

# 150<sup>th</sup> ANNIVERSARY GALA

**March 6, 2020**

## 2020 Gala Sponsorship Opportunities

An special evening to support the Wisconsin Academy of Sciences, Arts & Letters' mission to create a better world by connecting Wisconsin people and ideas.



## CELEBRATE WITH US

Join the Wisconsin Academy and over 200 supporters, distinguished guests, and community members from throughout the state on Friday, March 6th at the Wisconsin Historical Society in Madison.

We are celebrating the Academy's anniversary milestone by hosting a celebratory fundraising gala. The evening will include a cocktail hour in the beautiful and historic Reading Room, experiential stations, a silent auction, performances by a variety of Wisconsin talents, a gourmet dinner by Underground Food Collective, and an opportunity to mingle with community members and business leaders.

## AMPLIFY & ELEVATE WISCONSIN IDEAS

Proceeds from Gala150 will support Academy programs that celebrate creativity and achievement, amplify Wisconsin ideas that inform and empower, and affirm the value of the sciences, arts, and letters. We bring people together by providing free and low-cost opportunities to learn from experts and each other and to explore ideas. These connections and insights help build a better state and world.

## BECOME A GALA SPONSOR

We invite you to attend and sponsor this once-in-a-lifetime celebratory evening. With your generous support and that of our community of givers, we are creating a brighter world inspired by Wisconsin ideas.

### Five Levels of Sponsorship

We have five varying levels of sponsorship available for Gala150.

Special Exhibition Sponsorship	\$10,000
Experiential Station Sponsorship	\$5,000
Performance Sponsorship	\$2,500
Dessert Sponsorship	\$1,500
Gala Supporter	\$500

***Ideas that move the world forward!***

### SPONSORSHIP CONTACT

Amanda E. Shilling  
Director of Development  
ashilling@wisconsinacademy.org  
(608) 733-6633 ext. 16

[wisconsinacademy.org/Gala150](https://www.wisconsinacademy.org/Gala150)

*The Wisconsin Academy of Sciences, Arts & Letters was founded in 1870 to gather, share, and act upon knowledge for the betterment of our state. We carry on this tradition today with our mission to create a better world by connecting Wisconsin people and ideas.*

## BECOME A GALA150 SPONSOR | FRIDAY, MARCH 6, 2020

### Special Exhibition Sponsor

\$10,000 Sponsorship (\$7,636 tax deductible)

#### Entertainment & Hospitality

- Prominently placed table with name recognition
- Up to 8 VIP gala tickets (includes complimentary parking for table guests)
- One piece of limited edition artwork by a Wisconsin artist
- Complimentary bottle service and wine pairings
- Up to two Special VIP guests seated at your table
- Up to 8 complementary one-year Academy memberships

#### Visibility & Recognition

- Presenting sponsor of our special exhibition and cocktail hour in the beautiful and historic Reading Room at the Wisconsin Historical Society.
- Onstage recognition during the program
- Full-color one page sponsor-highlight ad in *Wisconsin People & Ideas* commemorative anniversary issue (Winter 2020)
- Logo included on all printed and online gala invitations (1,500+)
- Logo included on all emailed gala communications (12,000+)
- Largest and top logo placement on gala web page and signage
- Top recognition in gala marketing collateral

### Experiential Station Sponsor

\$5,000 Sponsorship (\$2,736 tax deductible)

#### Entertainment & Hospitality

- One gala table of 8 with name recognition
- Up to 8 VIP gala tickets (includes complimentary parking for table guests)
- One piece of limited edition artwork by a Wisconsin artist
- Up to 8 complementary one-year Academy memberships

#### Visibility & Recognition

- Presenting sponsor of an experiential station
- Onstage recognition during the program
- Full-color one page sponsor-highlight ad in *Wisconsin People & Ideas* commemorative anniversary issue (Winter 2020)
- Logo included on all printed and online gala invitations (1,500+)
- Logo included on all emailed gala communications (12,000+)
- Logo included on gala web page and signage
- Recognition in gala marketing collateral

### Performance Sponsor

\$2,500 Sponsorship (\$2,068 tax deductible)

#### Entertainment & Hospitality

- Half-table with name recognition
- Up to 4 gala tickets (includes complimentary parking for table guests)
- Up to four complementary one-year Academy memberships

#### Visibility & Recognition

- Recognition during pop-up performances from Wisconsin musicians and participatory artists
- Logo included in a special recognition section of *Wisconsin People & Ideas* commemorative anniversary issue (Winter 2020)
- Logo included on the gala web page, signage, and emailed communications

### Dessert Sponsor

\$1,500 (\$1,100 tax deductible)

#### Entertainment & Hospitality

- Half-table with name recognition
- Up to 4 tickets
- Up to four complementary one-year Academy memberships

#### Visibility & Recognition

- Recognition at dessert station
- Logo included in a special recognition section of *Wisconsin People & Ideas* commemorative anniversary issue (Winter 2020)
- Logo included on gala web page, signage, and emailed communications

### Gala Supporter

\$500 (\$300 tax deductible)

#### Entertainment & Hospitality

- Two (2) gala tickets
- Up to two complementary one-year Academy memberships

#### Visibility & Recognition

- Listed as a supporter in a special recognition section of *Wisconsin People & Ideas* commemorative anniversary issue (Winter 2020)
- Logo included on gala web page and signage

For inclusion in the commemorative issue of *Wisconsin People & Ideas* (Winter 2020)  
**Ads are due by January 1, 2020**  
**Logos are due by January 15, 2020**

Please forward your high-res logo and print ready ads to:  
**Jason A. Smith, [jsmith@wisconsinacademy.org](mailto:jsmith@wisconsinacademy.org)**  
Associate Director & Editor of *Wisconsin People & Ideas*

*Ideas that move the world forward*

[www.wisconsinacademy.org](http://www.wisconsinacademy.org)  
608.733.6633

Academy Office  
1922 University Ave  
Madison, WI 53726

James Watrous Gallery  
201 State St  
Madison, WI 53703

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## 2020 Gala Sponsorship Agreement Form

Thank you for supporting the Wisconsin Academy and Gala150.



### GALA SPONSORSHIP LEVELS

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Special Exhibition Sponsor<br>\$10,000 | <input type="checkbox"/> Experiential Station Sponsor<br>\$5,000 | <input type="checkbox"/> Performance Sponsor<br>\$2,500 |
| <input type="checkbox"/> Dessert Sponsor<br>\$1,500             | <input type="checkbox"/> Gala Supporter<br>\$500                 |   |

### CONTACT INFO

\_\_\_\_\_  
Company Name as it should appear in promotional items

\_\_\_\_\_  
Contact Person/Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Website

### PAYMENT AMOUNT

**Check enclosed** (*payable to the Wisconsin Academy*) is in the amount of \$ \_\_\_\_\_

**VISA**       **MasterCard**       **Discover**       **American Express**

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
CVV#

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Signature

**Online:** Please visit [wisconsinacademy.org/Gala150](http://wisconsinacademy.org/Gala150)

**Please send an invoice** to contact listed above.

If you would like your sponsor ad to be included in the commemorative issue of *Wisconsin People & Ideas*, please respond no later than December 31st. Responses received after the deadline will have their ad included in a subsequent issue in 2020.

### SPONSOR FORM

Please return completed forms to:  
Amanda E. Shilling at  
[ashilling@wisconsinacademy.org](mailto:ashilling@wisconsinacademy.org) or  
1922 University Ave, Madison, WI 53726

### SPONSOR ARTWORK

Please forward your high-res logo and ready-to-print ads to: Jason A. Smith at  
[jasmith@wisconsinacademy.org](mailto:jasmith@wisconsinacademy.org)