

# Innovations & Inspirations

A Virtual Benefit for  
The Lawrence Hall of Science



## Inspiring Tomorrow

The impact of The Lawrence Hall of Science extends far beyond our science center walls and the Bay Area, prioritizing both equity and excellence. Each year, our programs and products inspire and engage over 12 million youth in scientific discovery and learning. Our professional learning and system capacity-building programs empower thousands of organizations, educators and families—nationally and internationally—to enhance the ways in which STEM is taught. Furthermore, our research about learning guides our work and advances the field. This year, we have extended and deepened our work to enhance distance learning opportunities for teachers and parents in response to the COVID-19 pandemic.

**Help us sustain our work through this challenging time by becoming a sponsor of our *Innovations & Inspirations* virtual benefit on December 8, 2020.**

During this engaging 60-minute program, we will share stories highlighting the impacts of our work, celebrate the successes of those who pursue STEM learning and career pathways after participating in one of our programs, and look toward The Lawrence's exciting future. Together, we can inspire youth to explore, investigate, discover, and invent—preparing them to tackle the problems and possibilities of today and inspiring them to improve tomorrow.

Help us inspire tomorrow through your sponsorship contribution. Sponsors will be acknowledged both during the *Innovations & Inspirations* event and throughout the year for their support of The Lawrence. Please contact Deb Danziger at [ddanziger@berkeley.edu](mailto:ddanziger@berkeley.edu) or 510-643-0406 to become a Sponsor.



At The  
Lawrence,  
we design  
learning  
experiences  
that build  
a brighter  
tomorrow.

# Sponsorship

## The Benefits of Sponsorship

### **\$25,000 [Au] Gold Sponsor**

- Prominent recognition as a Gold sponsor leading up to and during the event on website and promotional materials
- Post-event acknowledgments, such as featured posts in social media, impact stories on The Lawrence's website, and listing in select *Lawrence at Home* and monthly Member e-newsletters
- 25 links for employees, colleagues, and partners to attend the event free of charge
- Acknowledgment during The Lawrence's reopening (anticipated for summer 2021)

### **\$10,000 [Ag] Silver Sponsor**

- Recognition as a Silver sponsor leading up to and during the event on the website and related promotional materials
- Post-event acknowledgments, such as posts in social media, an impact story on The Lawrence's website, and listing in select *Lawrence at Home* and monthly Member e-newsletters
- 10 links for employees, colleagues, and partners to attend the event free of charge
- Acknowledgment during The Lawrence's reopening (anticipated for summer 2021)

### **\$5,000 [Cu] Copper Sponsor**

- Recognition as a Copper sponsor leading up to and during the event on the website and related promotional materials
- Post-event acknowledgments, in social media posts, an impact story on The Lawrence's website, and listing in select *Lawrence at Home* and monthly Member e-newsletters.
- 5 links for employees, colleagues, and partners to attend the event free of charge

### **\$1,000 Individual Patron Ticket**

- Listing as a Patron sponsor leading up to and during the event on the website and promotional materials
- 1 link to attend the event free of charge

All Sponsors, Patrons, and their guests will be invited to an engaging, virtual VIP event to take place before the start of the *Innovations & Inspirations* benefit program, with hands-on activities for the whole family. After registration, details and an event link will be provided.



## Our mission

We inspire and foster learning of science and mathematics for all, especially those who have limited access to science.



# Our story

For over 50 years, The Lawrence Hall of Science has been inspiring tomorrow through innovative and engaging learning experiences focused on new frontiers of science. Today, these frontiers include fields that most could not even imagine at our founding in 1968, such as biotechnology, climate science, artificial intelligence, and more.

As part of the University of California, Berkeley, The Lawrence Hall of Science is one of the nation's few science centers that is part of a top-tier, public research university. We work with scientists, engineers, and educators, to design the most effective learning experiences. We impact lives in meaningful ways.

Each year, our work reaches over 12 million people, hundreds of thousands of educators, and thousands of organizations. We strive to transform science, technology, engineering, and mathematics (STEM), infusing these fields with diverse perspectives and creating experiences that are welcoming of everyone.



# Our work

## Leading the Field

Our robust research and development efforts lead the way in activating youth towards STEM learning and career pathways. We design and implement standards-based curriculum and innovative assessment systems, and develop model programs for learners and educators everywhere. We offer opportunities for learners to explore, engage, and discover the world, and for educators to deepen and extend their expertise. Our work fuels innovation, ensures effectiveness, and advances the field of science learning.

**Our rigorous work shapes educational practice and policy—from influencing science education content standards to advancing knowledge about STEM learning.**



## Connecting with Communities

Serving one of the nation's most economically and geographically diverse environments, our public science center is a place where families, school groups, and community members engage in science learning and delight in discovery. Equity and access for all are central to our mission. We offer fee reductions for school and community groups, free admission for low-income visitors, and financial aid for camps, classes, and programs. As a result, half of the school groups and many of our visitors and campers are from low income communities.

## At The Lawrence, “ha ha” moments turn into “aha!” moments.

We not only invite the community into The Lawrence, we take The Lawrence “On the Go” beyond the walls of our science center. We reach people wherever they are: at home, in schools, in parks, in libraries, and at other community locations, including street fairs and baseball stadiums. We strive to ensure that everyone becomes a scientifically literate and engaged citizen—locally, nationally, and globally.



## **A Trusted Partner**

We support high quality STEM education everywhere—in schools, science centers, afterschool programs, homes, and universities. We do this by:

- Developing and disseminating instructional materials on a national scale
- Creating model learning programs that are adopted around the world
- Producing exhibits, professional learning opportunities, and digital tools
- Advancing the field through our research efforts

As a result, we inspire and engage youth through quality STEM learning experiences, foster scientific and environmental literacy for all, and increase the number of underrepresented youth who pursue STEM learning and career pathways.

**Our impact is magnified through strategic partnerships with educators, community-based organizations, educational agencies, foundations, and others.**



## Inspiring Tomorrow

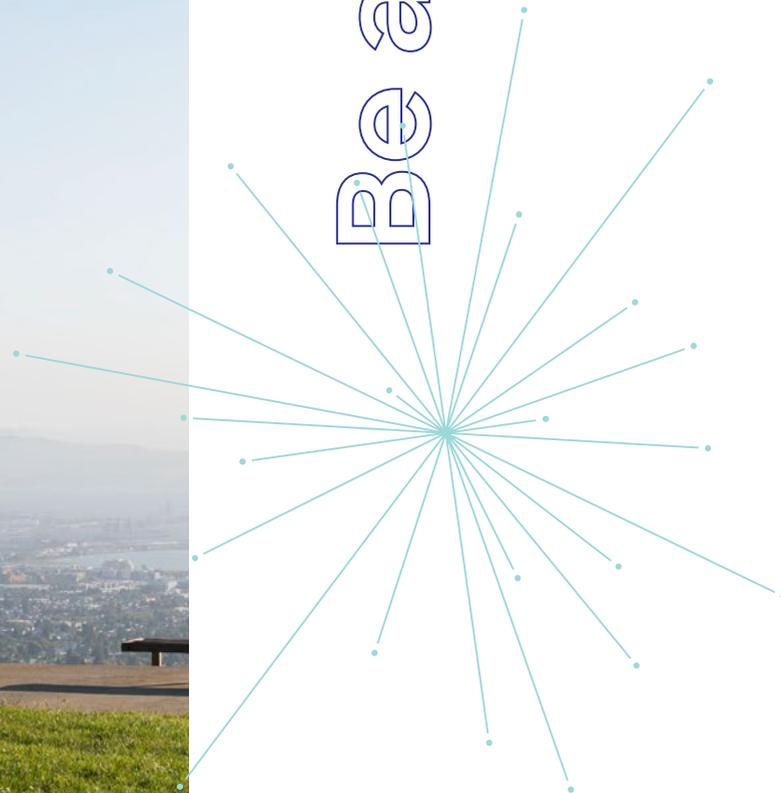
All generations need to be inspired and prepared to identify opportunities and address the world's complex challenges. The Lawrence Hall of Science plays a critical role in meeting this need by activating tomorrow's thinkers, inventors, and change-makers. We empower educators with the tools to improve science learning. We engage diverse audiences so that the world of science will look like the world at large.

**Science starts at  
The Lawrence Hall  
of Science, and there  
is no telling how  
far we will take it.**



Be a part of it

**Your support makes  
our work possible—  
impacting today and  
inspiring tomorrow.**



For more information, visit our site at  
[www.lawrencehallofscience.org](http://www.lawrencehallofscience.org)