

SPONSORSHIP OPPORTUNITIES

Proceeds from The San Francisco Bay Gala support **bay.org's** mission to protect, restore and inspire conservation of San Francisco Bay and its watershed, from the Sierra to the sea.

Benefits	Ocean \$50,000	Watershed \$30,000	Delta \$20,000	Coast \$10,000	Sierra \$5,000	Bay \$2,500	River \$1,000
Tickets to Exclusive VIP Pre Party	14	10	8	6	4	2	2
Gala Tickets	14	10	8	6	4	2	2
Tickets for Behind-The-Scenes Tour of the Aquarium	14	10	8	6	4	4	
Group Adventure Activities **	✓	✓	✓				
Employee Volunteer Day (up to 25 people)	✓	✓	✓				
Lunch & Learn (Scientist or Educator At Your Company)	✓	✓	✓	✓			
Verbal Acknowledgment at VIP Party	✓	✓	✓	✓			
Sponsor featured in Members Newsletter (2,500+ recipients)	✓	✓	✓	✓	✓		
Logo on Gala E-Mail Blast	✓	✓	✓	✓	✓	✓	
Event Branding	Exclusive Major Branded Event Area	Branded Event Area	Shared Branded Event Area	Logo on Signage - Large	Logo on Signage - Medium	Logo on Signage - Small	Name Listed
Program Advertisement	Full Page Ad	Full Page Ad	3/4 Page Ad	1/2 Page Ad	1/4 Page Ad	Logo	Name Listed
Web Recognition	Prominent Logo	Logo - Large	Logo - Medium	Logo - Small	Logo - Small	Listing	Listing

** Group Adventure Activities: Wetland Tour/Wine Tasting or Cruise on the Bay - Join 2 activities with up to 8 guests

CHOOSE YOUR SPONSORSHIP LEVEL:

- | | |
|---|---|
| <input type="checkbox"/> Ocean \$50,000 | <input type="checkbox"/> Sierra \$5,000 |
| <input type="checkbox"/> Watershed \$30,000 | <input type="checkbox"/> Bay \$2,500 |
| <input type="checkbox"/> Delta \$20,000 | <input type="checkbox"/> River \$1,000 |
| <input type="checkbox"/> Coast \$10,000 | |

Donor/Business Name

Name of Contact Person

Address

City State ZIP

Phone ()

Email (to receive alerts and special invitations)

Payment Information

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Check payable to Aquarium of the Bay | <input type="checkbox"/> Visa |
| <input type="checkbox"/> American Express | <input type="checkbox"/> Discover |
| | <input type="checkbox"/> MasterCard |

Credit Card # Exp. Date

Billing Address

City State ZIP

Signature CVV

Please detach form and send payment to:

bay.org
c/o: Aquarium of the Bay
The Embarcadero at Beach St.
San Francisco, CA 94133

Questions?

Please email us at gala@bay.org

See reverse for advertising specifications



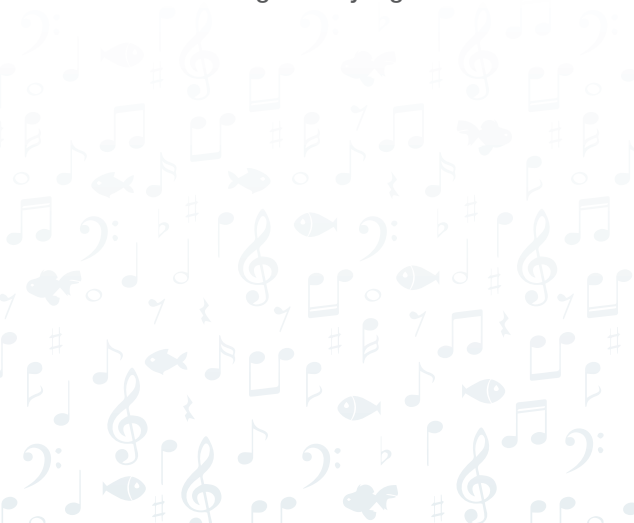


EVENT PROGRAM ADVERTISING SPECIFICATIONS

The following specifications are for the purpose of assuring the best possible quality of your ad. Any deviation from these specifications may result in less-desirable printed results.

Questions?

Please email us at gala@bay.org



Ad Sizes

Ocean \$50,000	Watershed \$30,000	Delta \$20,000	Coast \$10,000	Sierra \$5,000	Bay \$2,500
<p>Full Page (No bleed) 4" w x 7" h</p> <p>Black and white</p>	<p>Full Page (No bleed) 4" w x 7" h</p> <p>Black and white</p>	<p>Three Quarter Page 4" w x 5.25" h Black and white</p>	<p>Half Page 4" w x 3.5" h Black and white</p>	<p>Quarter Page 4" w x 1.75" h Black and white</p>	<p>Logo: Please see instructions below.</p>

Submitting your Files

Advertisements:

- All advertisements must be submitted in black and white (gray scale), no color. Color submissions will be converted to black and white.
- Resolution of the file and any non-vector graphics in the file such as scanned images must be at least 300dpi. Do not use photos taken off of web pages as they do not reproduce well in print.
- Ads must be submitted as an EPS, Adobe Illustrator, or press-quality PDF files.
- Please convert all type to outlines. We may need to substitute any unconverted type if the font used is not provided.
- Please do not submit JPEGs taken off of web pages or PDFs / EPS files made from JPEGs.

To send your artwork:

Files that are 5MB or less can be emailed to: gala@bay.org. Please send files over 5MB through an online service such as Hightail or Dropbox.

Logos:

- Please submit both a color version and a black and white / grayscale version.
- **PREFERRED FILE FORMAT:** Vector EPS file (such as Adobe Illustrator EPS) with all fonts converted to outlines. This file format is preferred because vector-based art can be resized without degrading shape or color.
- Acceptable in some instances: High resolution (300 dpi) raster image file (such as an Adobe Photoshop file). However, raster image files will not be accepted for large-scale items such as posters, signs, banners, etc. unless they are at least 15" wide.
- Please do not submit JPEGs taken off of web pages or PDFs / EPS files made from JPEGs.

For invitation recognition: Logo is due by July 28.

For program recognition: Logo and/or advertisement content is due by September 15.