (Exhibit)

H. Invitation Guest List Policy

In order to provide background information to the NASM Director and senior NASM staff, the donor/organization will be requested to provide the names and affiliations of guests prior to the event. This list will not be used for solicitation or publicity purposes.

I. Promotional/Advertising Material

1. The names of the Smithsonian Institution and the NASM are registered trademarks and may not be used in any document without prior written approval from the NASM Office of Special Events.
2. Except as otherwise permitted in writing, the Smithsonian Institution does not permit or authorize the use of its name or images taken from within its Museums to be used to promote or advertise products or services of any commercial organizations, contractors, or donors to the Smithsonian.
3. All printed materials and objects to be distributed, or visual presentations to be made at special events, must receive prior approval from the NASM Office of Special Events.
4. Arrangements for press and broadcast media coverage of an event must be handled in conjunction with, and approved by, the Museum.
5. Any printed/visual/broadcast materials (i.e. brochures, advertisements, TV commercials, public service announcements, press kits, letterheads, press releases, banners, etc.) produced by the donor, by an organization acting on the donor's behalf, or by a co-hosting organization, which refer to the Smithsonian or National Air and Space Museum or its programs, must be submitted to the NASM Office of Special Events for approval by the NASM Office of Public Affairs prior to use.
6. Advertising and promotional materials may make no reference to specific corporate brands, products, or services, or make use of advertising slogans concerning products or services. The exception is the case in which the company name and product are the same, e.g. Coca-Cola, Nike, Xerox.
7. Banners, either promotional or otherwise, may not be displayed inside or outside the Museum.

J. Videotaping/Recording

1. The format and equipment associated with still photography/videotaping/recording an event must consider the comfort level of guests and be approved in advance by the NASM Special Events Coordinator. Cameras should be fully self-contained and use unobtrusive lighting.
2. Photographs and videotape footage of the NASM may be used for archival and non-commercial corporate and institutional purposes only, and may not be used for advertising/commercial or promotional purposes.

K. Catering Firms/Vendors

1. The NASM will provide co-sponsoring organizations with a non-inclusive list of suggested catering firms and other vendors such as florists, beverage distributors, musicians, etc., familiar with the procedures and operations within the NASM.
2. The selected catering firm/vendor is responsible for operating under the NASM Catering Guidelines.
3. The NASM has final approval in the selection of the catering firm.
4. The catering firm/vendor must coordinate all arrangements and access to the National Mall Building or the Udvar-Hazy Center through the NASM Special Events Coordinator.
5. The co-sponsoring organization is fully responsible for the actions and compliance of all vendors and service personnel to the NASM's special events operational procedures.
6. Insurance - The donor/organization shall require its catering firm and other vendors to provide the NASM evidence of the limits of insurance, and shall name the Smithsonian Institution as an Additional Insured for the use of the facility. Such evidence of insurance may be provided by a Certificate of Insurance, and must be received by the NASM Office of Special Events one week prior to the event.
 - a. Commercial General Liability -- \$1,000,000 per occurrence, including coverage for products liability and contractual liability.
 - b. Liquor Liability Coverage -- \$1,000,000.
 - c. Automobile Liability Coverage -- \$1,000,000 per accident for bodily injury and property damage.
 - d. Workers Compensation -- statutory limits.
 - e. If there are over 2,000 guests, the limit of liability increases to \$5,000,000 per occurrence.
7. Indemnification and Hold Harmless Provision - In its agreement with the donor/organization, the catering firm must agree to indemnify and hold harmless the Smithsonian Institution and its museums from any and all claims, liability, costs and expenses arising from any act or omission of the catering firm, its agents or employees, including injury to the catering firm employees or agents, or to a third party, arising out of the use of the facility. A signed certificate to this effect must be provided to the NASM by the catering firm. Donor/organization must provide evidence of this agreement.

L. Guarantee

To avoid potentially embarrassing situations for both the co-sponsoring organization and the NASM, security personnel are equipped with manual counters, and will limit admittance to the event if guest numbers exceed the number of guests confirmed to the NASM 72 hours prior to the event and the stated guarantee to the caterer by 15%. For planning purposes, maximum guest capacity for a reception is 3,500 at the National Mall Building, and 5,000 at the Hazy Center.

M. Entertainment

Most forms of entertainment and dancing are permissible in the NASM with prior approval from the Special Events Coordinator.

N. Lighting

Special lighting design significantly enhances the appearance/atmosphere of the event space. While this component is not required, it is highly recommended. Vendor information may be obtained from the NASM Special Events Coordinator.

O. Parking

Parking is available for use on a case-by-case request at both National Mall Building and the Udvar-Hazy Center, and is included in the support costs related to special events at each of the facilities. Parking capacity is 400 spaces for the National Mall Building and 2000 spaces for the Udvar-Hazy Center. Some security precautions may be required, i.e. parking lists.

P. Attractions (IMAX® Theater/Planetarium)

Co-sponsoring organizations are encouraged to incorporate the screening of one or more large-format films in the Lockheed Martin IMAX® Theater into the event scenario at the National Mall Building. The NASM's Einstein Planetarium is also available for screenings of a planetarium show during evening events. The Udvar-Hazy Center also offers a screening of one of the large-format films in the IMAX® theater.

For an additional fee, you may rent flight simulators for your evening event.

Q. Docents

The participation of NASM docents/guides is suggested to maximize the educational value of the evening. As a courtesy, the NASM requires that these volunteers be afforded the opportunity to partake of the food and beverages of the evening at an appropriate time.

R. Deposit

1. To secure a date on the museum calendar NASM requires the co-sponsoring organization sign NASM's letter of agreement and return it immediately with a non-refundable **\$5,000 deposit**. The balance of the donation from the co-sponsoring organization is due six weeks prior to the event.

If an event must be canceled, the event may be rescheduled for a mutually convenient date. **Donations to the NASM will not be returned.**

S. Unanticipated interruptions

The NASM will bear no financial responsibility for any disruptions that may occur due to mechanical difficulties, Museum emergencies, or unanticipated events beyond the NASM's control.

Office of Special Events
National Air and Space Museum

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