

Together, We Move Mountains



Why You Should Sponsor the Mount St. Helens Institute

Challenge

- › STEM programs and outdoor school for our young people are more important than ever, yet these programs have seen significant reductions in funding across the country.
- › Technology is keeping us indoors and further disconnecting us from our natural world.
- › Science and the preservation of our public lands have become increasingly contentious issues, questioning their societal value and putting them both at risk.
- › And with a growing economic divide, many in underserved communities may never experience the magnitude of nature's awesome beauty and how they can play a role in maintaining these precious resources.

Opportunity

This is why we need forward-thinking companies like yours to help us reconnect people with the outdoors, create new pathways for exposure to STEM, and ignite imaginations about science and stewardship of our public lands.

There is perhaps no more compelling a place to transform people than Mount St. Helens. Since our founding in 1996, we've reached over 30,000 people through life-changing volcano adventures, ecology camps, field studies and classroom lectures.

Benefits

Benefits for all sponsorship levels are far-reaching and include: media exposure, name recognition, onsite event branding, employee and client/prospect engagement opportunities, and even the chance to create your own Bucket List Adventure at our beloved volcano. And, naturally (because we're all about the outdoors, ya know), the amazing feeling you and your company will experience by supporting a social-good cause in our evergreen neighborhood.



The number one reason you should support the Mount St. Helens Institute is to make the mountain even more accessible to students and young people."

Sharif Burdzik
VP at Riverview Community Bank

2017 Impact



Here are just a few of the ways our sponsors, supporters, partners, and volunteers helped us move mountains in 2017:

ONSITE DAY & OVERNIGHT EDUCATION, CLASSROOM & OUTREACH

5,505 children & youth engaged



CLASSROOM PROGRAMS

1,612 students participated



VOLUNTEERS IN ACTION

391

volunteers

15,564

hours of support

3,139

miles hiked

61,071

visitors engaged

Sponsorship Opportunities



What Sponsors Say About the Mount St. Helens Institute



Outdoor School in Washington isn't happening like it used to. Organizations like the Institute are so important, because they fill the gap and provide opportunities for young kids to get out and better understand how the natural world works."

Gala Miller

Community Engagement Specialist, Gifford Pinchot National Forest, US Forest Service



I love the Institute because they do things no other organization can do at Mount St. Helens: promote education and bring in the scientific community."

Paul Montague

Greater Vancouver Chamber of Commerce



They're providing an education and preservation of a historic Monument for all of us to enjoy."

Russell Brent

Owner, Mill Creek Pub

About Us



What We Believe

We connect people of all ages to the wild wonders, fascinating science, breathtaking scenery, and cultural history of Mount St. Helens.

We believe public land belongs to all Americans—rich and poor, urban and rural, young and old, across genders, cultures, religious viewpoints, and walks of life.

We foster youth's connection to nature and provide opportunities to build lifelong leadership and critical thinking skills.

Your sponsorship helps us reach marginalized communities with outdoor science and education programming.

Mission

Advancing understanding and stewardship of the earth through science, education, and exploration of volcanic landscapes.

Overview

The Mount St. Helens Institute connects people of all ages to Mount St. Helens and our natural world. Our educational programming is designed to enrich visitors' appreciation and understanding of the Pacific Northwest's youngest and most active volcano.

We are proud of the many ways we help people explore the volcano they love—from outdoor youth education programs, to expert-led field seminars and guided exploration programs, to the meaningful volunteer opportunities occurring around the mountain and the surrounding Gifford Pinchot National Forest.

Impact & Future

Since our founding in 1996, the Institute has reached more than 30,000 individuals with field seminars, guided hikes and climbs, free outings, and work parties. We've hosted dozens of lectures, supported research, and helped thousands of youth experience the volcano. Our volunteers have helped restore hundreds of miles of trails and streams, and brought new perspective to the Monument's visitors. With your generous support, we will provide even greater life-changing programs, ongoing stewardship, and expanded opportunities for people of all backgrounds and ages.

The Mount St. Helens Institute is proud to operate under a special use permit from the US Forest Service and is an equal opportunity education provider.



Our Partners, Sponsors, and Supporters



We're grateful to the generous companies, organizations, foundations, and individuals who help us move mountains.

PARTNERS

Cowlitz Indian Tribe
Discover Your Northwest
Gifford Pinchot National Forest
Cascade Forest Conservancy
Mount St. Helens National Volcanic Monument
Pacific Northwest Research Station
USGS Cascades Volcano Observatory
WA Department of Fish and

LEAD FINANCIAL SPONSORS

American Assoc. of University Women
Association for Women Geologists
Ben B. Cheney Foundation
Bill & Melinda Gates Foundation
Bill Nye and Nye Labs, LLC
Bruce and Mary Louise Cook Foundation
Charlotte Martin Foundation
Chevron
Clark-Skamania Flyfishers
Columbia Sportswear
Community Foundation for SW Wash
Ecotrust
Excavator Rental Services / Your Party & Event Center
The Historic Trust
Mill Creek Pub
M.J. Murdock Charitable Trust
National Forest Foundation
National Park Foundation
New Belgium Brewing Company
PacifiCorp
Paul Montague, Tax Preparation
Riverview Community Bank
Sportsman's Warehouse
Tesoro Foundation
Umpqua Bank
Vancouver Energy
WA STEM
Weyerhaeuser
Wheeler Foundation

COMMUNITY SUPPORTERS

Airgas
A&J Select Market, Stevenson
Alaska Airlines
BBSI
Columbia Sportswear
Exercise Equipment NW
Filbin's Ace Hardware
Hop N' Grape Smokehouse Pub
iQ Credit Union
Loowit Brewing Company
Lucky Labrador Beer Hall
Maletis Beverage
New Seasons Markets
Pacific Office Automation
REI
Vancouver Hilton



Exposure



Sponsors of all levels will increase awareness through the MSHI's expansive community of members, partners, volunteers, and fans.

WEBSITE REACH: MONTHLY 2017

16,409

visits per
month

3:48

average time
on site

FACEBOOK REACH: ALL 2017

16K

fans

68,805

post engagement

314,132

reach

956,450

impressions

EMAIL: 2017

9,200

database
size

41%

average
open rate

2018

Sponsorship Opportunities



TOGETHER, WE MOVE MOUNTAINS

Bill Nye Live!

FRIDAY, MAY 18, 2018 @ THE ARLENE SCHNITZER CONCERT HALL

Overview

This is not a drill: it has never been more important to embrace science and take action on climate change, and Bill Nye is coming to Portland for the first time ever to talk about what you can do to help save the planet.

On the 38th Anniversary of the Mount St. Helens eruption, Bill Nye (NETFLIX's *Bill Nye Saves the World* and PBS' *Bill Nye the Science Guy*) brings his fun-loving science-based perspective on climate change, the effects of the eruption, and how we can all work together to, quite literally, save the world.

Come celebrate the power of critical thinking and why now, more than ever, we should work together to move mountains.

Benefits

Benefits for sponsorship levels are far-reaching and include: media exposure, name recognition, premier seating, a meet-and-greet after-party with Bill, and even the rare opportunity to join a Bucket List adventure on the volcano.

ROI

Each sponsor will receive a wrap-up report based on concrete, defined results from our outreach, public relations, social media, and advertising campaigns.

Your Impact

Forward-thinking companies like yours will help us reconnect people with the outdoors, create new pathways for exposure to STEM (Science, Technology, Engineering, Math) for young people, and ignite imaginations about science and stewardship of our public lands.



By understanding volcanoes, we enhance the quality of life for people in the Pacific Northwest and people all over the world."

Bill Nye

Mount St. Helens Institute Board Member
and star of NETFLIX original series, *Bill Nye Saves the World*



#BillNyeLivePDX



Bill Nye Live!

FRIDAY, MAY 18, 2018 @ THE ARLENE SCHNITZER CONCERT HALL



MSHI SIGNATURE EVENT

FRIDAY, MAY 18, 2018

DOWNTOWN PORTLAND

On the 38th anniversary of the 1980 eruption!

The perfect opportunity to cultivate your key prospects and clients at one of Portland's premier venues. Oh, and the chance to rub tweed elbow patches with that famous science guy.

| SPONSOR LEVELS & BENEFITS | PRESENTING \$25,000 | TITLE \$10,000 | PATRON \$5,000 |
|---|------------------------|-------------------|-------------------|
| Premier Seats*: You and your guests will be seated together | 10 | 6 | 4 |
| Meet & Greet After-Party with Bill Nye | 10 | 6 | 4 |
| Logo inclusion/name in advertising | ✓ | | |
| Recognition in press release(s) and marketing materials | ✓ | ✓ | |
| Logo or name in print collateral & event program | ✓ | ✓ | ✓ |
| Logo or name on event web page with link to your website | ✓ | ✓ | ✓ |
| Recognition from stage | ✓ | ✓ | |
| Social media advertising & mentions | ✓ | ✓ | |
| Autographed copy of Bill's latest book | 10 | 6 | 4 |
| Passes to exclusive Mount St. Helens adventure | 4 | 2 | 2 |

Ask us about bundling your sponsorship with our 2018 Boots & Bowties Gala for extra special goodness.

*Premier Seats will be held for sponsors who commit by April 5, 2018. After this date, Premier Seat tickets will be released for sale to the general public and we will do our best to seat you in the best possible location.

#BillNyeLivePDX



Boots & Bowties Gala

SATURDAY, OCTOBER 20, 2018 AT THE VANCOUVER HILTON

MSHI SIGNATURE EVENT

SATURDAY, OCTOBER 20, 2018

THE VANCOUVER HILTON

Break out your best suit, dress, and hiking boots for this one-of-a-kind fundraising dinner. Ideal for organizations looking for fun, fresh ways to entertain clients, reconnect with friends, and play a big role in funding programs that transform thousands of youth and underserved people in our community. We welcome both cash and/or in-kind contributions.

| SPONSOR LEVELS & BENEFITS | SUMMIT \$10,000 | CRATER \$5,000 | RIDGELINE \$2,500 | TREETOP \$1,250 |
|---|---------------------------|---------------------------|-----------------------|-----------------------|
| Tables / Seats | 10 VIP seats (1 table) | 10 VIP seats (1 table) | 10 seats (1 table) | 10 seats (1 table) |
| Premium wine for your table or drink tickets | Wine for table | Wine for table | 10 drink tickets | 10 drink tickets |
| Full page ad on back cover of event program | ✓ | | | |
| Logo or name on event screens | ✓ | ✓ | ✓ | ✓ |
| Logo in MSHI fall e-newsletter (up to 9K impressions) | ✓ | ✓ | ✓ | |
| Branded header on MSHI Facebook page for 2 weeks leading up to event | ✓ | | | |
| Print Collateral: Logo on invites/program; mention by name in post-event thank you | ✓ | ✓ | | |
| Logo on event web page with link to your website | ✓ | ✓ | ✓ | |
| Recognition from stage | ✓ | ✓ | | |
| Social media mentions (up to 15K impressions) | ✓ | ✓ | ✓ | |
| Your choice of one (1) Bucket List or Build Your Own Adventure | ✓ | | | |
| Tickets to Bill Nye Live!* | 6 | 4 | 2 | |

Customize your sponsorship! Name a signature drink after your company or product. Put your logo on the back of the bidder cards. Sponsor our photo booth with your logo/hashtag. Or even sponsor the bar. Contact us to learn how.

*Tickets to Bill Nye Live! will be held for sponsors who confirm for Boots & Bowties by April 15, 2018. After this date, tickets will be released for sale to the general public.



Views & Brews 2018

SCIENCE & PUB LECTURE SERIES

MSHI SIGNATURE EVENT SERIES

SEPT. 2018–MAY 2019 (24 EVENTS)

PORTLAND, VANCOUVER & LONGVIEW

Reach nearly 2,000 passionate science and outdoor enthusiasts in Portland, Vancouver and Longview during this monthly event series running annually from September-May. Views & Brews is held at popular local pubs, featuring volcano and science-related trivia plus an expert guest speaker. Topics range from hiking to mushrooming to volcanology. Highly entertaining and fun for all.



A great opportunity for a small to mid-sized company looking to expand its market presence while supporting a great cause.

| SPONSORSHIP BENEFITS | PRESENTING \$2,500 | EVENT \$1,000 |
|--|-----------------------|------------------|
| Recognition in monthly email promotion (reach = 9k subscribers) | ✓ | ✓ |
| Recognition on Facebook event pages & social media (reach = 15k-30k) | ✓ | ✓ |
| Recognition in media releases | ✓ | |
| Logo in digital promotions | ✓ | ✓ |
| Logo on MSHI event web page with link to your website | ✓ | ✓ |
| Recognition from stage during live event | ✓ | |
| Distribute your collaterals at event | ✓ | |

#Views&Brews



Youth Outdoor & Science Educational Programs

MSHI PROGRAM SERIES

SPRING THRU FALL 2018

Create the opportunity for middle and high school students, from all walks of life, to learn critical leadership, teamwork, and practical life skills while experiencing the great outdoors.

Volcano Outdoor School

- › Day & overnight trips
- › Ages 7-18
- › April-October
- › Youth served: 3,000

Students come face-to-face with geologic forces, roam the great outdoors, and engage in hands-on geology projects. A simple and meaningful way to get youth active in the outdoors.

Volcano Venture

- › 2-3 day co-ed camps
- › Ages 8-12
- › July, August
- › Youth served: 40

Kids hike, play, create art, and gain a deeper understanding of science, nature, and how they can make a difference for our future.

STEM Field Ecology

- › 2-3 day camps
- › Ages 14-18
- › September-December
- › Youth served: 200

High school science classes visit the mountain and work alongside field scientists to collect data, learn how to use research equipment, and acquire valuable teamwork and communication skills.

Kaboom! Volcano in the Classroom

- › 1-2 hour presentation
- › K-8th grade students
- › Throughout school year
- › Youth served: 1,500

Students from across the greater Portland area learn about the eruption, its impact on the environment, and how nature can forever change a landscape. We know not everyone can afford to visit the mountain, so we bring the mountain to the classroom.

NEW! BackcountryGirls

- › Day & overnight trips
- › Ages 13-18
- › June-September
- › Youth served: 24

Female middle & high school students experience the mountain first-hand during a weeklong backpacking journey. Along the way, they acquire strategic leadership and backcountry skills, along with photography, poetry, drawing and writing.

GeoGirls

- › 5-day camp
- › Students grade 7-12
- › July-August
- › Youth served: 30

During their 5-day journey, each GeoGirl will conduct team projects with real scientists, take field trips to sites around the volcano, and experience the awe of camping beneath the stars. One of our most popular programs.

What Participants Say About Our Programs



I am normally a shy person, and am usually a recluse. As soon as we were all on the mountain, all of that went out the window. It wasn't 8 strangers on the mountain. It was 8 friends."

"At first I was nervous about GeoGirls because I'd never been away at a camp with people I didn't know. It turned out to be one of the best experiences of my life."

"The opportunity to see amazing, accomplished women in the field is inspirational."

"A great opportunity for students to have real life experience studying succession to reinforce what they learned in a school setting."

"This is the best organization I have ever volunteered for. The training, mentoring and responsiveness is amazing. I tell everyone about it."

"This is an awesome summer camp, deep in nature, where you learn a ton of skills you might need if you pursue a career in ecology."

"The Institute is active, well-run, and organized. [They provide] what students need in science education—time doing science and being scientists."



Program Sponsor Benefits

YOUTH OUTDOOR & SCIENCE EDUCATIONAL PROGRAMS



The Mount St. Helens Institute mission is to advance understanding and stewardship of the earth through science, education, and exploration of volcanic landscapes.

This is why we need partners like you to help fund programs that give youth across our region the opportunity to connect with the outdoors, enhance their STEM education, and better understand the significance of science and preservation.

| WHAT YOU RECEIVE WHEN YOU INVEST | KABOOM! \$10,000+ | SUMMIT \$5,000 | GLACIER \$2,500+ | IN-KIND \$1,000+ |
|--|----------------------|-------------------|---------------------|---------------------|
| Email mentions (Reach = 9k subscribers) | ✓ | ✓ | ✓ | ✓ |
| Social media mentions (Reach = 15k fans; 30k overall individuals) | ✓ | ✓ | ✓ | ✓ |
| Onsite recognition during program or event | ✓ | ✓ | ✓ | ✓ |
| Logo on MSHI web page with link to your website | ✓ | ✓ | ✓ | ✓ |
| Logo on Volcano Outdoor School take- home journal | ✓ | | | |
| Logo on print collateral(s) when part of a program | ✓ | ✓ | ✓ | ✓ |
| Opportunity to join a Bucket List Adventure or create your own for up to 10 staff, clients, or prospects | ✓ | | | |
| (2) VIP guest invites to a Meet the Researcher Dinner | ✓ | | | |
| The tremendous feeling of satisfaction you and your organization will receive knowing you're inspiring our youth about science & the outdoors | ✓ | ✓ | ✓ | ✓ |

MSHI Sponsor & Summit Supporter Added Benefits



In addition to garnering greater brand exposure and broadening your market reach, your support of the Mount St. Helens Institute could bring you face-to-face with a mountain goat during one of our Bucket List Adventures, open the door to new clients and prospects at one of our exclusive dinners or events, or celebrate your impact during our annual Mountain Movers party. Here are opportunities at a glance:

VIP Meet the Scientist Dinner

Date TBA

Learn more about Mount St. Helens and its ecology during this intimate dinner hosted at a generous supporter's home or local venue. To maximize networking and give you ample time to pose questions to our guest speaker, seating is limited to 16. It's the perfect opportunity to meet movers and shakers in our community while enjoying delicious cuisine.

Bucket List (or Build Your Own) Adventures

Available throughout the year

Bring your family, friends staff, clients, or prospects out to the volcano for a breathtaking guided shoeshowing expedition, summit rim climb, crater hike, or a day-trip on the mountain.

NEW! Kaboom! Dinners

2-4 events per year, dates TBA

Mingle with others passionate about the environment & the outdoors at a local restaurant or pub. To maximize networking opportunities, most events are limited to 20 supporters.

Hold Your Next Company Retreat at the Science & Learning Center (SLC)

Summer & Fall

Overlooking Coldwater Lake, this spectacular, 11,000 sq foot building in the heart of the blast zone offers the exclusive opportunity to gather, learn, and be inspired in the shadow of Mount St. Helens. Groups can cook their own food, have buffet-style meals provided, or contract directly with a catering company. The space comfortably sleeps up to 60 people. Our onsite manager will help coordinate from start to finish.

[Learn more about the SLC](#)

MSHI Sponsor & Summit Supporter Added Benefits (con't.)



NEW! Annual Mountain Movers Party

Enjoy big bold wines, ice-cold beers, and yummy appetizers while you mingle with top fundraisers, strategic partners, and volunteer champions. Plus, learn how your sponsorship dollars transform young lives during this one-of-a-kind yearly celebration.

Group Volunteer Activities for Your Team

Reconnect your team to the outdoors (and with each other) while actively supporting our mission. Volunteer opportunities range from repairing trails to providing event support.

Ready to "Rumble?" Give us a shout!

Contact us to learn how you can apply your sponsorship investment to one or more of these amazing experiences or to learn more about volunteering. Or submit the form on the next page. :)

Ray Yurkewycz
Executive Director
ryurkewycz@mshi.org
(360) 891-5069

auGi Garred
Development & Comms. Director
agarred@mshi.org
(503) 701-1262

Mount St. Helens Institute
www.mshinstitute.org
info@mshinstitute.org
(360) 449-7883





Bill Nye Live! Sponsorship Form

Our Tax ID: 91-1569993

Email, mail, or fax completed form to:

Kate Richardson
Office Manager
Email: krichardson@mshinstitute.org
Fax: (360) 449-7801
Mount St. Helens Institute
42218 NE Yale Bridge Rd
Amboy, WA 98601

Choose Your Sponsorship Level

Page 1 of 1

| TITLE \$25,000 | PRESENTING \$10,000 | PATRON \$5,000 | IN-KIND CONTRIBUTION | YOUR INVESTMENT |
|--------------------------|--------------------------|---------------------------|--------------------------|--------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | \$ |
| LIMITED TO 1 SPONSOR | LIMITED TO 4 SPONSORS | LIMITED TO 10 SPONSORS | | |

FYI: Right of First Refusal for exclusive 2019 event (TBA) will be provided to both Title & Presenting Sponsors.

YOUR CONTACT INFO

Organization _____

Contact Name _____ Title _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

ACCEPTANCE

Your signature below indicates agreement with the terms and conditions listed within this sponsor package.

COMPANY REPRESENTATIVE

Printed Name & Title

Signature

MHSI REPRESENTATIVE

Printed Name & Title

Signature

Questions About Form?

Kate Richardson
Office Manager
krichardson@mshinstitute.org
Tel (360) 449-7883

Sponsor Logo Guidelines

If logo inclusion is part of your sponsor package, please email zipped file to krichardson@mshinstitute.org in preferred format (vector file: EPS or AI – if you have neither, please send hi-res 300dpi JPEG).

Please supply the following 4 logo versions: CMYK color, grayscale, one-color (black) and one-color (white). If you don't have all 4, we will work with you to build the needed versions.

2018 Sponsorship Form



Our Tax ID: 91-1569993

Page 1 of 2

We would like to sponsor:

(please check all that apply)

Boots & Bowties Gala 2018

| SUMMIT \$10,000 | CRATER \$5,000 | RIDGELINE \$2,500 | TREETOP \$750 | IN-KIND \$1,000+ | YOUR INVESTMENT |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

Bill Nye Live! 2018

| TITLE \$25,000 | PRESENTING \$10,000 | SUPPORTING \$5,000 | | IN-KIND \$1,000+ | YOUR INVESTMENT |
|--------------------------|--------------------------|--------------------------|--|--------------------------|--------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | <input type="checkbox"/> | |

Views & Brews 2018-19

| PRESENTING \$2,500 | EVENT \$1,000 | | | IN-KIND \$1,000+ | YOUR INVESTMENT |
|--------------------------|--------------------------|--|--|--------------------------|--------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | | | <input type="checkbox"/> | |

Youth Outdoor & Science Educational Programs in 2018*

| KABOOM! \$10,000+ | SUMMIT \$5,000 | GLACIER \$2,500+ | TREETOP \$1,500 | IN-KIND \$1,000+ | YOUR INVESTMENT |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

*Would you like to sponsor a specific educational program such as GeoGirls?

If so, please write in the name of program here: _____

In-Kind Donations: What We Seek

We would LOVE to acquire outdoor gear, clothing, equipment, camping supplies and food for our field programs; beer & wine for our Gala; travel experiences and desirable gifts for our annual fundraising auction. Contact us to see if your in-kind donation will help us better serve our mission. Thank you!



Sponsorship Form

Our Tax ID: 91-1569993

Email, mail, or fax completed form to:

Kate Richardson
Office Manager
Email: krichardson@mshinstitute.org
Fax: (360) 449-7801
Mount St. Helens Institute
42218 NE Yale Bridge Rd
Amboy, WA 98601

Page 2 of 2

YOUR CONTACT INFO

Organization _____

Contact Name _____ Title _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____ URL _____

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Printed Name & Title

Signature

MHSI REPRESENTATIVE

Printed Name & Title

Signature

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Please supply the following 4 logo versions: CMYK color, grayscale, one-color (black) and one-color (white). If you don't have all 4, we will work with you to build the needed versions.

PARTNERSHIP INQUIRIES

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Executive Director
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EVENT PRODUCTION & MEDIA

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sallycuster@lupincommunications.com
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SPONSORSHIP INQUIRIES

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