

MARKETING GUIDE

XPRIZE FOUNDATION
PRESENTS

BACK TO THE MOON FOR GOOD

The new space race has begun.

NARRATED BY **TIM ALLEN**

Google
LUNAR XPRIZE

NSC
PRODUCED BY creative



PRESS RELEASE TEMPLATE

<YOUR LOGO>

Media Contacts:

<Media Contact info>

<Venue> to Launch Google Lunar XPRIZE Fulldome Show

Premiering on <Date>, Narrator Tim Allen Takes Audiences Back To The Moon For Good

<CITY> (<Date>) - *Back To The Moon For Good*, an exciting, educational fulldome show narrated by award-winning actor Tim Allen, premieres at <Venue> on <Date>. The 25-minute digital film highlights the history of exploring the moon and provides an insider's look at the teams vying for the \$30 million Google Lunar XPRIZE, the largest incentivized prize in history.

Back To The Moon For Good begins with a tour through the history of lunar exploration, tracing back to the 1960s and 1970s. We hear from some of the teams racing to land a robotic spacecraft on the moon and win the Google Lunar XPRIZE. The audience is taken on a successful launch, landing and tour of the lunar surface. The show ends with an enticing visualization of a future settlement on the moon.

The stunning visuals and compelling narrative of the show explain the importance of the Google Lunar XPRIZE in encouraging today's space entrepreneurs and innovators to collaborate toward building a new space economy while inspiring the next generation to "shoot for the moon."

The show was executive produced by Robert K. Weiss and Alexandra Hall, produced by NSC Creative, an award-winning computer animation studio, and written by Ryan Wyatt.

For showtimes or to purchase tickets, please visit <Venue URL>. For more information on *Back To The Moon For Good* or the Google Lunar XPRIZE please visit www.googlelunarxprize.org or connect with us on [Google+](#).

About the Google Lunar XPRIZE:

The \$30 million Google Lunar XPRIZE is an unprecedented competition to challenge and inspire engineers and entrepreneurs from around the world to develop low-cost methods of robotic space exploration. To win the Google Lunar XPRIZE, a privately funded team must successfully place a robot on the Moon's surface that explores at least 500 meters and transmits high-definition video and images back to Earth. For more information, go to www.googlelunarxprize.org.

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OVERVIEW

In case you haven't heard, the Moon is trending again... and in a big way. Unlike the glory days of the 1960s and 1970s, our big white space neighbor is enjoying the attention of a new generation of lunar explorers. Only this time, they're going back to the Moon for good.

The educational 25-minute Google Lunar XPRIZE fulldome planetarium show *Back To The Moon For Good* chronicles teams around the world competing for the largest incentivized prize in history, by landing a robotic spacecraft on the Moon for the first time in more than 40 years.

To win the Google Lunar XPRIZE, a team must land a robotic spacecraft on the Moon, travel it 500 meters over the lunar surface, and send video, images and data back to Earth. This global competition is designed to spark imagination and inspire a renewed commitment to space exploration, not by governments or countries – by the citizens of the world.

SHOW SYNOPSIS

The show opens on the first era of space exploration in the late 1960s and early 1970s. We see what that era of landers and orbiters taught us about our nearest neighbor including the discovery of the Moon's origin, composition, structure and the accessibility of raw materials on its surface.

The Google Lunar XPRIZE is introduced as the largest incentivized competition to date, designed to democratize space and create new opportunities for eventual human and robotic presence on the Moon. We see the engineering and innovation steps taken by the internationally distributed teams competing to land a spacecraft on the Moon and vie for additional prizes. We highlight the human spirit of competition and collaboration as teams take on this audacious challenge.

Who will win the \$30 million Google Lunar XPRIZE? The audience is taken through a successful launch, landing and lunar surface travel. The show ends with a stunning glimpse of a plausible scenario for our future on the Moon.

AVAILABILITY AND LEASING INFORMATION

The show will be available in early November 2013 for a no-cost lease. Host venues must sign a full performance license agreement and agree to provide attendance numbers, demographics and copies of promotional materials and press to the Google Lunar XPRIZE.



FACT SHEET

Title:	Back To The Moon For Good
Format:	Full-dome Planetarium Show
Production of:	XPRIZE Foundation
Produced by:	NSC Creative
Distributed by:	NSC Creative
Major Funding:	Google
Music:	Rhian Sheehan
Writer:	Ryan Wyatt
Narrator:	Tim Allen
Executive Producers:	Robert K. Weiss and Alexandra Hall
Show Producer:	Paul Mowbray
Show Director:	Max Crow
Show Length:	25 minutes
International Release Date:	November 2013
Website:	https://www.googlelunarxprize.org/domeshow



SHORT DESCRIPTIONS

34 WORD DESCRIPTION

Narrated by Tim Allen, *Back To The Moon For Good* immerses us in the Google Lunar XPRIZE race to the Moon and the human stories of both the competition and the collaboration it inspires.

75 WORD DESCRIPTION

Immerse yourself in a race to return to the Moon 40 years after the historic Apollo landings. See how a competition among privately funded international teams is ushering in a new era of lunar exploration. Learn about the Moon's resources and discover what humanity's future on the Moon might hold. Narrated by Tim Allen, *Back To The Moon For Good* presents the Google Lunar XPRIZE, and the personal stories of competition and collaboration it inspires.



RADIO SCRIPTS

:15 SECOND SPOT

MUSIC UP AND UNDER

VO: Presenting BACK TO THE MOON...FOR GOOD.

Tim Allen narrates an exciting planetarium journey from the Apollo era to the latest space race – a 30-million dollar private competition to land a robotic spacecraft on the Moon.

Now playing at the _____. For tickets and show times, _____.

:30 SECOND SPOT

MUSIC UP AND UNDER

[OPTIONAL PENDING TIME] NEIL ARMSTRONG: “One small step for man, one giant leap for mankind”

VO: Forty years ago we left the Moon, never to return.

Until now.

XPRIZE Foundation presents, BACK TO THE MOON...FOR GOOD.

World-renowned actor, Tim Allen narrates an immersive planetarium space adventure that will take you from the Apollo era to the 30-million dollar Google Lunar XPRIZE – a competition challenging teams around the world to launch a robotic spacecraft to go BACK TO THE MOON...FOR GOOD.

Now playing at the _____. For tickets and show times, _____.



NARRATOR, WRITER AND COMPOSER BIOGRAPHIES

NARRATOR TIM ALLEN

Tim Allen is a renowned stand-up comic, television and film star, and author. *Back To The Moon For Good* is his debut as a digital Dome Show narrator.

Mr. Allen is well known for voicing the beloved space ranger Buzz Lightyear in the film *TOY STORY*, and its sequels *TOY STORY 2* and *TOY STORY 3*. He has starred in many hit films including *THE SANTA CLAUSE*, for which he received People's Choice Award, *JUNGLE 2 JUNGLE* and *FOR RICHER OR POORER*, *GALAXY QUEST*, *JOE SOMEBODY*, *BIG TROUBLE*, *WHO IS CLETIS TOUT?*, *THE SANTA CLAUS 2* and *THE SANTA CLAUS 3*, *CHRISTMAS WITH THE KRANKS*, *ZOOM*, *WILD HOGS*, *REDBELT* and the revival of *THE SHAGGY DOG*.

Mr. Allen's television credits include *LAST MAN STANDING* and the highly successful ABC television series *HOME IMPROVEMENT* where he garnered a Golden Globe Award, an Emmy nomination, and was honored with the People's Choice Award for "Favorite Male Performer in a Television Series" for an unprecedented eight years in a row.

Mr. Allen is also a best-selling author. His book *Don't Stand Too Close to a Naked Man*, topped the New York Times Bestseller List. This was followed by his second successful book *I'm Not Really Here* focusing on midlife, family and quantum physics.

SCRIPT WRITER RYAN WYATT

Ryan Wyatt is the Director of Morrison Planetarium and Science Visualization at the California Academy of Sciences. Mr. Wyatt wrote and directed the Academy's three full-dome features, *FRAGILE PLANET* (2008), *LIFE: A COSMIC STORY* (2010), and *EARTHQUAKE: EVIDENCE OF A RESTLESS PLANET* (2012). He worked for six years as Science Visualizer at the American Museum of Natural History in New York City.

COMPOSER RHIAN SHEEHAN

Rhian Sheehan is an award-winning New Zealand composer and recording artist. He has written the scores for six digital full-dome shows. He created the soundtrack for the Emmy Award-winning series *Reservoir Hill*. His work regularly appears on BBC Horizon, Top Gear, the National Geographic, and Discovery channels. Sheehan's music was used extensively during NBC's primetime coverage of the 2012 London Olympics.



DIRECTOR, PRODUCER AND EXECUTIVE PRODUCER BIOGRAPHIES

DIRECTOR MAX CROW

Mr. Crow is Creative Supervisor for NSC Creative. He has directed many award winning full-dome shows including *WE ARE ASTRONOMERS*, *STARS* and *CELL! CELL! CELL!* and received praise for his character animation and script writing. His passion and skill for innovative storytelling in immersive spaces is respected throughout the industry.

PRODUCER PAUL MOWBRAY

Mr. Mowbray is Head of NSC Creative, an award winning computer animation studio based at the National Space Centre, UK that specializes in immersive films. He has won awards for immersive design and worked on some of the most respected full-dome shows including *ASTRONAUT*, *WE ARE ASTRONOMERS* and *STARS*.

EXECUTIVE PRODUCER ROBERT K. WEISS

Mr. Weiss is Vice Chairman and President of the XPRIZE Foundation. He is a veteran Hollywood television and film producer having produced more than 20 feature films and TV series during the past 25 years. His feature films include the *BLUES BROTHERS*, *THE NAKED GUN* and sequels, *TOMMY BOY* and *SCARY MOVIE 3 & 4*. His television credits include creating and executive producing *SLIDERS* and *WEIRD SCIENCE*. Mr. Weiss has produced award-winning productions for XPRIZE, The Boeing Company and Anousheh Ansari, the first female private space explorer.

EXECUTIVE PRODUCER ALEXANDRA HALL

Alexandra Hall served as the Senior Director of the Google Lunar XPRIZE and as the Executive Director of the Chabot Space & Science Center in Oakland, California. She is regarded as a leader in bringing space and astronomy to the public, having authored several books for children and adults about space and hosted BBC Television's *Final Frontier*.



PRODUCTION CREDIT

All marketing materials provided **are required to include the Google Lunar XPRIZE and NSC Creative logos**. White logos should be used against a colored background and grey logos should be used against a white background. Logo placement should follow this example:

PRODUCTION LOGOS

PRODUCED BY **NSC**
creative

Google
LUNAR **XPRIZE**[®]

Produced by Google Lunar XPRIZE

Created by NSC Creative

Major funding by Google.

Executive producers Robert K Weiss and Alexandra Hall

Writer Ryan Wyatt

Music and Sound Composer Rhian Sheehan

Narrated by Tim Allen

Distributed by NSC Creative



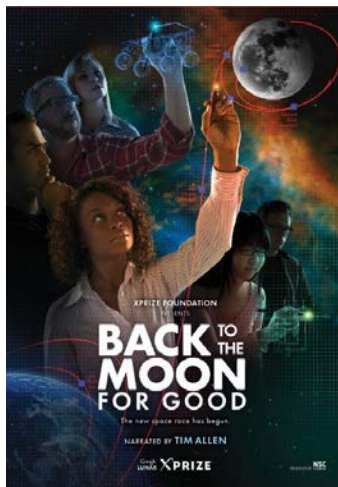
KEY ARTWORK

All of the marketing materials and logos are being provided electronically and can be accessed from the website googlelunarxprize.org/domeshow. All of the files are provided in layered Photoshop or Illustrator eps files so you can easily manipulate the layered materials as needed. See Production Credit for correct use of the logo and credit lines.

POSTERS



24" x 36" Moon Wheel Poster Art
No Billing Block



24" x 36" People Drawing Poster Art
No Billing Block



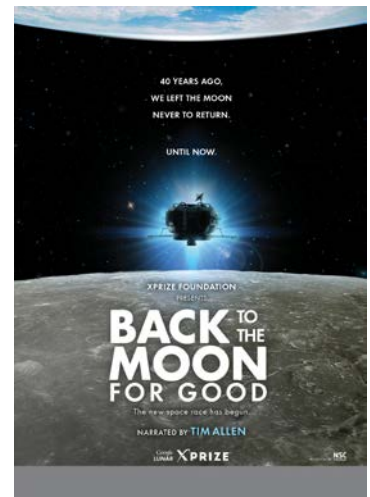
24" x 36" New Lander Poster Art
No Billing Block



24" x 36" Moon Wheel Poster Art
with Billing Block



24" x 36" People Drawing Poster Art
with Billing Block



24" x 36" New Lander Poster Art
with Billing Block



WEBSITE BANNERS



720x300 Banner



250x250 Banner



728x90 Banner



160x600 Banner



BACK TO THE MOON FOR GOOD LOGOS



ARTWORK MODIFICATIONS

You may need to modify the show's key artwork based on the needs and nature of your target audience. The files have been provided in formats that will allow you to modify them. Please include the Google Lunar XPRIZE and NSC Creative logos as required.