Science Museum of Virginia: Funding Request

Science Museum of Virginia

Mission

Inspiring Virginians to Enrich Their Lives Through Science

Vision

By the year 2020, the Science Museum of Virginia will be:

- The catalyst for families to ignite their interest in learning
- The branded facilitator of informal science learning in Virginia
- The place for the scientific community to connect with families
Strategic Goals

• Develop exciting approaches to STEM learning in our facilities that engage our audiences with relevant experiences and inspire kids to consider pursuing a STEM career

• Leverage inspirational STEM learning across Virginia with key partners

• Attract resources necessary to keep Museum flourishing and communicate regularly with our stakeholders on their investment

• Hire and retain the best possible staffing talent and invest in infrastructure that fulfills the mission

Science Museum of Virginia
Fun and Education for All Ages

Live Science Demos
Interactive Learning
The Mix
School Field Trips
Science After Dark
The Dome
Science on Tap
Lunchtime Lectures
Volunteer/Internships
http://www.smv.org/about/join-our-team/adult_volunteers
VA ACS Alignments

<table>
<thead>
<tr>
<th>VA ACS Goals</th>
<th>Current Involvement/Connections</th>
<th>New Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 1: Establish, implement and maintain a technology strategy to ensure membership is engaged and informed of events, opportunities, and services.</td>
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<td>• Utilize Science Museum advertising network to advertise co-sponsored events.</td>
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<td>Goal 2: Cultivate member involvement strategies to increase local section volunteerism, attendance, and leadership.</td>
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<td>• ACS Volunteers – Can be tracked to give us visibility and credit</td>
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<td>• Provide speakers for special events (i.e. Up and Atom, Lunchtime Series)</td>
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<td>• <a href="http://www.smv.org/about/our-team/adult-volunteers">http://www.smv.org/about/our-team/adult-volunteers</a></td>
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<tr>
<td>Goal 3: Provide members with opportunities for career and social networking, exchange of knowledge, and professional development, which span the broader chemical fields.</td>
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<td>• WCC hosting table at Up and Atom – Women’s Leadership Breakfast (no cost to attend/table with 8 willing to donate). Negotiable to sponsor ($250–$5,000 based on level of sponsorship/branding)</td>
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<td>• Connect ACS students (high school/career change) with internship program</td>
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<td>Goal 4: Provide community outreach that increases the positive perception of chemistry and the ACS.</td>
<td>• Earth Day–CEED</td>
<td>Recommend sponsorship of Annual Illumination Gala – $250 to $1,000</td>
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<td></td>
<td>• National Chemistry Week</td>
<td>• Sponsorship of – Rosco Electronics Live Science – $10,000</td>
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<td></td>
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<td>• Science on Tap – Science of Beer – $1,000</td>
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<td>• Body Worlds</td>
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Illumination Gala

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<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>Speak</th>
<th>Bag</th>
<th>Glass</th>
<th>Giftem</th>
<th>Bistro</th>
<th>Wine</th>
<th>Vendors</th>
<th>Radiance</th>
<th>Proceeding</th>
<th>Small</th>
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<tbody>
<tr>
<td>Guest tickets</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>1 table of 8</td>
<td>2 tables of 8</td>
<td>3 tables of 8</td>
<td>4 tables of 8</td>
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<td>Listed in event invitation (Deadline 3/31/18)</td>
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<td>Listed in event programs (Deadline 3/31/18)</td>
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<td>Ad in event program (Deadline 3/31/18)</td>
<td>½ page</td>
<td>Full page</td>
<td>Full page</td>
<td>Two pages</td>
<td>Two pages</td>
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<td>Listed in all public promotion</td>
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<td>Corporate logo in event invitation (Deadline 3/31/18)</td>
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<td>Corporate logo in event program (Deadline 3/31/18)</td>
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<td>Corporate logo on the Museum’s website</td>
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<td>Featured in press release and all event publicity</td>
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<td>Premium table location</td>
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<td>Opportunity for representation on event committees</td>
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<td>Listed as the exclusive presenting sponsor of the event</td>
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<td>Tax deductible amounts if benefits are received</td>
<td>$150</td>
<td>$800</td>
<td>$2,600</td>
<td>$4,200</td>
<td>$8,400</td>
<td>$22,600</td>
<td>$46,800</td>
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Example Potential Sponsorship

- Recommended level—minimum $1000
- Name in all publicity
- Logo
- Table at event
- Admission of 10 people
- Aligns with local passion for craft beers, science of beer and shortage of chemists with brewing experience
- Ask for ACS information Table @ Event
- Possibility to highlight local universities with applicable classes or certifications at ACS Table.
- Would need to find link: Mindtap is target theme this year

Levels of Sponsorship

$5,000 Barrels Sponsorship
- Name in all event publicity
- Table corner space on non-alcoholic wall
- Sponsorship provided
- Name and logo on event signage and invitation
- Admission of 2 people
- VIP parking for 2 people
- Free admission, signature beer glass and two complimentary wine/beer for 2 people

$1,000 Grovelier's Sponsorship
- Name in all event publicity
- Name and logo on event signage and invitation
- Admission of 4 people
- VIP parking for 4 people
- Free admission, signature beer glass and two complimentary wine/beer for 4 people

$500 Stein Sponsorship
- Name in all event publicity
- Admission of 2 people
- VIP parking for two vehicles
- VIP beer and wine
- Free admission, signature beer glass and one complimentary wine/beer for 2 people

$100 Go-Host
- Name on event
- Admission of 1 person
- VIP parking for one vehicle
- Free admission, signature beer glass and one complimentary wine/beer for one person

Proposal for VAACS Funding 2018-2019

- Illumination Gala – 2018 and 2019- $250 level
  - VA ACS visibility among science donor community
  - VA ACS leadership networking opportunity
  - Reach in 2017 - 500 guests for gala

- Up and Atom – Table Host – explore costs
  - Networking
  - Women in Leadership- Career Development
  - ACS members supporting science in the community
  - Reach in 2017 - 250 guests

- Host Science on Tap (or program at similar level) - $1,000
  - Opportunity to reach larger segment of the public
  - Outreach to adults not typically connected with ACS
  - Wide advertising audience (increase visibility in the community)