



**U.S. Space &
Rocket Center**
Home of Space Camp
2026 **MEDIA KIT**

+CAMPS

+MUSEUM

+MEDIA/JOURNALISM

+FILM/PHOTOGRAPHY



About Us

SPACE STARTS HERE!

Since its debut in 1970, the U.S. Space & Rocket Center® (USSRC) has evolved from a showcase of Alabama's aerospace contributions into a world-class educational hub and the global home of Space Camp. Our campus seamlessly bridges history and innovation, featuring legendary icons like the National Historic Landmark Saturn V rocket and the Apollo 16 Command Module alongside cutting-edge exhibits on the International Space Station and atmospheric science.

We invite you to explore our ever-evolving galleries or catch a show at the **INTUITIVE**® Planetarium, recently named the best in the nation. From the massive shuttle stack of Pathfinder to the immersive depths of our 67-foot dome, the Center remains dedicated to honoring the legacy of the Space Age while inspiring the next generation of explorers. We look forward to sharing the spirit of discovery with you.

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 14 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®

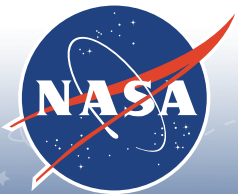
For 44 years, Space Camp® has inspired more than one million alumni from across the globe through NASA-based training that champions teamwork and leadership. Our world-renowned programs offer specialized tracks in space, aviation, cyber, and robotics for trainees of all ages, from youth to educators.

For summer 2026, we are launching our experience to new heights with the opening of the Inspiration4 Skills Training Complex. Featuring updated missions and advanced 21st-century skill-building, these enhancements are complemented by flexible new housing options for Family Space Camp. Whether you are joining the U.S. Cyber Academy or embarking on a traditional space mission, we invite you to join us for our most immersive season yet.



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



U.S. Space & Rocket Center®
Home of Space Camp®



Offerings

FUN FOR EVERYONE!

SPACE CAMP INSTITUTE®

The Space Camp Institute® supports lifelong learning and regional economic growth through several key initiatives:

- Industry Symposiums: Collaborative events featuring thought leaders on emerging technologies like AI and aerial drones.
- Workforce Development: Programs designed to cultivate talent, including the Alabama Aerospace Fellowship for students.
- Corporate Camps: Custom team-building experiences focused on leadership, communication, and collaboration.



INTUITIVE® PLANETARIUM

The **INTUITIVE®** Planetarium offers an unparalleled celestial experience and was recently honored as the No. 1 planetarium in the nation in the 2026 USA TODAY 10 Best Readers' Choice Awards. Under its 67-foot dome, the planetarium team produces daily live, interactive, and unscripted shows that utilize cutting-edge technology to educate and inform visitors with the latest astronomical data. These highly customizable presentations allow viewers to discover the furthest reaches of the cosmos, from the stunning revelations of the James Webb Space Telescope in "James Webb Telescope: The Story Unfolds" to a grand-scale perspective of the Milky Way in "Our Place in Space." Joining this esteemed lineup in 2026 are "Black Holes: A Cosmic Abyss," an exploration of the universe's most enigmatic phenomena as well as "Spectra," an immersive laser experience. Through its daily offerings and the popular weekly Cocktails & Cosmos series, the **INTUITIVE®** Planetarium provides a pristine window into our solar system's past and future, truly "bringing the universe down to Earth."

Our Stats

@RocketCenterUSA



46.8K

INSTAGRAM
AUDIENCE



136K

FACEBOOK
AUDIENCE



22.5K

X
AUDIENCE



8K

LINKEDIN
AUDIENCE



5.02K

YOUTUBE
AUDIENCE

@SpaceCampUSA



32.7K

INSTAGRAM
AUDIENCE



61K

FACEBOOK
AUDIENCE



TOTAL AUDIENCE: **218.32K**

SCAN FOR PHOTOS



MUSEUM

SCAN FOR PHOTOS



PLANETARIUM

SCAN FOR PHOTOS



SPACE CAMP

SOCIAL MEDIA HANDLES

Instagram: @rocketcenterusa

Facebook: @rocketcenterusa

X: @rocketcenterusa

YouTube: @RocketCenterUSA

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

URL: rocketcenter.com

Behind the scenes of Space Cadet



MEDIA AND FILMING CONTACT INFORMATION

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Out-of-This-World Encounters

REALITY, REIMAGINED



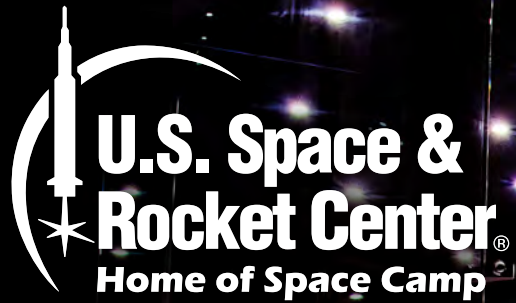
The Fantastic Four: First Steps

BEHIND-THE-SCENES



the **FANTASTIC** STUDIOS *Fantastic* 4 FIRST STEPS TRAILER LAUNCH





2025 MEDIA KIT



+CAMPS

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