

MSHI SIGNATURE EVENT

Bill Nye **Live!**

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



Together, We Move Mountains

Why You Should Sponsor Bill Nye **Live!**



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: a meet-and-greet after-party with Bill, media exposure, name recognition, premier seating, and the chance 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



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DOWNTOWN PORTLAND

On the 38th anniversary of the 1980 eruption!

The perfect way 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	TITLE \$25,000	PRESENTING \$10,000	SUPPORTING \$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 Mount St. Helens Bucket List 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 March 1, 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

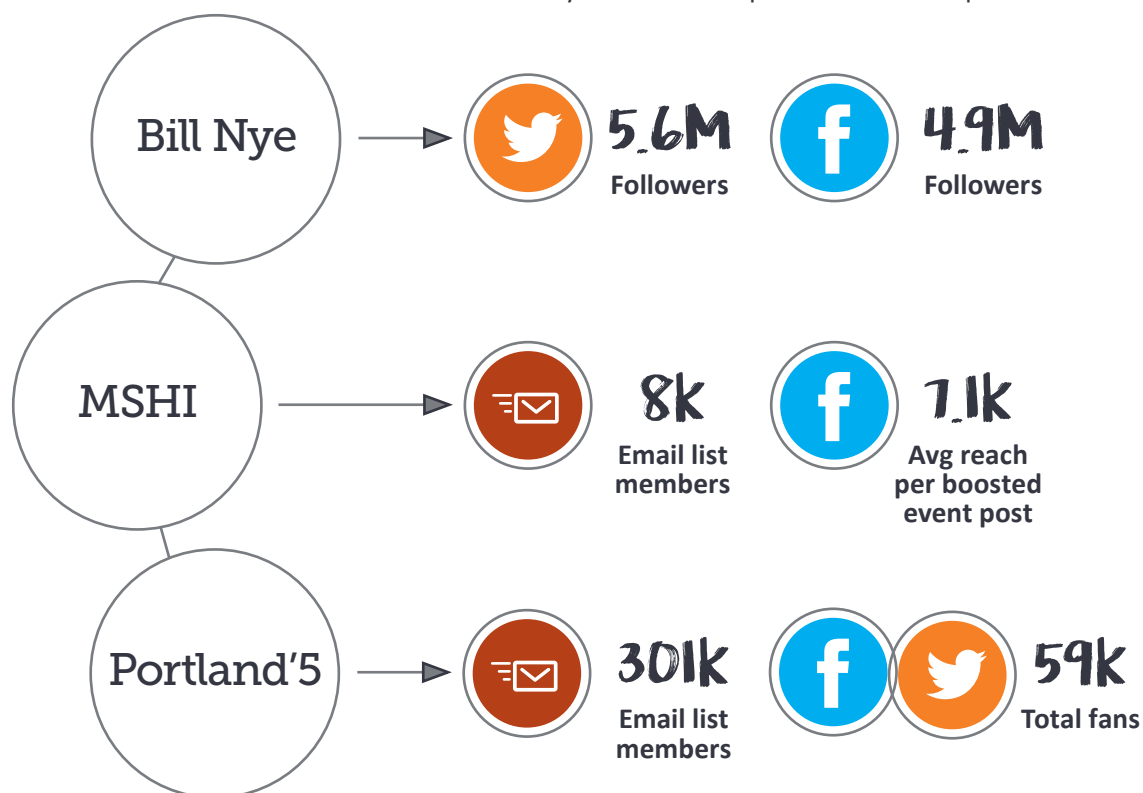


Sponsor ROI



Boost your visibility across the Northwest

Given Bill's monumental rise to the top of the science mountain, our combined reach, and a super strategic spend, we anticipate wide-ranging visibility for all of our sponsors across a spectrum of media.



405,000

We expect to reach 405K Bill Nye fans in the Northwest through a combination of social + paid ads on social and Google.

#BillNyeLivePDX

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 everyone's 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 Mount St. Helens 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, and foundations who help us move mountains.

MAJOR PARTNERS

Cascade Forest Conservancy
Cowlitz Indian Tribe
Discover Your Northwest
Gifford Pinchot National Forest
Mount St. Helens National Volcanic Monument
Pacific Northwest Research Station
USGS Cascades Volcano Observatory
Washington Department of Fish & Wildlife
Washington Trails Association Wildlife
Washington Trail Association



LEAD SUPPORTERS

American Association of University Women
Andeavor Foundation
Association for Women Geoscientists Foundation
Bill & Melinda Gates Foundation
Bill Nye, Nye Labs
Chevron
Clark Skamania Fly-fishers
Community Foundation of SW Washington
Empowering Women: A Funders' Collaborative
Eureka Engineering
Excavator Rental Services/Your Party & Event Center
iQ Credit Union
Leslie B. Durst Fund
Motorola Solutions Foundation
Paul Montague, Tax Preparation
pRana Outdoor Foundation
Ray Hickey Foundation
REI
Riverview Community Bank
Sportsman's Warehouse
The Eureka Foundation
The Historic Trust
Umpqua Bank Charitable Foundation
Vancouver Brewfest Foundation
Vancouver Energy Community Fund
W. Bruce Cook & Mary Louise Cook Foundation

COMMUNITY SUPPORTERS

Airgas
Ashtown Brewing
Boy Scouts of American Troop 520
Castle Rock Chamber of Commerce
Castle Rock Community Development Alliance
Columbia Bank
Columbia Sportswear
Cowlitz PUD
Educational Service District 112
Eureka Engineering
Exercise Equipment Northwest
Filbin's Ace Hardware
Google Adwords
Loowit Brewing Company
Lucky Labrador Beer Hall
Michael Plymale, CPA
Mill Creek Pub
Red Canoe Credit Union
Washington State University - Vancouver





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	SUPPORTING \$5,000	IN-KIND CONTRIBUTION	YOUR INVESTMENT
SOLD OUT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
LIMITED TO 1 SPONSOR	LIMITED TO 4 SPONSORS	LIMITED TO 11 SPONSORS		

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

YOUR CONTACT INFO

Organization _____

Contact Name _____ Title _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____ URL _____

ACCEPTANCE

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

COMPANY REPRESENTATIVE

MHSI REPRESENTATIVE

Printed Name & Title

Printed Name & Title

Signature

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.

PARTNERSHIP & MSHI INQUIRIES

Ray Yurkewycz

Executive Director

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(360) 891-5069

EVENT PRODUCTION & MEDIA

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Lupin Communications

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(503) 229 4887

SPONSORSHIP INQUIRIES

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Development & Comms. Director

agarred@mshinstitute.org

(503) 701-1262

LEARN MORE AT **MSHINSTITUTE.ORG**

Our thanks to the many photographers who contributed their photos to this sponsor package.

Mount St. Helens Institute

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