



333 West Broad Street | Columbus, Ohio 43215-2738
614.228.COSI (2674) | www.cosi.org

Set a course for **ZulaWorld.com™** today!

Non-profit fundraising is challenging in the best of times. That's why America's number one science center for families and NBC's top-rated Saturday morning children's program have teamed up to bring you a new way to promote learning and raise funds: **ZulaWorld.com™**!

What is ZulaWorld.com™?

ZulaWorld.com™ is a safe, fun, on-line game. It's an immersive virtual environment for children ages 5-9, families, and educators—a place to play games, explore new worlds, and interact with other users and the friendly and helpful characters from The Zula Patrol television show.

How can ZulaWorld.com help fund my not-for-profit institution?

When your members and visitors purchase subscriptions to ZulaWorld.com, part of the proceeds come back to you. Your ZulaWorld.com Media & Marketing Kit contains a special URL—unique to your institution—that your members and visitors will use when they purchase their subscriptions to ZulaWorld.com. It's extremely important that your members and visitors use your unique URL when purchasing subscriptions; that's how ZulaWorld.com knows how much revenue is due to your institution.

How much will my institution receive from each ZulaWorld.com subscription purchased using my institution's unique URL?

Your institution will receive proceeds from every subscription purchased online using your institution's unique URL. For each monthly subscription purchased at \$5.99, your institution will receive \$0.59. For each six-month subscription purchased at \$29.99, or one-year subscription purchased at \$49.99, your institution will receive \$2.99 and \$4.99, respectively.

Who is ZulaWorld.com's target audience?

ZulaWorld.com's target audience is children ages 5-9 years of age, parents, caregivers, and educators.

What do children do on ZulaWorld.com?

ZulaWorld.com is designed to tap into your child's sense of exploration. There is no wrong way to start. Some children like to roam around Zulapolis and discover fun, interactive things for themselves; other children like to go straight to the Games building and try out the wacky and challenging games. Ask your child what he or she would like do!

What can my members and visitors do on ZulaWorld.com for free?

With a free General Membership to ZulaWorld.com, your members and visitors can:

- *Create an Alien*
- *Build their own Spaceship*
- *Get their own communicator and stay in touch with their friends*
- *Accept Secret Handshakes from their friends*
- *Play entry level games and quests to earn Zlinkles(Ž)*
- *Buy upgrades to their spaceship*
- *Go on "Missions" exploring other planets*

How much does a ZulaWorld.com subscription cost?

Many of the games and activities are free to all members. To engage in higher level games, quests, and missions, users can upgrade to a Premium Membership for \$5.99 USD per Month, \$29.99 USD for six months, or \$49.99 USD for one year.

What do members and visitors get with the purchase of a ZulaWorld.com subscription?

As a Premium "VIA" (Very Important Alien) Member of ZulaWorld.com, you can:

- *Create, accept and send Secret Handshakes to your friends*
- *Visit your friends inside their Spaceships*
- *Buy premium items for your Alien and your Spaceship*
- *Fly your Spaceship to other worlds*
- *Buy a lot for your Spaceship in one of Zula's Neighborhoods*
- *Wake up your pet Fweeeb from hibernation*
- *Play advanced games*
- *Accept and complete "Missions"*

Will my institution need to sign a contract to participate as a ZulaWorld.com partner?

No, participation in the program is voluntary.

What if my institution's members and visitors don't use my unique URL when purchasing their subscriptions? Will my institution receive credit?

No. That's why it is critical that your institution's members and guests use your unique URL when making their subscription purchases. Your unique URL is the only way ZulaWorld.com can track your institution's appropriate revenue share.

What does my institution need to do to get started?

To get started, request a ZulaWorld.com Media & Marketing Kit by mail at no cost by emailing Doug Buchanan, COSI Education Programs Marketing Manager, at dbuchanan@mail.cosi.org.

What does the ZulaWorld.com Media & Marketing Kit contain?

The ZulaWorld.com Media & Marketing Kit provides resources to promote ZulaWorld.com subscription purchases to your members and visitors, including links to an online press release, marketing materials, and camera-ready artwork. Your kit will also include a URL—unique to your institution—that your members and visitors use when they purchase subscriptions.

Is ZulaWorld.com safe for children?

ZulaWorld.com has taken many precautions to protect every child using the website. However, young children should always receive parental supervision while playing on any website.

What are the educational benefits of ZulaWorld.com?

Kids are natural explorers and scientists, and they learn by doing. In ZulaWorld, a user's experience is full of discoveries and play that encourage and reward scientific thinking. They will play games, go on quests, and be assigned missions that reinforce and foster the development of their science, math, and critical thinking skills!

What benefits does ZulaWorld.com offer parents?

Parents are encouraged to join ZulaWorld.com, where together with their children they can discover the fun of science and math through safe and challenging games, quests, and

missions. Parents are sent emails which detail what their child has discovered when they explore something new in ZulaWorld.com

What is planned for the future of ZulaWorld.com?

ZulaWorld.com is designed to grow with its users. Future versions will include new missions to other worlds, more challenging games and missions, and adventures designed for multiple players at once. Teachers will be able to send their entire classroom on a mission together for a fun and memorable learning experience, and families will be able to play together to earn Zinkles for the entire group. The input of users will help shape the future of ZulaWorld.com, so please share your ideas!

Who can I contact for more information?

For more information, or to request a ZulaWorld.com Media & Marketing Kit at no cost, please contact Doug Buchanan, COSI Education Programs Marketing Manager, at dbuchanan@mail.cosi.org.