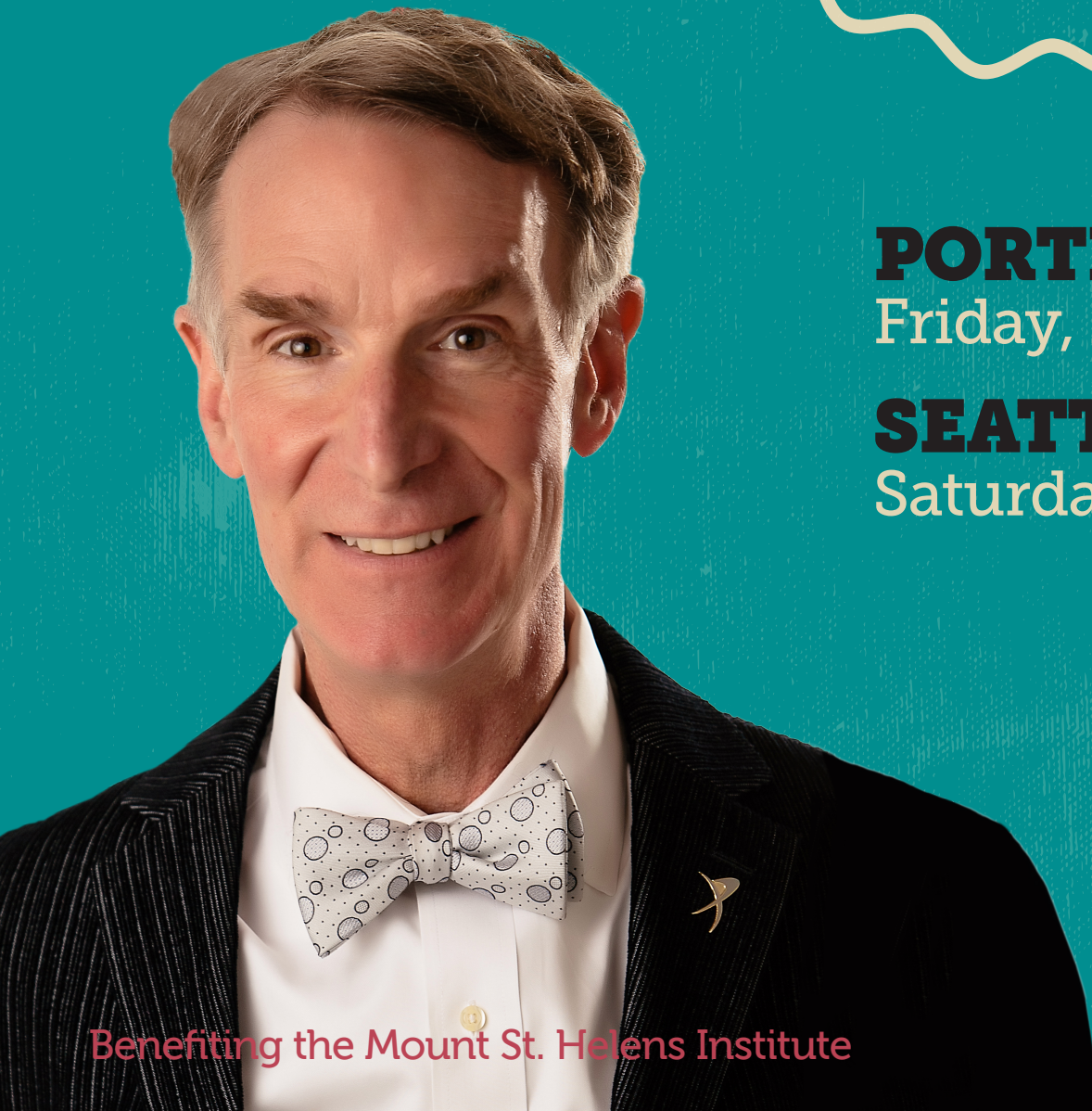




COWLITZ INDIAN TRIBE
WELCOMES



PORTLAND

Friday, May 15

SEATTLE

Saturday, May 16

Benefiting the Mount St. Helens Institute



Why You Should Sponsor Bill Nye Live 2020!



Overview

In honor of the 40th Eruptiversary of Mount St. Helens, Bill Nye joins OPB (Portland) and KING5 (Seattle) onstage in deep conversation about science, climate change, and how we can all 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.



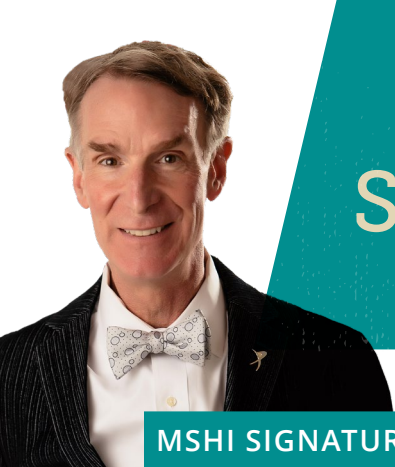
By understanding volcanoes, we enhance the quality of life for people in the Pacific Northwest and people all over the world."

Bill Nye

Mount St. Helens Institute Board Member



#BillNye2020



Sponsor Benefits



MSHI SIGNATURE EVENT

MAY 2020

PORTLAND & SEATTLE

Align your brand with a **mighty** voice.

Bill Nye Live 2020! brings your brand face-to-face with thousands across the Pacific NW who share a passion for science, education, our public lands, and that famous volcano who blew its top in 1980.

SPONSOR LEVELS & BENEFITS	TITLE	PRESENTING	SUPPORTING
Sponsor one event (same investment for either PDX or SEA)	\$25,000 SOLD OUT!	\$10,000	\$5,000
Sponsor both events for maximum value	\$50,000	\$20,000	\$10,000
Premier Seats*: You and your guests will be seated together	10 Per event	6 Per event	4 Per event
Meet & Greet After-Party with Bill Nye	10 Per event	6 Per event	4 Per event
Logo inclusion/name in advertising & promotions materials	✓		
Recognition in press release(s)	✓	✓	
Logo or name in print collaterals & event program(s)	✓	✓	✓
Logo or name on event web page w/link to your website	✓	✓	✓
Recognition from stage	✓		
Logo or name shown during pre-event screen loop	✓	✓	✓
Autographed copy of Bill's latest book	10 Per event	6 Per event	4 Per event
Passes to Mount St. Helens Bucket List Adventure	4 Per event	2 Per event	2 Per event
That good feeling you get from supporting a great cause	✓	✓	✓

*Premier Seats will be held for sponsors who commit by 2/1/20. 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.

#BillNye2020

Reach Millions



Boost your **visibility** across the Northwest.

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



jennieofthejungle • Follow

jennieofthejungle Guess who I got to hang out with the other night in Portland?? Only a childhood hero of mine! What a cool dude... Bill Nye was speaking on behalf of the Mt. St. Helen's institute and then I got to hang with him at an exclusive afterparty. Fitting, because we both have the same goal - to SAVE THE WORLD! 🙌

#jennieofthejungleandbillnyesavetheworld
#climatechangeisreal #keepportlandweird
#childhoodhero #billnyethescienceguy
#billnyelive #mshinstitute

2.1 Million 👍

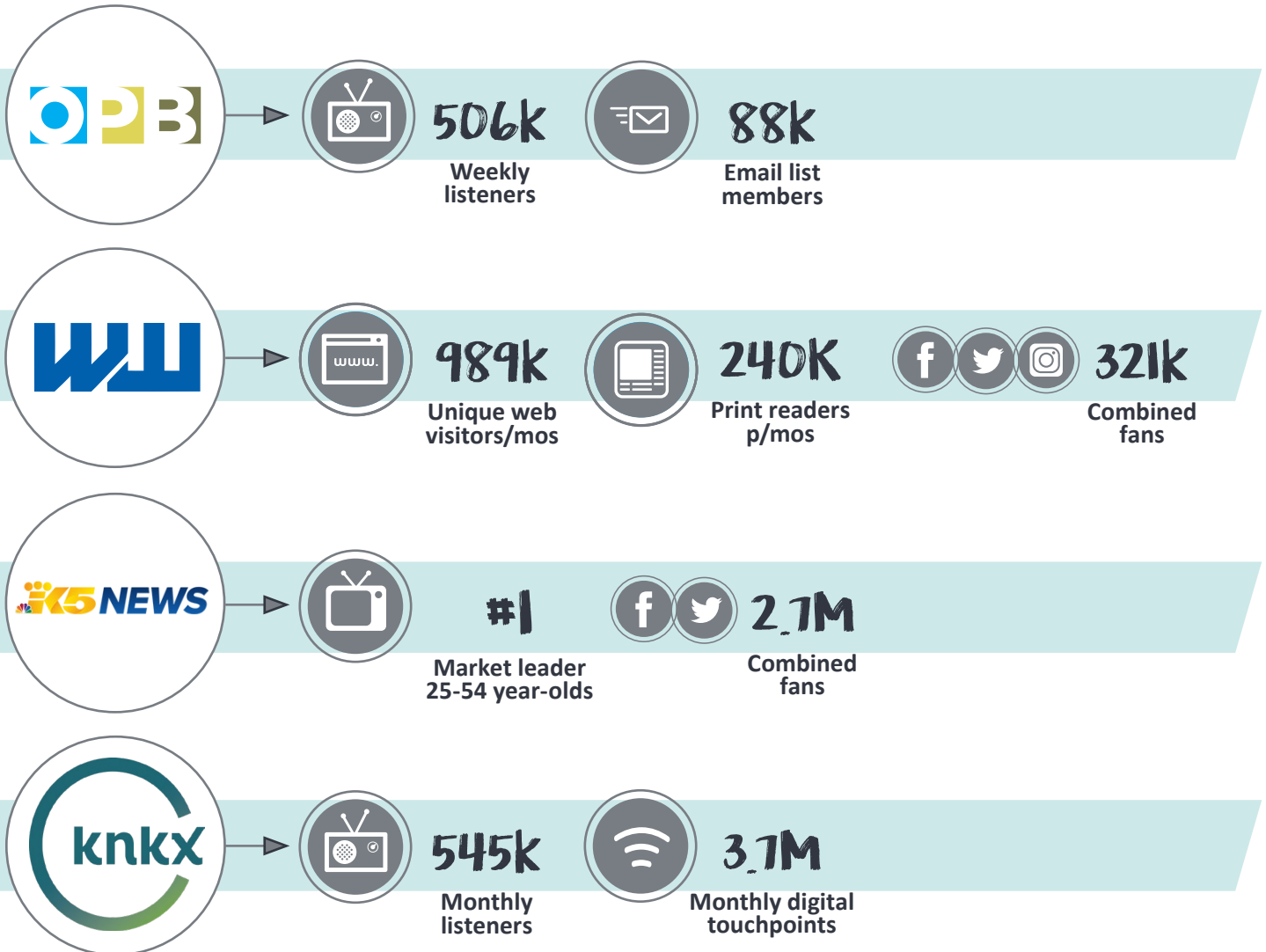
We expect to reach over 2.1M people in the Northwest through a combination of social + paid ads on social and Google.

#BillNye2020

Media Sponsors



Media



Ticketing Partners



#BillNye2020

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 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 2020! Sponsorship Form

Our Tax ID: 91-1569993

Email, fax, or mail completed form to:

Ray Yurkewycz
ryurkewycz@mshinstitute.org
Fax: (360) 449-7801

Mount St. Helens Institute
42218 NE Yale Bridge Rd
Amboy, WA 98601

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Choose Your Sponsorship Level

WE WANT TO SPONSOR: ☐ PORTLAND ☐ SEATTLE ☐ BOTH EVENTS

TITLE \$25K	PRESENTING \$10K	SUPPORTING \$5K	IN-KIND CONTRIBUTION	TOTAL SPONSOR 1 EVENT	OR	TOTAL SPONSOR 2 EVENTS*
SOLD OUT!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$		\$
LIMITED TO 2 SPONSORS	LIMITED TO 8 SPONSORS	LIMITED TO 18 SPONSORS				

*To sponsor both events at your chosen level, please multiply your investment x2.

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

MSHI REPRESENTATIVE

Printed Name & Title

Printed Name & Title

Signature

Signature

Questions?

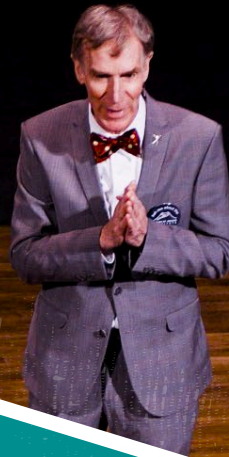
Ray Yurkewycz
Executive Director
ryurkewycz@mshinstitute.org
(360) 891-5069

Sponsor Logo Guidelines

If logo inclusion is part of your sponsor package, **please email zipped file to augtricity@gmail.com** 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. Thank you!

CONTACT INFO



PARTNERSHIP & SPONSORSHIPS

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

EVENT PRODUCTION & MEDIA

Sally Custer
Lupin Communications
sallycuster@lupincommunications.com
(503) 229 4887

CREATIVE & EVENT PRODUCTION

auGi
AUGTRICITY
augtricity@gmail.com
(503) 701-1262

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



Together, We Move Mountains

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