

## **ADDITIONAL INFORMATION ON THE PROPOSED MOTION TO APPROVE THE SPONSORSHIP AGREEMENT BETWEEN THE NATIONAL MUSEUM OF NATURAL HISTORY AND THE AMERICAN PETROLEUM INSTITUTE**

At the September 17, 2007, Board meeting, a number of Regents asked for supplemental information on the proposed \$5 million sponsorship of the National Museum of Natural History's Ocean Initiative, including its Ocean Portal website, Ocean Hall, and related components, by the American Petroleum Institute (API). The following information was provided by the Museum and the central Office of Development in response to particular questions raised during, and subsequent to, that meeting.

### **SUMMARY**

On August 29, 2007, API signed a \$5 million sponsorship agreement with the Smithsonian.

Prior to negotiating the proposed agreement, the Museum conducted a thorough examination of the programs and actions of API and concluded that the organization is an appropriate partner for the Ocean Initiative. The proposed agreement also contains all of the standard required provisions, including that the Smithsonian retains control of the content of all aspects of the Ocean Portal and any exhibition or program. A web page on the Portal will inform the public of the Smithsonian's control of the content.

The proposed sponsorship contains benefits to the sponsor. API will be recognized as the lead sponsor of the Ocean Portal website for a minimum of five years; provided with recognition on the site through use of its name and logo, as described below; and permitted to use the Smithsonian name and logo in connection with its promotion of its sponsorship of the Ocean Portal, with prior approval and in certain ways, as described below.

### **SPONSORSHIP BACKGROUND**

API was identified as a potential donor for the Ocean Initiative in 2005. At that time, the Museum engaged in preliminary discussions about support with the organization, which had no result. In May of this year, the Museum approached API through a new contact, which led to discussions and this agreement.

API has supported the Smithsonian Astrophysical Observatory, the Smithsonian Environmental Research Center, the Smithsonian Center for Education and Museum Studies, and the National Museum for Natural History. Its past support of the Smithsonian totals \$202,065.

### **API PROFILE**

Founded 1923, the American Petroleum Institute is the main U.S. trade association for the oil and natural gas industry. Its chief functions include advocacy and negotiation with governmental, legal, and regulatory agencies; research into industry-related economic, toxicological, and environmental issues; establishment and certification of industry standards; and educational outreach. API represents about 400 corporations involved in production, refinement, distribution, and other aspects of the U.S. oil and gas industry.

API has entered into cooperative agreements for educational programming with Federal agencies, national non-profits, and academic institutions. These include the U.S. Department of Energy, the U.S. Environmental Protection Agency, the International Energy Agency, the European Union, the California Fuel Cell Partnership, the Harvard-Smithsonian Center for Astrophysics, Carnegie-Mellon University, and The Nature Conservancy. Under an agreement with the National Science Teachers Association, API fosters scientific literacy and classroom skills and hosts the educational website [www.classroom-energy.org](http://www.classroom-energy.org).

### **THE OCEAN PORTAL**

The Ocean Portal project is larger than all previous Smithsonian website projects. It is conceived as a large-scale online destination that will use current technology to present a substantial body of original content to the public with the goal of helping build informed and concerned stewards of the world's oceans.

The Ocean Portal's online audiences will be K-12 students, with a particular emphasis on middle school-aged students; families, with a particular emphasis on children ages 8-15; teachers; and ocean scientists, marine researchers, policy makers, and conservationists.

Online visitors entering the Ocean Portal will view a 20-second, animated introduction. While the site design is still in development, the Museum anticipates that the home page will link to major content sections, each reached by its own "gateway" home page.

A Smithsonian editorial board will provide oversight for the Ocean Portal and will inform and guide the overall development of its content, design, and policy. The editorial board will consist of Museum researchers, scientists, curators, and representatives of ocean institutions and the research community.

The Museum anticipates the Ocean Portal will cost \$5 million to develop and run for its first five years. The Portal's planned launch date is early 2009.

A mock-up of the webpage follows this memorandum.

### **AGREEMENT SUMMARY**

The proposed agreement adheres to Smithsonian directives and the Institution's guiding principles, policies, and procedures, as set forth by the Board of Regents.

#### **Safeguards**

Consistent with the Smithsonian's standard sponsorship agreement provisions, the agreement contains the following safeguards:

- The Smithsonian will be solely responsible for the creation, production, and installation of the Ocean Portal;
- The Smithsonian will retain sole and exclusive ownership of all Ocean Portal intellectual property;
- The Smithsonian retains sole editorial authority over all Ocean Portal content;

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- API will not to state or imply Smithsonian endorsement of its goods or services, and API will not to use its sponsorship or association with the Smithsonian to advocate for or against specific legislation or policy proposals;
- API agrees that it will not issue a press release about its sponsorship of the Ocean Initiative and the Ocean Portal without prior written approval from the Museum.

The Museum will include on the Ocean Portal a web page that will inform the public that the Smithsonian retains full control of content on all its websites, exhibitions, and programs. The page will list other safeguards contained in the sponsorship agreement and enumerated above. The page will state that all Ocean Portal content is reviewed by a Smithsonian editorial board.

### Sponsorship Benefits

The key benefits granted to API by the terms of the proposed agreement are:

- *Lead Sponsor*  
API will be recognized as the lead sponsor of the Ocean Portal for a minimum of five years.
- *API name and logo*  
The terms of the sponsorship agreement permit recognition of API as sponsor by placement of its name and/or logo as follows:

On the Ocean Portal:

- Following a 20-second animated introduction to the Ocean Portal, seen by each user upon entry to the Portal, API will be recognized as sponsor with a 1-2 second credit that ends the animation and that will include API's logo and the following recognition statement: "The Ocean Portal is made possible through the generous support of API and its members." As lead sponsor, API will be the only sponsor acknowledged in the introductory animation of the Ocean Portal.
- Placement of the API logo on the Ocean Portal homepage and an API recognition statement, the point size of which will be 20% smaller than the Smithsonian/Museum logo on the Ocean Portal masthead and will be positioned below the line of the SI and the Museum.
- Placement of the API logo above the footer of the content section gateway home pages, and the API recognition statement. The Smithsonian will recognize API as the lead sponsor at the footer of these gateway home pages, and reserves the right to recognize other sponsors on the section gateway pages, along with API. The point size of the API logo on these pages will be equal to other text in the footer.
- Hyperlink from API's credit on Ocean Portal homepage and content section gateway pages to a page on API's website related to ocean-related research or science education, with text, size, and placement all approved by the Smithsonian, and with notification that the user is leaving the Ocean Portal and connecting to API's website.

In the Ocean Hall:

- Placement of API's name on the main donor recognition panels of the Ocean Hall, to be mounted at the main entry point of the Hall for the life of the Ocean Exhibit.
- *Use of Smithsonian name and logo*  
The sponsorship agreement grants permission to API to use the Smithsonian name and logo as follows:
  - Permission for API to use the Smithsonian logo on the API web pages linking to the Ocean Portal, with text, size, and placement approved by the Smithsonian.
  - Permission for API to use the Smithsonian name and logo as part of its strategy to promote its sponsorship of the Ocean Portal as pre-approved in each circumstance by the Museum and the Smithsonian.

### BACKGROUND CONSIDERATIONS

- The Museum conducted research on API's actions and programs of recent years and concluded that the organization is committed to the environment and environmental stewardship.
- The Museum sought opinions from its Ocean Counsel, the advisory panel to the Ocean Initiative that is composed of about 15 marine scientists, private sector representatives, and other individuals committed to ocean stewardship.
- In addition to discussions with the Museum's chief marine scientist (the Sant Chair for Marine Science), the Museum sought opinions from the National Academy of Sciences and The Ocean Conservancy.
- Prior to submittal to API, the sponsorship agreement was reviewed by the Office of Public Affairs and approved by the Museum's Acting Director, the Director of the Office of External Affairs, the Acting Under Secretary for Science, and the Acting Secretary.

The motion currently before the Board is:

**VOTED** that the Board of Regents recognizes the generosity of the American Petroleum Institute to the National Museum of Natural History and accepts the terms of this sponsorship agreement.