



Dear Potential Sponsor:

With great anticipation, The Bay Institute and Aquarium of the Bay are proud to announce our 2nd annual San Francisco Bay Gala, *An evening for salmon*.

*Thursday, October 18, 2012
Maritime Museum, Aquatic Park, San Francisco*

With the support of friends like you, we raised over \$250,000 last year. This year, we are excited to celebrate the career of **Jacqueline “Wacky Jacky” Douglas**, a legendary voice within San Francisco’s sport fishing community and one of the Bay Area’s most passionate voices for protecting salmon and their habitat.

Your sponsorship of The Bay Institute’s 2012 Gala energizes our partnership with Aquarium of the Bay as we work to protect, restore and inspire conservation of San Francisco Bay and its watershed—from the Sierra to the sea.

The sponsorship details enclosed will give you a richer sense of the many benefits that the San Francisco Bay Gala can provide. In the coming weeks, staff will reach out to you to answer any questions you may have.

It’s time to celebrate!

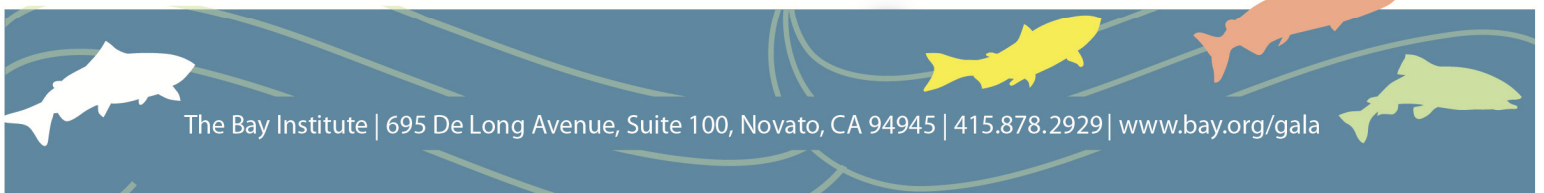
Sincerely,

John Frawley
President and CEO



Jacqueline Douglas continues her 40 year career on her boat the “Wacky Jacky” as Fishermen’s Wharf first female skipper.

An evening for salmon



SPONSORSHIP BENEFITS

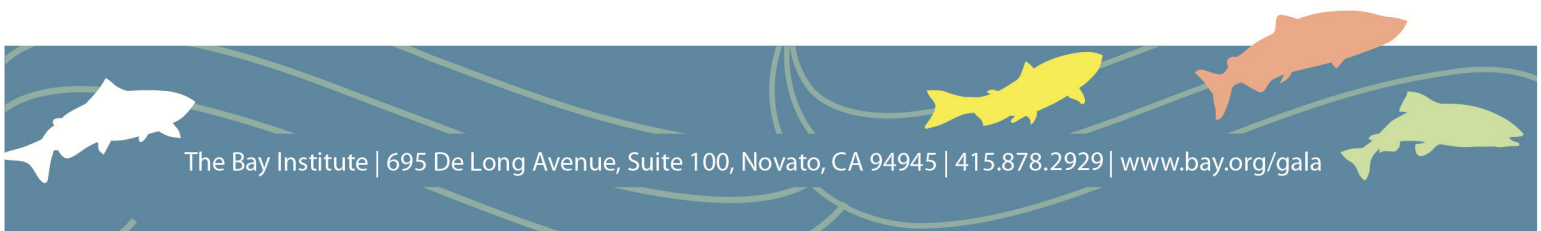
San Francisco Bay Gala proceeds support our mission.
The Bay Institute and Aquarium of the Bay work together to protect, restore and inspire conservation of San Francisco Bay and its watershed—from the Sierra to the sea.

Benefits:	Title \$30,000	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	VIP \$1,000
Tables & Tickets	Table premier placement 15 Tickets	Table premier placement 15 Tickets	Table reserved placement 10 Tickets	Table veranda placement 10 Tickets	8 Tickets	2 Tickets
Event Visibility Logo will appear on food stations spaced throughout the event	Logo & Branded Lounge Area	Logo	Logo	Logo	Logo	Logo
Program Advertisement Custom advertisement created by your company and/or recognition in the evening's program	Full-page	Full-page	Half-page	Quarter-page	Logo	Logo
Audio & Signage Recognition Recognition in speaking program and event signage	Program & Logo	Program & Logo	Logo	Logo	Listing	Listing
Invitation Recognition Invitations mailed to over 3,000 environmental supporters throughout the Bay Area	Logo prominent placement	Logo prominent placement	Logo	Listing	Listing	Listing
San Francisco Business Times 3/8 page San Francisco Business Times ad published directly following gala	Logo prominent placement	Logo prominent placement	Logo	Listing	Listing	Listing
Website Recognition Recognition of your involvement featured on The Bay Institutes and Aquarium of the Bay's website	Logo prominent placement	Logo prominent placement	Logo prominent placement	Logo	Logo	Logo
Donor Wall Recognition on Aquarium of the Bay's donor wall, viewed by over 500,000 annual visitors	Listing	Listing	Listing	Listing	Listing	Listing
Host Event Host a private event at Aquarium of the Bay with a waived facility rental fee	Waived	Waived	Waived			
Aquarium Passes One day passes to Aquarium of the Bay	100 passes	50 passes	25 passes	25 passes	16 passes	2 passes
VIP Behind the Scenes Tour Enjoy a one-of-a-kind Behind the Scenes Tour at Aquarium of the Bay	Tour for 20	Tour for 15	Tour for 15	Tour for 8	Tour for 8	Tour for 4

Due to print deadlines, logo for the invitation must be received by July 30. The deadline for program recognition for logo and/or advertisement is September 15.

Tax deductibility varies by sponsorship level.

For more information about becoming a sponsor, please contact Sherry Barbic at (415) 878-2929 x.35 or barbic@bay.org.



SPONSORSHIP AGREEMENT

Donor/Business Name: _____
(please list name exactly as it should appear in signage and printed materials)

Name of Contact Person: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Email: _____

Sponsorship Level:

- | | | | |
|-----------------------------------|----------|--------------------------------------|---------|
| <input type="checkbox"/> Title | \$30,000 | <input type="checkbox"/> Bronze | \$2,500 |
| <input type="checkbox"/> Platinum | \$20,000 | <input type="checkbox"/> VIP Tickets | \$1,000 |
| <input type="checkbox"/> Gold | \$10,000 | | |
| <input type="checkbox"/> Silver | \$ 5,000 | | |

Payment: Check payable to The Bay Institute Please bill me later

Visa MasterCard Discover AmEx

Credit Card #: _____ Expiration: _____

Name on Card: _____

Billing Address: _____

City, State, Zip: _____

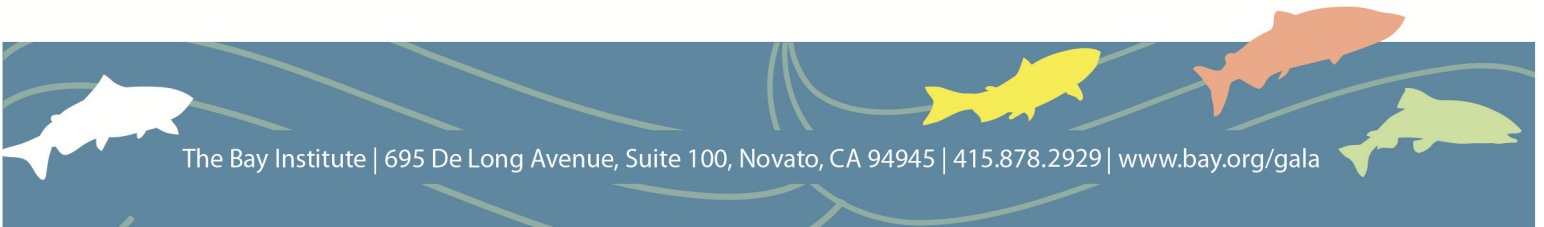
Signature: _____

Recognition Information: The deadline for recognition in the invitation is July 30. The deadline for program recognition is September 15. Your donation is tax deductible less benefits received. Tax ID# 94-2717001. For additional information, please contact Sheryl Barbic, 415.878.2929 x 35, barbic@bay.org.

Send us your Logo: We will be pleased to include your company's logo in promotional materials for the Gala pending sponsorship level. We request two logos from each sponsor:

- High-resolution full color logo (.eps or .tif preferred)
- High-resolution black and white logo (.eps or .tif preferred)

Please send logos to Melanie Wong, melanie@bay.org.



PAYMENT INFORMATION

Online:

www.bay.org/gala

Mail:

The Bay Institute
695 De Long Avenue, Suite 100
Novato, CA 94945

Phone:

Sheryl Barbic, (415) 878-2929, ext. 35

Wire Transfer:

Union Bank
The Bay Institute of San Francisco
ABA #: 122000496
Account #: 2450093117

Stock Transfer:

Morgan Stanley Smith Barney LLC
DTC #0015
For the benefit of The Bay Institute / 101-132640-381
Morgan Stanley Smith Barney
101 California Street
San Francisco, CA 94111

