



**WILDEST  
WEATHER**  
IN THE SOLAR SYSTEM

**THEATER GUIDE**

# WILDEST WEATHER IN THE SOLAR SYSTEM

## SYNOPSIS

- Join National Geographic on a spectacular journey to witness the most beautiful, powerful, and mysterious weather phenomena in the solar system. From a storm the size of a 100-megaton hydrogen bomb, to a 400-year-old hurricane, to a dust tempest that could engulf entire planets, you'll be glad you live on Earth!
- Audiences will fly through the thick atmosphere of Venus, magnetic storms on the sun, liquid methane showers on Titan, and anticyclones whirling at hundreds of miles per hour on Jupiter. Packed with eye-popping visuals, high-end CGI, and cutting-edge science, *Wildest Weather in the Solar System* is now playing in digital fulldome theaters and planetariums worldwide.

## IDEAS FOR PROMOTING THE SHOW AND CREATING AWARENESS

### IN THEATER

- **Lobby Display**
  - Green screen photo booth for patrons to take a picture in a space probe
- **Preview screenings**
- **Family Day events**
  - Space camp themes
- **Trivia contest in theater, lobby or online**

### AWAY FROM THEATER

- **Set up cross Promotions within your community to drive awareness and traffic to your theater:**
  - Colleges: Run a cross-promotion to motivate students
  - Book stores
- **Screenings for special interest groups (Parenting groups, Boy Scouts)**
- **Partner with local businesses for discount staff tickets**

# WILDEST WEATHER IN THE SOLAR SYSTEM

## MARKETING MATERIALS

### □ SIGNAGE AND COLLATERAL

- Movie poster
- Rack Card
- One sheet
- 5'x8' Banner
- Fun facts theater handout

### □ ADVERTISING ASSETS

- Online ad banners
- Ad slicks

#### DOWNLOAD DIGITAL ASSETS:

[www.nationalgeographicfilms.com](http://www.nationalgeographicfilms.com)

USERNAME: solar | PASSWORD: system

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## MARKETING MATERIALS



Customizable 5'x8' banner



Theater name/logo  
 Address  
 Website

**WILDEST WEATHER**  
 IN THE SOLAR SYSTEM

National Geographic on a spectacular journey the far reaches of space to experience the beautiful, powerful, and mysterious weather phenomena in the solar system.

If you fly in your own specially equipped space probe, you'll witness such weather extremes as storms the size of a 10-megaton hydrogen bomb, a 400-year-old comet, dust devils that could engulf entire planets, and lightning with enough energy to power a city for 75,000 years, not to mention ice volcanoes, and volcanic eruptions that rage at 1,500 miles an hour — twice the speed of sound!

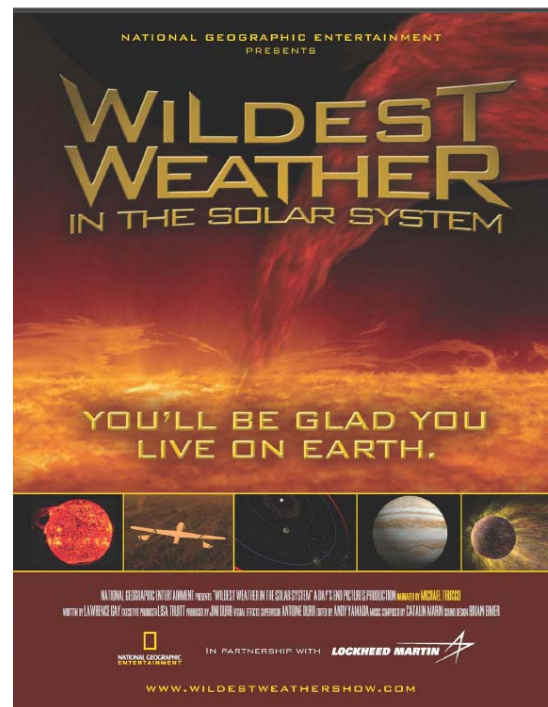
Witness the most powerful weather extremes on Earth: hurricanes, earthquakes, tornadoes, and other "earthly" weather extremes won't seem so fierce after you experience the *Wildest Weather in the Solar System*.

you really will be glad you live on Earth!

THEATER ADMISSION PRICES

Misc info, copyright

Rack Card

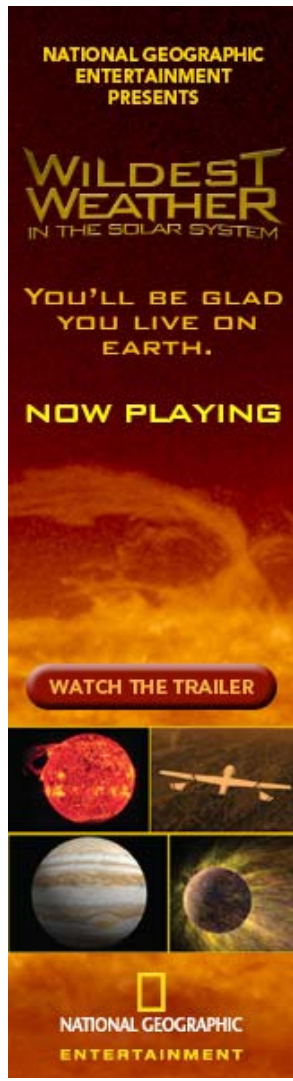


Movie poster

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## ADVERTISING MATERIALS



728x90



300x250



160x600

Online Ad Banners

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## ADVERTISING MATERIALS

NATIONAL GEOGRAPHIC ENTERTAINMENT PRESENTS

# WILDEST WEATHER

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YOU'LL BE GLAD YOU LIVE ON EARTH!



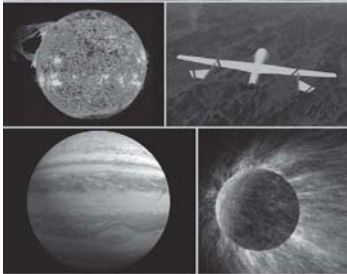
WILDESTWEATHERSHOW.COM NATIONAL GEOGRAPHIC ENTERTAINMENT

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Ad Slicks

# WILDEST WEATHER IN THE SOLAR SYSTEM

## PRESS MATERIALS

- National Geographic is available to assist with local press outreach, upon request

Contact:

- Stephanie Montgomery
  - [smontgom@ngs.org](mailto:smontgom@ngs.org)

- Available PR materials:

- Press Release template
- Publicity photos

**DOWNLOAD PR MATERIALS:**

[http://press.nationalgeographic.com/downloads/film\\_wwiss](http://press.nationalgeographic.com/downloads/film_wwiss)

USERNAME: press | PASSWORD: press



# WILDEST WEATHER IN THE SOLAR SYSTEM

## ASSETS FOR CONSUMER PROMOTIONS

- **Use National Geographic products for consumer promotions, radio barter, on-site give aways:**
  - (10) 1-year subscriptions to National Geographic magazine
  - Exclusive discount coupon to NG online store
    - PDF located on the B2B site ([nationalgeographicfilms.com](http://nationalgeographicfilms.com))

# WILDEST WEATHER

## IN THE SOLAR SYSTEM

### ASSETS FOR CONSUMER PROMOTIONS

- Engage consumers on-site with a **Wildest Weather activity sheet**
  - Earth's weather seems extreme, but it's mild compared to the *WILD* weather in the rest of our solar system! See why with fun activities like matching, word find and a quiz. Perfect pre-show activity.
  - Print-ready files available on B2B site at [nationalgeographicfilms.com](http://nationalgeographicfilms.com)

**WILDEST WEATHER IN THE SOLAR SYSTEM FUN FACTS**

You think the weather on Earth is wicked? Earth's weather seems extreme, but it's mild compared to the **WILD** weather in the rest of our solar system!

**The weather out there is WILD!**

**EARTH**  
Hurricanes are **MIGHTY** fierce. The fastest hurricanes winds on Earth have reached 200 mph (322 km/h). Yet that isn't all that fast in our solar system.

**JUPITER**  
Jupiter's red spot is a hurricane-like storm with winds measuring over 253 mph (407 km/h). The storm is twice the size of Earth. There's no end in sight for this storm—it's been **RAGING** for more than 300 years!

**MERCURY**  
Mercury's extreme daily temperatures make Earth's average temps look perfect. During the day, the highs are about 300°C (572°F). **SCREAM!** At night the temperatures drop to a bone-cracking -300°C (-500°F). **BOOM!**

**VENUS**  
You've heard of a greenhouse effect here on Earth, but Venus is like a greenhouse on steroids. Its carbon dioxide-laden atmosphere traps all of the sun's heat so it's hot enough to melt lead. How **WILD**, **HOT** STUFF!

**MARS**  
Dust devils on Mars make Earth's twisters look like a breeze. Some of these devils grow as tall as Mount Everest! **WHIRRRRR!**

**NEPTUNE**  
The winds in our solar system are so fast, they can rip apart, spinning storms. Through weather helps make sparkly snow. It's called **ICE** **DIAMONDS**!

**SATURN**  
Titan, one of Saturn's moons, has a thick atmosphere, somewhat like Earth's. But instead of air, it's nitrogen, methane, and propane. Titan's atmosphere creates a methane cycle. **YUCK!**

**URANUS**  
When the seasonal changes on Uranus act up in the south, it's spring in the north—once every **84 EARTH YEARS!**

**VOCABULARY**  
Which planet's weather is it?  
**greenhouse effect**: warming of the surface and lower atmosphere of a planet caused by the conversion of sunlight into heat.  
**methane (CH<sub>4</sub>)**: a colorless, odorless, flammable gas.  
**water cycle**: a series whereby water naturally moves from water vapor in the air, falls on Earth's surface in the form of rain or snow, and goes back into the air, usually from evaporation.  
**dust devil**: a whirlwind containing sand or dust.  
**hurricane**: a tropical storm with winds of 74 miles (119 kilometers) per hour or greater, usually accompanied by rain, thunder, and lightning.  
**twister**: a destructive, whirling wind with a funnel-shaped cloud that moves in a erratic path over land.

**A wild weather POP QUIZ**

- Which planet has a storm that has been raging for over 300 years?
- Which planet is hot enough to melt lead?
- Dust devils on Mars are compared to what on Earth?
- The windiest planet: snows which precious stone?
- Saturn's moon Titan has a methane cycle that is compared to what on Earth?
- Which planet has autumn every 84 earth years?

**Find Your Weather**  
Match the planet's weather to its description

Venus's Greenhouse	A. This storm is big and goes on and on and on...
Neptune's Diamonds	B. It's so hot my lead pipes are melting.
Mars's Dust Devil	C. This twister grows as tall as Mount Everest.
Jupiter's Red Spot	D. I've never seen such sparkly snow.

**Word Maze**  
Match the planet's weather to its description

Mars, Earth, Venus, Mercury, Neptune, Jupiter, Saturn, Titan

# WILDEST WEATHER IN THE SOLAR SYSTEM

## IDEAS FOR ATTRACTING SCHOOL GROUPS

- ❑ **Host professional development seminar for educators**
- ❑ **Discount tickets for school groups**
- ❑ **Hands-on learning events**
  - Trivia contests
  - Guest speakers
- ❑ **Speaker event for home school groups**
- ❑ **Partner with local business to fund bus transportation for select schools**

# WILDEST WEATHER IN THE SOLAR SYSTEM

## EDUCATOR RESOURCES

### □ FULL SUITE OF EDUCATOR RESOURCES FOR GRADES 2-8

- Online activities for the classroom
- Multi-media assets (rights-cleared video, photos)
- Interactive white board lessons
- Printed classroom poster
- Online game

### □ EDUCATOR GUIDE

- PDF roadmap to all available resources
- Located on B2B site at [nationalgeographicfilms.com](http://nationalgeographicfilms.com)
- Online resources available for distribution to local teachers

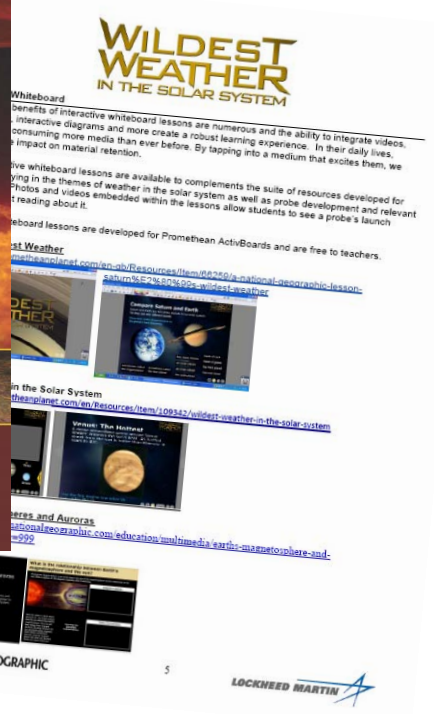
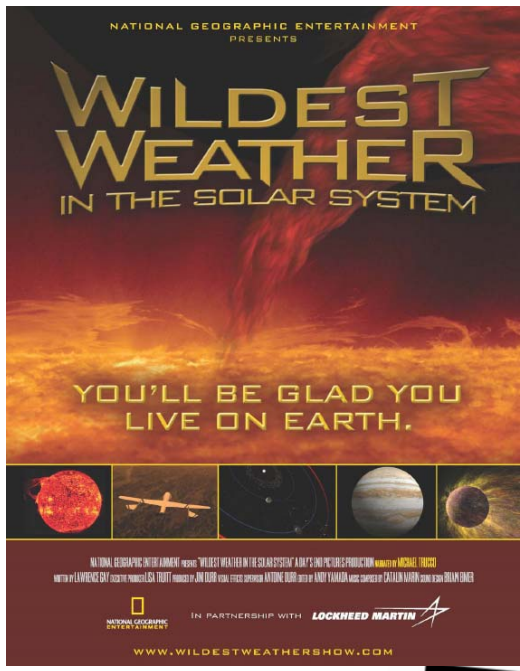
#### EDUCATOR RESOURCES AVAILABLE AT:

[http://beta.education.nationalgeographic.com/education/program/wild-dest-weather-solar-system/?ar\\_a=1&force\\_AR=True](http://beta.education.nationalgeographic.com/education/program/wild-dest-weather-solar-system/?ar_a=1&force_AR=True)

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## SAMPLE EDUCATOR RESOURCES



**Educator Guide**  
**PDF available on B2B site**

**Wildest Weather Education Website**  
**Includes: Classroom activities, companion resources, Interactive Whiteboard**



# WILDEST WEATHER IN THE SOLAR SYSTEM

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