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Raising Funds for the ESO Supernova

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The ESO Supernova Planetarium & Visitor Centre presents a new challenge for the outreach programme of ESO. The facility itself is a donation from the Klaus Tschira Stiftung but the operations are the financial responsibility of ESO. In order to provide a first-class programme of activities and to keep the entrance free, additional financial support is required.

In this talk I will present our fundraising strategy including the challenges we are facing and some of the solutions we are implementing. I will outline the various approaches we are taking, from industrial sponsorship to in-kind partnerships, and give an overview of other sources of income we are investigating.

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