

# Together, We Move Mountains



# Why You Should Sponsor the Mount St. Helens Institute

## Challenge

- › STEM programs and outdoor school for our young people are more important than ever, yet these programs have seen significant reductions in funding across the country.
- › Technology is keeping us indoors and further disconnecting us from our natural world.
- › Science and the preservation of our public lands have become increasingly contentious issues, questioning their societal value and putting them both at risk.
- › And with a growing economic divide, many in underserved communities may never experience the magnitude of nature's awesome beauty and how they can play a role in maintaining these precious resources.

## Opportunity

This is why we need forward-thinking companies like yours to help us reconnect people with the outdoors, create new pathways for exposure to STEM, and ignite imaginations about science and stewardship of our public lands.

There is perhaps no more compelling a place to transform people than Mount St. Helens. Since our founding in 1996, we've reached over 30,000 people through life-changing volcano adventures, ecology camps, field studies and classroom lectures.

## Benefits

Benefits for all sponsorship levels are far-reaching and include: media exposure, name recognition, onsite event branding, employee and client/prospect engagement opportunities, and even the chance to create your own Bucket List Adventure at our beloved volcano. And, naturally (because we're all about the outdoors, ya know), the amazing feeling you and your company will experience by supporting a social-good cause in our evergreen neighborhood.



The number one reason you should support the Mount St. Helens Institute is to make the mountain even more accessible to students and young people."

Sharif Burdzik  
VP at Riverview Community Bank

# 2017 Impact



Here are just a few of the ways our sponsors, supporters, partners, and volunteers helped us move mountains in 2017:

## ONSITE DAY & OVERNIGHT EDUCATION, CLASSROOM & OUTREACH

**5,505** children & youth engaged



## CLASSROOM PROGRAMS

**1,612** students participated



## VOLUNTEERS IN ACTION

**391**

volunteers

**15,564**

hours of support

**3,139**

miles hiked

**61,071**

visitors engaged

# Sponsorship Opportunities





# What Sponsors Say About the Mount St. Helens Institute



Outdoor School in Washington isn't happening like it used to. Organizations like the Institute are so important, because they fill the gap and provide opportunities for young kids to get out and better understand how the natural world works."

Gala Miller

Community Engagement Specialist, Gifford Pinchot National Forest, US Forest Service



I love the Institute because they do things no other organization can do at Mount St. Helens: promote education and bring in the scientific community."

Paul Montague

Greater Vancouver Chamber of Commerce



They're providing an education and preservation of a historic Monument for all of us to enjoy."

Russell Brent

Owner, Mill Creek Pub

# 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 visitors' 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 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, foundations, and individuals who help us move mountains.

## PARTNERS

Cowlitz Indian Tribe  
Discover Your Northwest  
Gifford Pinchot National Forest  
Cascade Forest Conservancy  
Mount St. Helens National Volcanic Monument  
Pacific Northwest Research Station  
USGS Cascades Volcano Observatory  
WA Department of Fish and

## LEAD FINANCIAL SPONSORS

American Assoc. of University Women  
Association for Women Geologists  
Ben B. Cheney Foundation  
Bill & Melinda Gates Foundation  
Bill Nye and Nye Labs, LLC  
Bruce and Mary Louise Cook Foundation  
Charlotte Martin Foundation  
Chevron  
Clark-Skamania Flyfishers  
Columbia Sportswear  
Community Foundation for SW Wash  
Ecotrust  
Excavator Rental Services / Your Party & Event Center  
The Historic Trust  
Mill Creek Pub  
M.J. Murdock Charitable Trust  
National Forest Foundation  
National Park Foundation  
New Belgium Brewing Company  
PacifiCorp  
Paul Montague, Tax Preparation  
Riverview Community Bank  
Sportsman's Warehouse  
Tesoro Foundation  
Umpqua Bank  
Vancouver Energy  
WA STEM  
Weyerhaeuser  
Wheeler Foundation

## COMMUNITY SUPPORTERS

Airgas  
A&J Select Market, Stevenson  
Alaska Airlines  
BBSI  
Columbia Sportswear  
Exercise Equipment NW  
Filbin's Ace Hardware  
Hop N' Grape Smokehouse Pub  
iQ Credit Union  
Loowit Brewing Company  
Lucky Labrador Beer Hall  
Maletis Beverage  
New Seasons Markets  
Pacific Office Automation  
REI  
Vancouver Hilton



# Exposure



Sponsors of all levels will increase awareness through the MSHI's expansive community of members, partners, volunteers, and fans.

## WEBSITE REACH: MONTHLY 2017

16,409

visits per  
month

3:48

average time  
on site

## FACEBOOK REACH: ALL 2017

16K

fans

68,805

post engagement

314,132

reach

956,450

impressions

## EMAIL: 2017

9,200

database  
size

41%

average  
open rate



2018

# Sponsorship Opportunities



TOGETHER, WE MOVE MOUNTAINS

# Bill Nye Live!

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

## 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: media exposure, name recognition, premier seating, a meet-and-greet after-party with Bill, and even the rare opportunity 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



# Bill Nye Live!

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



MSHI SIGNATURE EVENT

FRIDAY, MAY 18, 2018

DOWNTOWN PORTLAND

On the 38<sup>th</sup> anniversary of the 1980 eruption!

The perfect opportunity 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	PRESENTING \$25,000	TITLE \$10,000	PATRON \$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 exclusive Mount St. Helens 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 April 5, 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



# Boots & Bowties Gala

SATURDAY, OCTOBER 20, 2018 AT THE VANCOUVER HILTON

MSHI SIGNATURE EVENT

SATURDAY, OCTOBER 20, 2018

THE VANCOUVER HILTON

Break out your best suit, dress, and hiking boots for this one-of-a-kind fundraising dinner. Ideal for organizations looking for fun, fresh ways to entertain clients, reconnect with friends, and play a big role in funding programs that transform thousands of youth and underserved people in our community. We welcome both cash and/or in-kind contributions.

SPONSOR LEVELS & BENEFITS	SUMMIT \$10,000	CRATER \$5,000	RIDGELINE \$2,500	TREETOP \$1,250
Tables / Seats	10 VIP seats (1 table)	10 VIP seats (1 table)	10 seats (1 table)	10 seats (1 table)
Premium wine for your table or drink tickets	Wine for table	Wine for table	10 drink tickets	10 drink tickets
Full page ad on back cover of event program	✓			
Logo or name on event screens	✓	✓	✓	✓
Logo in MSHI fall e-newsletter (up to 9K impressions)	✓	✓	✓	
Branded header on MSHI Facebook page for 2 weeks leading up to event	✓			
Print Collateral: Logo on invites/program; mention by name in post-event thank you	✓	✓		
Logo on event web page with link to your website	✓	✓	✓	
Recognition from stage	✓	✓		
Social media mentions (up to 15K impressions)	✓	✓	✓	
Your choice of one (1) Bucket List or Build Your Own Adventure	✓			
Tickets to Bill Nye Live!*	6	4	2	

**Customize your sponsorship!** Name a signature drink after your company or product. Put your logo on the back of the bidder cards. Sponsor our photo booth with your logo/hashtag. Or even sponsor the bar. Contact us to learn how.

\*Tickets to Bill Nye Live! will be held for sponsors who confirm for Boots & Bowties by April 15, 2018. After this date, tickets will be released for sale to the general public.





# Views & Brews 2018

SCIENCE & PUB LECTURE SERIES

MSHI SIGNATURE EVENT SERIES

SEPT. 2018–MAY 2019 (24 EVENTS)

PORTLAND, VANCOUVER & LONGVIEW

Reach nearly 2,000 passionate science and outdoor enthusiasts in Portland, Vancouver and Longview during this monthly event series running annually from September-May. Views & Brews is held at popular local pubs, featuring volcano and science-related trivia plus an expert guest speaker. Topics range from hiking to mushrooming to volcanology. Highly entertaining and fun for all.



A great opportunity for a small to mid-sized company looking to expand its market presence while supporting a great cause.

SPONSORSHIP BENEFITS	PRESENTING \$2,500	EVENT \$1,000
Recognition in monthly email promotion (reach = 9k subscribers)	✓	✓
Recognition on Facebook event pages & social media (reach = 15k-30k)	✓	✓
Recognition in media releases	✓	
Logo in digital promotions	✓	✓
Logo on MSHI event web page with link to your website	✓	✓
Recognition from stage during live event	✓	
Distribute your collaterals at event	✓	

#Views&Brews





# Youth Outdoor & Science Educational Programs

## MSHI PROGRAM SERIES

SPRING THRU FALL 2018

Create the opportunity for middle and high school students, from all walks of life, to learn critical leadership, teamwork, and practical life skills while experiencing the great outdoors.

### Volcano Outdoor School

- › Day & overnight trips
- › Ages 7-18
- › April-October
- › Youth served: 3,000

Students come face-to-face with geologic forces, roam the great outdoors, and engage in hands-on geology projects. A simple and meaningful way to get youth active in the outdoors.

### Volcano Venture

- › 2-3 day co-ed camps
- › Ages 8-12
- › July, August
- › Youth served: 40

Kids hike, play, create art, and gain a deeper understanding of science, nature, and how they can make a difference for our future.

### STEM Field Ecology

- › 2-3 day camps
- › Ages 14-18
- › September-December
- › Youth served: 200

High school science classes visit the mountain and work alongside field scientists to collect data, learn how to use research equipment, and acquire valuable teamwork and communication skills.

### Kaboom! Volcano in the Classroom

- › 1-2 hour presentation
- › K-8<sup>th</sup> grade students
- › Throughout school year
- › Youth served: 1,500

Students from across the greater Portland area learn about the eruption, its impact on the environment, and how nature can forever change a landscape. We know not everyone can afford to visit the mountain, so we bring the mountain to the classroom.

### NEW! BackcountryGirls

- › Day & overnight trips
- › Ages 13-18
- › June-September
- › Youth served: 24

Female middle & high school students experience the mountain first-hand during a weeklong backpacking journey. Along the way, they acquire strategic leadership and backcountry skills, along with photography, poetry, drawing and writing.

### GeoGirls

- › 5-day camp
- › Students grade 7-12
- › July-August
- › Youth served: 30

During their 5-day journey, each GeoGirl will conduct team projects with real scientists, take field trips to sites around the volcano, and experience the awe of camping beneath the stars. One of our most popular programs.

# What Participants Say About Our Programs



I am normally a shy person, and am usually a recluse. As soon as we were all on the mountain, all of that went out the window. It wasn't 8 strangers on the mountain. It was 8 friends."

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"At first I was nervous about GeoGirls because I'd never been away at a camp with people I didn't know. It turned out to be one of the best experiences of my life."

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"The opportunity to see amazing, accomplished women in the field is inspirational."

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"A great opportunity for students to have real life experience studying succession to reinforce what they learned in a school setting."

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"This is the best organization I have ever volunteered for. The training, mentoring and responsiveness is amazing. I tell everyone about it."

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"This is an awesome summer camp, deep in nature, where you learn a ton of skills you might need if you pursue a career in ecology."

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"The Institute is active, well-run, and organized. [They provide] what students need in science education—time doing science and being scientists."

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# Program Sponsor Benefits

YOUTH OUTDOOR & SCIENCE EDUCATIONAL PROGRAMS



The Mount St. Helens Institute mission is to advance understanding and stewardship of the earth through science, education, and exploration of volcanic landscapes.

This is why we need partners like you to help fund programs that give youth across our region the opportunity to connect with the outdoors, enhance their STEM education, and better understand the significance of science and preservation.

WHAT YOU RECEIVE WHEN YOU INVEST	KABOOM! \$10,000+	SUMMIT \$5,000	GLACIER \$2,500+	IN-KIND \$1,000+
Email mentions (Reach = 9k subscribers)	✓	✓	✓	✓
Social media mentions (Reach = 15k fans; 30k overall individuals)	✓	✓	✓	✓
Onsite recognition during program or event	✓	✓	✓	✓
Logo on MSHI web page with link to your website	✓	✓	✓	✓
Logo on Volcano Outdoor School take- home journal	✓			
Logo on print collateral(s) when part of a program	✓	✓	✓	✓
Opportunity to join a Bucket List Adventure or create your own for up to 10 staff, clients, or prospects	✓			
(2) VIP guest invites to a Meet the Researcher Dinner	✓			
The tremendous feeling of satisfaction you and your organization will receive knowing you're inspiring our youth about science & the outdoors	✓	✓	✓	✓

# MSHI Sponsor & Summit Supporter Added Benefits



In addition to garnering greater brand exposure and broadening your market reach, your support of the Mount St. Helens Institute could bring you face-to-face with a mountain goat during one of our Bucket List Adventures, open the door to new clients and prospects at one of our exclusive dinners or events, or celebrate your impact during our annual Mountain Movers party. Here are opportunities at a glance:

## VIP Meet the Scientist Dinner

### **Date TBA**

Learn more about Mount St. Helens and its ecology during this intimate dinner hosted at a generous supporter's home or local venue. To maximize networking and give you ample time to pose questions to our guest speaker, seating is limited to 16. It's the perfect opportunity to meet movers and shakers in our community while enjoying delicious cuisine.

## Bucket List (or Build Your Own) Adventures

### **Available throughout the year**

Bring your family, friends staff, clients, or prospects out to the volcano for a breathtaking guided shoeshowing expedition, summit rim climb, crater hike, or a day-trip on the mountain.

## **NEW!** Kaboom! Dinners

### **2-4 events per year, dates TBA**

Mingle with others passionate about the environment & the outdoors at a local restaurant or pub. To maximize networking opportunities, most events are limited to 20 supporters.

## Hold Your Next Company Retreat at the Science & Learning Center (SLC)

### **Summer & Fall**

Overlooking Coldwater Lake, this spectacular, 11,000 sq foot building in the heart of the blast zone offers the exclusive opportunity to gather, learn, and be inspired in the shadow of Mount St. Helens. Groups can cook their own food, have buffet-style meals provided, or contract directly with a catering company. The space comfortably sleeps up to 60 people. Our onsite manager will help coordinate from start to finish.

# MSHI Sponsor & Summit Supporter Added Benefits (con't.)



## Group Volunteer Activities for Your Team

Reconnect your team to the outdoors (and with each other) while actively supporting our mission. Volunteer opportunities range from repairing trails to providing event support.

## Ready to "Rumble?" Give us a shout!

**Contact us to learn how you can apply your sponsorship investment to one or more of these amazing experiences or to learn more about volunteering. Or submit the form on the next page. :)**

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

**auGi Garred**  
Development & Comms. Director  
agarred@mshi.org  
(503) 701-1262

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





# 2018 Sponsorship Form

Our Tax ID: 91-1569993

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## We would like to sponsor:

(please check all that apply)

### Boots & Bowties Gala 2018

SUMMIT \$10,000	CRATER \$5,000	RIDGELINE \$2,500	TREETOP \$1,250		YOUR INVESTMENT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

### Bill Nye Live! 2018

TITLE \$25,000	PRESENTING \$10,000	SUPPORTING \$5,000		IN-KIND \$1,000+	YOUR INVESTMENT
SOLD OUT	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	

### Views & Brews 2018-19

PRESENTING \$2,500	EVENT \$1,000			IN-KIND \$1,000+	YOUR INVESTMENT
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	

### Youth Outdoor & Science Educational Programs in 2018\*

KABOOM! \$10,000+	SUMMIT \$5,000	GLACIER \$2,500+	TREETOP \$1,500	IN-KIND \$1,000+	YOUR INVESTMENT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

\*Would you like to sponsor a specific educational program such as GeoGirls?

If so, please write in the name of program here: \_\_\_\_\_

## In-Kind Donations: What We Seek

We would LOVE to acquire outdoor gear, clothing, equipment, camping supplies and food for our field programs; beer & wine for our Gala; travel experiences and desirable gifts for our annual fundraising auction. Contact us to see if your in-kind donation will help us better serve our mission. Thank you!



# Sponsorship Form

Our Tax ID: 91-1569993

Email, mail, or fax completed form to:

**Kate Richardson**  
Office Manager  
Email: [krichardson@mshinstitute.org](mailto:krichardson@mshinstitute.org)  
Fax: (360) 449-7801  
Mount St. Helens Institute  
42218 NE Yale Bridge Rd  
Amboy, WA 98601

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## 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

\_\_\_\_\_  
Printed Name & Title

\_\_\_\_\_  
Signature

## MHSI REPRESENTATIVE

\_\_\_\_\_  
Printed Name & Title

\_\_\_\_\_  
Signature

### Questions About Form?

Kate Richardson  
Office Manager  
[krichardson@mshinstitute.org](mailto: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](mailto: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 INQUIRIES**

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

**EVENT PRODUCTION & MEDIA**

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

**SPONSORSHIP INQUIRIES**

**auGi Garred**  
Development & Comms. Director  
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