



WORK SAMPLE

SPONSORSHIP SOLICITATION

PACKAGE

NOTE

This piece was created by Dennis Zehner during his tenure with the Da Vinci Science Center in Allentown, PA. He is now the President, Chief Marketer, and CEO of EmpowerStar Marketing.



2017
**DA VINCI
SCIENCE
CENTER**  *Gala*

SPONSORSHIP OPPORTUNITIES



DA VINCI SCIENCE CENTER
HALL OF FAME

Gala

Saturday, May 14, 2016 • Allentown Renaissance Hotel

Presented By



Award Sponsors



Bob and
Sandy



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ThermoFisher
SCIENTIFIC

ATAS

ATAS International, Inc.

Frank and
Vonna

Schwe

David and
Pam

DeCampi

Da Vinci Sci

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Anor

2017 DA VINCI SCIENCE CENTER GALA

The Da Vinci Science Center Hall of Fame Gala is the Center's annual flagship fundraising event. All proceeds support the independent nonprofit organization's efforts to bring science to life and lives to science.

DATE AND TIME

Saturday, April 22, 2017, Starting at 5 p.m.

LOCATION

Renaissance Allentown Hotel, 12 North Seventh St., Allentown, Pa.

Along with highlighting the important Da Vinci Science Center exhibits and programs made possible with support from corporate partners and individual donors, the 2017 gala will include the Center's annual Hall of Fame Awards presentation.

The Hall of Fame Awards honor students who show a unique passion for science inside and outside of the classroom, teachers in grades K-12 who inspire enthusiasm for science with innovative approaches, and community leaders who support the Center's mission.

The Center will present Student Excellence Awards to high school students, with each winner receiving a \$2,000 scholarship. Educator Excellence Awards will be presented to one elementary school educator, one middle school educator, and one high school educator. Each winning educator will receive a \$1,000 educational improvement prize.

SPONSORSHIP CONTACT

Judy Belaires, CFRE

Director of Philanthropy, Da Vinci Science Center



484.664.1002, Ext. 102



judy@davincisciencecenter.org



OUR 2017 HONOREES

Linny Fowler

LIFETIME ACHIEVEMENT AWARD - POSTHUMOUS

Late philanthropist and community leader Linny Fowler was a Founding Trustee of what is known today as the Da Vinci Science Center - an organization incubated at Lehigh University from 1992-1999. Along with her husband - retired Lehigh Professor of Physics W. Beall Fowler, Ph.D. - Linny Fowler was among the earliest supporters of developing a hands-on science center for the Lehigh Valley area and influenced others to support the project. Fowler's financial support and passion was instrumental to the Center's ability to sustain itself and grow in the years following its 1999 establishment as an independent nonprofit organization.

Laurie Ryan

SPIRIT OF VERROCCHIO MENTORSHIP AWARD

Former Secretary, Da Vinci Science Center Board of Trustees
Senior Director of Talent Management, Retired, PPL Corporation

Laurie Ryan has been a Center Trustee since 2009 and served as Board Secretary from May 2012-June 2016. She helped direct a CEO recruitment process from 2008-2009 and is a member of the board's Human Resources Committee. Ryan has more than 20 years of experience in corporate human resources.

Bosch Rexroth

GRAND MAESTRO CORPORATE AWARD

Bosch Rexroth's commitment to the Da Vinci Science Center includes exhibit production, program and event investments, and support of the Center's upcoming expansion of its preschool exhibit area.

Terry Capuano, RN, MSN, MBA, FACHE

DISTINGUISHED FEMALE STEM LEADERSHIP AWARD

Terry Capuano, RN, MSN, MBA, FACHE, has served as the Chief Operating Officer for Lehigh Valley Health Network since 2010. She served as the network's Vice President, Clinical Services from 1999-2010, and in a variety of administrative and educational positions since 1983.

High School Students

STUDENT EXCELLENCE AWARDS ANNOUNCED IN SPRING 2017

K-12 Educators

EDUCATOR EXCELLENCE AWARDS ANNOUNCED IN SPRING 2017

PRESENTING SPONSORSHIP

\$10,000 Cash
AVAILABLE

The Presenting Sponsor of the 2017 Da Vinci Science Center Hall of Fame Gala will have its logo or name placed prominently on **all** visual and printed materials relating to the event in addition to these benefits:

- Table of 10 people at the 2017 Da Vinci Science Center Hall of Fame Gala
- A full-page ad on the back cover of the event program
- Opportunity to welcome guests to the gala from the stage
- Group rate admission for all employees of sponsor company to the Da Vinci Science Center during the appearance of the Goose Bumps! exhibition from Jan.-Sept. 2017

STUDENT EXCELLENCE AWARD SPONSORSHIPS

\$7,500 Cash
THREE AVAILABLE

Student Excellence Awards will be given to high school students in the Da Vinci Science Center's 16-county service region. Honored students will receive \$2,000 scholarships for their continued education.

Each Student Excellence Award Sponsor supports one of these awards, and will have its logo or name placed on a majority of visual materials relating to the event in addition to these benefits:

- Seven (7) tickets to the 2017 Da Vinci Science Center Hall of Fame Gala
- Opportunity to present the sponsored Hall of Fame Award on stage during the event
- A half-page ad in the event program
- Group rate admission for all employees of sponsor company to the Da Vinci Science Center during the appearance of the Goose Bumps! exhibition from Jan.-Sept. 2017

EDUCATOR EXCELLENCE AWARD SPONSORSHIPS

\$5,000 Cash
TWO AVAILABLE

Educator Excellence Awards will be given to educators in grades K-12 in the Da Vinci Science Center's 16-county service region. Honored educators will receive \$1,000 educational improvement prizes.

Each Education Excellence Award Sponsor supports one of these awards, and will have its logo or name placed on a majority of visual materials relating to the event in addition to these benefits:

- Eight (8) tickets to the 2017 Da Vinci Science Center Hall of Fame Gala
 - Opportunity to present the sponsored Hall of Fame Award on stage during the event
 - A half-page ad in the event program
 - Group rate admission for all employees of sponsor company to the Da Vinci Science Center during the appearance the Goose Bumps! exhibition from Jan.-Sept. 2017
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LIFETIME ACHIEVEMENT AWARD SPONSORSHIP

\$5,000 Cash
EXCLUSIVE

The Lifetime Achievement Award Sponsor shall have its logo or name placed on a majority of visual materials relating to the gala in addition to these benefits:

- Eight (8) tickets to the 2017 Da Vinci Science Center Hall of Fame Gala
- Opportunity to introduce the event's Lifetime Achievement Award recipient
- A half-page ad in the event program
- Group rate admission for all employees of sponsor company to the Da Vinci Science Center during the appearance of the Goose Bumps! exhibition from Jan.-Sept. 2017

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CORPORATE AND COMMUNITY AWARD SPONSORSHIPS

Spirit of Verrocchio Mentorship Award
Grand Maestro Corporate Award
Distinguished Female STEM
Leadership Award

\$5,000 Cash
THREE AVAILABLE

The Corporate and Community Award Sponsors shall have their logo or name placed on a majority of visual materials relating to the gala in addition to these benefits:

- Eight (8) tickets to the 2017 Da Vinci Science Center Hall of Fame Gala
- Opportunity to introduce the Spirit of Verrocchio, Grand Maestro, or Distinguished Female STEM award recipient
- A half-page ad in the event program
- Group rate admission for all employees of sponsor company to the Da Vinci Science Center during the appearance of the Goose Bumps! exhibition from Jan.-Sept. 2017

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GALA AUCTION SPONSORSHIP

\$5,000 Cash
AVAILABLE

The Live Auction Sponsor supports the live auction at the 2017 Da Vinci Science Center Hall of Fame Gala and shall have its logo or name placed on event materials relating to the gala in addition to these benefits:

- Eight (8) tickets to the 2017 Da Vinci Science Center Hall of Fame Gala
 - Opportunity to introduce the event's Live Auction and Auctioneer
 - A half-page ad in the event program
 - Group rate admission for all employees of sponsor company to the Da Vinci Science Center during the appearance of the Goose Bumps! exhibition from Jan.-Sept. 2017
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RECEPTION SPONSORSHIP

\$3,500 Cash
AVAILABLE

Award winners showcase their work and research in science and technology during a meet-and-greet reception for guests. Sponsor shall have its logo or name placed on event materials relating to the gala in addition to these benefits:

- Six (6) tickets to the 2017 Da Vinci Science Center Hall of Fame Gala
- Sponsor recognition on signage in the reception area, as well as placement of sponsor literature at that location
- A half-page ad in the event program
- Group rate admission for all employees of sponsor company to the Da Vinci Science Center during the appearance of the Goose Bumps! exhibition from Jan.-Sept. 2017

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CATALYST LEVEL SPONSORSHIPS

\$2,500 Cash

Sponsors shall have their logo or name placed on event materials relating to the gala in addition to these benefits:

- Four (4) tickets to the 2017 Da Vinci Science Center Hall of Fame Gala
- A quarter-page ad in the event program

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INNOVATION LEVEL SPONSORSHIPS

\$1,000 Cash

Sponsors shall have their logo or name placed on event materials relating to the gala in addition to these benefits:

- Two (2) tickets to the 2017 Da Vinci Science Center Hall of Fame Gala
- An eighth-page ad in the event program

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APPRENTICE LEVEL SPONSORSHIPS

\$500 Cash

Sponsors shall have their logo or name placed on event materials relating to the gala in addition to these benefits:

- Two (2) tickets to the 2017 Da Vinci Science Center Hall of Fame Gala
 - Name listing in the event program
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GALA PROGRAM BOOK ADS

Ads in the 2017 Da Vinci Science Center Gala program book can be purchased separately.

INSIDE FRONT COVER COLOR (7" X 7")

\$750 Cash

INSIDE BACK COVER COLOR (7" X 7")

\$750 Cash

FULL-PAGE COLOR (7" X 7")

\$600 Cash

HALF-PAGE COLOR (7" WIDE X 3.25" TALL)

\$400 Cash

QUARTER-PAGE COLOR (3.25" X 3.25")

\$200 Cash

All ads must:

- Adhere to the sizes identified above
- Be in FULL COLOR
- Be in .jpg, .tiff, or .eps formats
- Be 300 dpi or higher

Ads must be sent by March 24, 2017, to judy@davincisciencecenter.org.





2017 SPONSORSHIP AGREEMENT

This form serves as an agreement between you or your company and The Da Vinci Discovery Center of Science and Technology, Inc. (or "Da Vinci Science Center") for the sponsorship or support of the 2017 Da Vinci Science Center Hall of Fame Gala on April 22, 2017, indicated below.

- | | |
|--|---|
| <input type="checkbox"/> Presenting Sponsorship (\$10,000) | <input type="checkbox"/> Catalyst Level Sponsorships (\$2,500) |
| <input type="checkbox"/> Student Excellence Award Sponsorships (\$7,500) | <input type="checkbox"/> Innovation Level Sponsorships (\$1,000) |
| <input type="checkbox"/> Educator Excellence Award Sponsorships (\$5,000) | <input type="checkbox"/> Apprentice Level Sponsorships (\$500) |
| <input type="checkbox"/> Lifetime Achievement Award Sponsorship (\$5,000) | <input type="checkbox"/> Separate Program Ad - Inside Front Cover (\$750) |
| <input type="checkbox"/> Spirit of Verrocchio Award Sponsorship (\$5,000) | <input type="checkbox"/> Separate Program Ad - Inside Back Cover (\$750) |
| <input type="checkbox"/> Grand Maestro Corporate Award Sponsorship (\$5,000) | <input type="checkbox"/> Separate Program Ad - Full-Page (\$600) |
| <input type="checkbox"/> Female STEM Leadership Award Sponsorship (\$5,000) | <input type="checkbox"/> Separate Program Ad - Half-Page (\$400) |
| <input type="checkbox"/> Gala Auction Sponsorship (\$5,000) | <input type="checkbox"/> Separate Program Ad - Quarter-Page (\$200) |
| <input type="checkbox"/> Reception Sponsorship (\$3,500) | |

* A portion of proceeds from sponsorships and support benefit the Da Vinci Science Center operations and are tax-deductible to the fullest extent allowed by law.

Company or Organization _____

Sponsor or Supporter Name - as to be Listed in Program _____

Name of Authorized Representative _____

Title of Authorized Representative _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ E-Mail Address _____

Method of Payment Invoice Check VISA MasterCard AMEX Discover

Card Number _____ Security Code _____ Exp. Date _____

Signature _____ Date _____

SPONSORSHIP CONTACT: Judy Belaires, CFRE, Director of Philanthropy, 484.664.1002, Ext. 102

Please send a copy of sponsorship agreement by to the Da Vinci Science Center Development Office, 3145 Hamilton Blvd. Bypass, Allentown PA, 18103; Phone: 484.664.1002, Ext. 102. All camera-ready logo and program message material - .jpg, .tiff, or .eps, 300 dpi or higher - should be sent to judy@davincisciencecenter.org.

3145 Hamilton Blvd. Bypass, Allentown, PA 18103 • 484.664.1002 • davincisciencecenter.org



The Da Vinci Discovery Center of Science and Technology, Inc. (or "Da Vinci Science Center" or "DSC") is an independent nonprofit organization with IRS 501(c)(3) status. Its federal tax identification number is 23-2824084. The official registration and financial information of the Da Vinci Science Center may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1.800.732.0999. Registration does not imply endorsement. Information about the organization's registrations in additional states is available on the web at www.davincisciencecenter.org/disclosures.

