



2024 MEDIA KIT



+CAMPS

+MUSEUM

+MEDIA/JOURNALISM

+FILM/PHOTOGRAPHY



About Us

SPACE STARTS HERE!

Launched as a showplace for Alabama's role in space exploration, the U.S. Space & Rocket Center (USSRC) has become a world-class educational institution that is home to the Space Camp® family of programs. Opened in March 1970, the U.S. Space & Rocket Center highlights the earliest innovations in space exploration while showcasing the exciting technology of today. Visitors experience the awe-inspiring National Historic Landmark, Saturn V Rocket, a full space shuttle stack, the Apollo 16 capsule, an exhibit on the International Space Station, and the ever-evolving "Dare to Explore: Frontiers of Space" exhibit. The U.S. Space & Rocket Center is also home to the *INTUITIVE*® Planetarium, where daily live shows take visitors on a cosmic odyssey under a 67-foot dome. The Rocket Center serves as a testament to the enduring human spirit of exploration and to inspire the spirit of discovery through education and immersive engagement.

QUICK FACTS

- 1 The Rocket Center has more than 1,500 rocketry and space artifacts.
- 2 The U.S. Space & Rocket Center is the resting site of Miss Baker, a squirrel monkey who flew a suborbital test flight in 1959. Miss Baker lived at the Rocket Center from 1971 until she died in 1984.
- 3 The movie *SpaceCamp* was inspired by the real camp at the U.S. Space & Rocket Center. Many of the scenes were shot on site.
- 4 13 astronauts are Space Camp alumni
- 5 There is a Space Camp for the visually impaired.
- 6 The museum is home to a moon rock that was brought to Earth on the Apollo 12 Mission.
- 7 "Good Morning America" named the Saturn V dynamic test vehicle to a list of "Seven Wonders of America."

— Mission Statement —

"To inspire the spirit of discovery in us all through education and immersive engagement."



Offerings

COME EXPLORE!

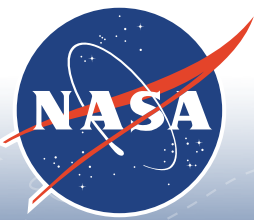
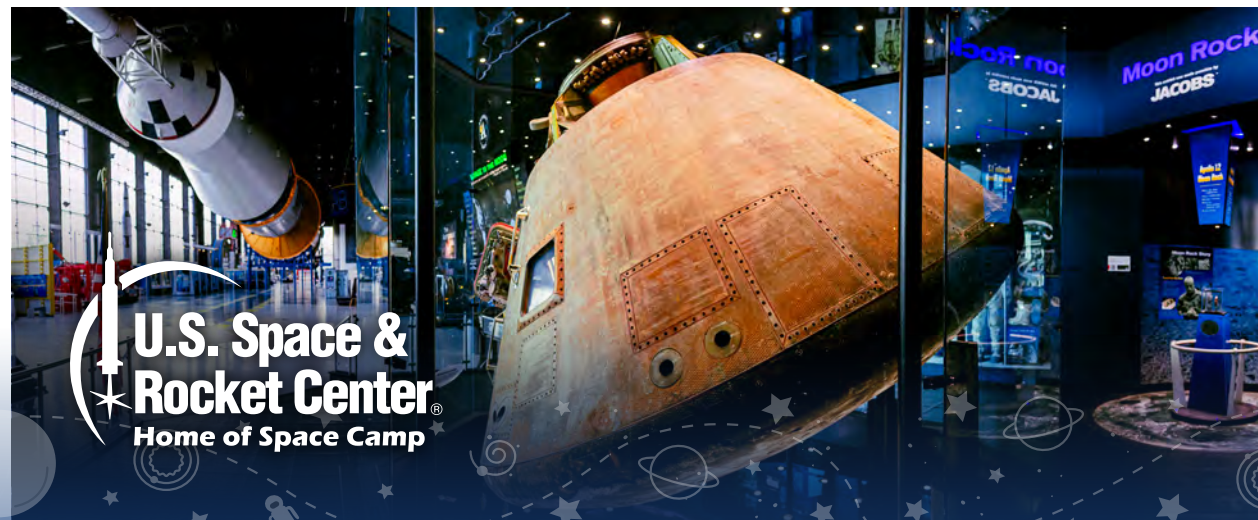
SPACE CAMP

Space Camp has helped inspire the next generation of explorers for more than 42 years. This internationally known program with more than 1 million plus alumni is based on NASA astronaut training and focuses on teamwork and leadership skills. Launched in 1982, Space Camp has inspired and motivated young people from around the world, with attendees from all 50 states, U.S. territories and more than 150 foreign countries. We offer space, aviation, cyber, and robotics camps to children between the ages of 9 to 18, adults of all ages, families, and educators.



MUSEUM

The U.S. Space & Rocket Center is a Smithsonian Affiliate, the Official Visitor Center for NASA's Marshall Space Flight Center, and the home of Space Camp. We have one of the largest collections of rockets and space memorabilia on display in the world. Notable artifacts on our campus include the National Historic Landmark Saturn V, Pathfinder - a full-stack space shuttle display, an Apollo 12 Moon Rock, and the Apollo 16 Command Module.



Smithsonian
Affiliate



SPACE CAMP[®]
INSTITUTE



Offerings

FUN FOR EVERYONE!

SPACE CAMP INSTITUTE

We are once again expanding our educational and historic offerings focusing on adults through the Space Camp Institute. It is the next evolution of USSRC's STEM programming providing unique team building and education programs on a campus that defines human exploration and the Rocket City. Lifelong learning is fostered through immersive new experiences, all while building on existing U.S. Space and Rocket Center programs, continuing with our legacy of exploring the outer edges of human existence.



INTUITIVE[®] PLANETARIUM

The *INTUITIVE[®]* Planetarium has daily live, interactive, unscripted, and highly customizable shows created by the planetarium team. These shows are displayed in the planetarium on its 67-foot dome with absolute cutting-edge technology for a truly immersive experience. The shows produced by the planetarium staff educate, inform, and showcase our ever-growing knowledge of the universe using the latest available data. In the planetarium's daily shows, viewers can discover the furthest reaches of the universe as revealed by the James Webb Telescope in "James Webb Telescope: The Story Unfolds," or they can zoom out to view the Milky Way and the entire observable universe to gain some perspective in "Our Place in Space." Viewers can also take a closer look at asteroids with "Space Rocks!". The planetarium shows offer a pristine window into our solar system's past, vital information to protect our future, and a testament to human innovation in space exploration. Through these daily shows, along with the weekly rotating Cocktails & Cosmos, the *INTUITIVE[®]* Planetarium truly "brings the universe down to Earth."

INTUITIVE[®]
PLANETARIUM

Our Stats AND MORE...



25.6K
INSTAGRAM
AUDIENCE



106K
FACEBOOK
AUDIENCE



22.1K
X
AUDIENCE



3.77K
LINKEDIN
AUDIENCE



3.38K
YOUTUBE
AUDIENCE



TOTAL AUDIENCE: **159K**

SOCIAL MEDIA HANDLES

Instagram: @rocketcenterusa

Facebook: @rocketcenterus

X: @rocketcenterusa

YouTube: @RocketCenterUSA

LinkedIn: linkedin.com/company/u-s--space-&-rocket-center

URL: rocketcenter.com



MEDIA AND FILMING CONTACT INFORMATION

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For film and commercial photography requests, please contact Nancy Noever, nancyn@spacecamp.com, 256-721-5414.

Behind the scenes of the NBC Report with Gadi Schwartz



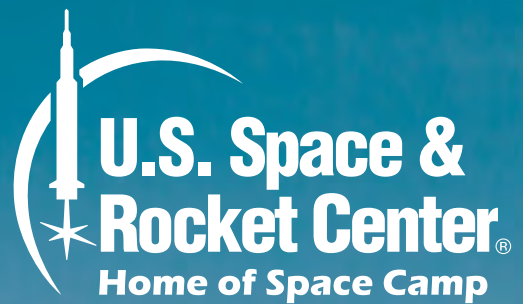
Space Cadet
BEHIND-THE-SCENES



SPACE CADET

prime video





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