INNOVATIONS & INSPIRATIONS

A BENEFIT EVENT

LAWRENCE HALL OF SCIENCE
UNIVERSITY OF CALIFORNIA, BERKELEY
THURSDAY, MAY 9, 2019 • 5:30-9:00 PM

Celebrating 50 Years

The Lawrence Hall of Science is one of the country’s only science centers that is part of a top-tier, public research university—the University of California, Berkeley. The Hall engages world-class scientists, engineers, and educators in designing and disseminating the most innovative and effective science, technology, engineering, and math (STEM) programs available today.

What we do at the Lawrence Hall of Science reaches far beyond the science center walls. The programs and products we develop reach more than 12 million young people around the world each year. Our professional learning programs empower thousands of educators, nationally and internationally, to enhance the ways in which science is taught, and we help to increase access to science learning through physical and digital tools for students and educators alike. We prioritize accessibility to Lawrence Hall of Science programs: half of the schools that visit us each year receive Title I funding, and we also offer scholarships and fee reductions to low-income students and groups for classes and programs.

Most important, we know that activating an interest in science learning in each child is transformative, leading to a lifetime of discovery, learning, and impact.
A Benefit Event

Lawrence Hall of Science, University of California, Berkeley
Thursday, May 9, 2019 · 5:30-9:00 PM

Featuring Sally Jewell,
51st Secretary of the Interior (2013-2017) & Past CEO, REI

Join us for an evening celebrating 50 years of innovation and impact at the Lawrence Hall of Science—and help us inspire tomorrow. At this benefit event, Sally Jewell, the 51st Secretary of the Interior (2013–2017) and a former CEO of REI, will empower guests with a vision of how outdoor science learning can shape future generations of thinkers, inventors, and change-makers.

The event will also feature:
• Cocktails and hors d’oeuvres, enjoyed among the Hall’s exhibits.
• Opportunities to network with influential leaders in science, technology, academic, and non-profit fields.
• An elegant seated dinner.
• A spirited Fund the Future event at which guests will be invited to raise their paddles in support of the Hall’s Outdoor Nature Lab.

Support for the Lawrence Hall of Science will help to activate current and future generations of scientists, educators, and citizens—both locally and globally—through the Hall’s innovative and effective STEM programs.

Sally Jewell, a lifelong outdoor enthusiast, served on President Obama’s cabinet as U.S. Secretary of the Interior from 2013-2017. Prior to public service, her diverse career, from engineering to commercial banking to leading outdoor retailer REI, was shaped by a deep commitment to volunteer service and community engagement.

Jewell is dedicated to connecting people to nature, particularly youth. During her tenure as Interior Secretary, she championed efforts to create a continuum of engagement that encouraged tens of millions of young people to play, learn, serve and work on public lands, including launching the popular “Every Kid in a Park” program, that continues to give free access to public lands for all fourth graders and their families. She was also recognized for taking the long-view, using a science-based, landscape-level, collaborative approach to natural resources management, including supporting President Obama’s protection of more vulnerable lands and waters than any other president in U.S. history.

Jewell remains committed to supporting a robust economy coupled with long-term sustainability of our natural world and its diverse people. Since leaving Interior, she has focused on students, first at Harvard’s Kennedy School and now as a Distinguished Fellow in the University of Washington College of the Environment, sharing her perspectives with future leaders on the multiple facets of our democracy needed to shape a future we are proud to leave to succeeding generations.
Your sponsorship of this event directly supports the delivery of innovative STEM programs and helps the Hall increase access to STEM education locally and globally. The Hall works to ensure that all young people engage in high-quality STEM learning, enabling them to become the innovators and science-literate citizens of the future. Your support advances the Hall’s mission and is critical to our continued impact. Sponsors will receive recognition of their generosity at the benefit event.

The cause for tonight’s event is a celebration of our new **Outdoor Nature Lab**. The Lawrence Hall of Science is leading the way in environmental education—from co-leading the California Environmental Literacy Steering Committee (which integrates the environment into statewide K–12 education standards) to creating innovative, professional learning experiences for outdoor educators nationwide. Yet the Lawrence Hall of Science lacks its own, on-site, facility to provide immersive outdoor learning experiences to Hall visitors and professional learning programs. In response, we are creating an Outdoor Nature Lab that will harness synergies between our beautiful natural surroundings, our expertise in developing and facilitating learning experiences for youth, and our leadership in creating environmental learning experiences. The Lab will enable us to:

- Provide Hall visitors with opportunities to observe and interact with flora and fauna, using scientific research tools and strategies such as journaling, digital data collection, and more;
- Enhance visitors’ overall experience at the Hall by providing new outdoor facilities such as trails, in-nature observation points, and an activity area; and
- Serve as a learning lab for research, design, and dissemination of environmental and outdoor learning experiences to outdoor educators nationwide.

You are key to the success of this effort! Invest in the Lawrence Hall of Science—and inspire the future of millions of young people, educators, and citizens alike.

The following pages detail the sponsorship opportunities for the Innovations & Inspirations Benefit. We are also pleased to work with you to create a tailored sponsorship package. Please contact Deb Danziger at ddanziger@berkeley.edu or 510-643-0406 if you would like more information.
$75,000 **Diamond Partner**
- Preferred seating for table of 10 at Benefit
- Recognition as a Diamond partner in program, invitation, and collateral materials as well as in event publicity and advertising
- Premier recognition at Benefit
- 250 free individual passes to the Hall
- Year of 2-for-1 passes to the Hall for employees
- Post-event recognition as a sponsor of the event

$50,000 **Gold Partner**
- Preferred seating for table of 10 at Benefit
- Recognition as a Gold partner in program, invitation, and collateral materials
- 100 free individual passes to the Hall
- Year of 2-for-1 passes to the Hall for employees
- Post-event recognition as a sponsor of the event

$25,000 **Silver Partner**
- Table of 10 at Benefit
- Recognition as a Silver partner in program, invitation, and collateral materials
- 50 free Individual Passes to the Hall
- Year of 2-for-1 passes to the Hall for employees
- Post-event recognition as a sponsor of the event

$10,000 **Aluminum Partner**
- Table of 10 at Benefit
- Recognition as an Aluminum partner in program, invitation, and collateral materials
- Post-event recognition as a sponsor of the event

$1,000 **Individual Patron Ticket**
- Preferred seating for one person at Benefit
- Listing as a Patron in program, invitation, and collateral materials

$500 **Individual Ticket**

$300 **Individual Nonprofit Ticket**
- Limited availability for nonprofit or educational professional

For more information about the event or to donate to the Lawrence Hall of Science, please contact Deb Danziger at ddanziger@berkeley.edu or 510-643-0406.
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Sponsorship & Ticket Order Form  page 1 of 2

☐ $75,000 Diamond Partner    ($73,750 tax-deductible)
☐ $50,000 Gold Partner        ($48,750 tax-deductible)
☐ $25,000 Silver Partner      ($23,750 tax-deductible)
☐ $10,000 Aluminum Partner    ($8,750 tax-deductible)
☐ $10,000 Aluminum Partner    ($8,750 tax-deductible)
☐ $1,000 Individual Patron Ticket    QTY ______
☐ $500 Individual Ticket      QTY ______
☐ $300 Individual Ticket      QTY ______
☐ Additional Donation to support the Hall’s STEM programs (fully tax-deductible)

TOTAL AMOUNT  $ ____________

Contact and Acknowledgment Information

INDIVIDUAL OR CORPORATE / INSTITUTION / ORGANIZATION SPONSOR

CONTACT NAME  ☐ MR    ☐ MRS    ☐ MS    ☐ MISS    ☐ DR    TITLE

ADDITIONAL COMPANY / ORGANIZATION / INSTITUTION INFORMATION (if applicable)

STREET ADDRESS  TYPE: ☐ PERSONAL    ☐ COMPANY / ORGANIZATION / INSTITUTION

CITY  STATE  ZIP

PHONE + EXTENSION  TYPE: ☐ WORK    ☐ MOBILE    ☐ HOME    EMAIL ADDRESS  TYPE: ☐ WORK    ☐ PERSONAL    ☐ OTHER

CONTACT INFORMATION FOR CORPORATE IDENTITY AND LOGO USE GUIDELINES

Sponsorship commitments made by January 28th will be listed on the printed invitation, those received after that date will be listed in all program materials.

☐ Check enclosed payable to UC Regents  ☐ Please bill my credit card

NAME ON CARD / COMPANY

BILLING STREET  (if different than above)

CITY  STATE  ZIP

BILLING PHONE + EXTENSION  TYPE: ☐ WORK    ☐ MOBILE    ☐ HOME

BILLING EMAIL ADDRESS  TYPE: ☐ WORK    ☐ PERSONAL    ☐ OTHER

CARD NUMBER  CARD TYPE: ☐ MC    ☐ VISA    ☐ DSVR    ☐ AMEX    SECURITY CODE  EXP. DATE (MM/DD/YY)

SIGNATURE  DATE (MM/DD/YY)

Mail form with check or payment information to:  The Lawrence Hall of Science
Attn: Development Dept.
1 Centennial Drive #5200
Berkeley, CA  94720-5200
or call Deb Danziger at 510-643-0406

The information you provide will only be used for University business and will not be released unless required by law. A portion of all gifts is used to defray the costs of administering the funds. All gifts are tax-deductible as prescribed by law.
### GUEST INFORMATION

Please list guest/attendee names and email addresses, which will be used to communicate important information prior to the event. Names of guests are requested by April 30th, 2019.

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Please indicate if you would like to release seats at your table to individual ticket purchasers, staff members or Hall guests. Number of seats available ____________