

# VIRTUAL 20<sup>TH</sup> ANNIVERSARY GALA

## Thursday, September 17, 2020

Dear Community Partner,

Thanks to the generous support of community leaders like you, **San Diego Children's Discovery Museum is celebrating 20 years of impact throughout San Diego!** Founded in 2000, we are the only hands-on, educational children's museum in North San Diego County, introducing children ages 0-10 to science, the arts, and world cultures. **This past year, we provided hands-on education to more than 170,000 children and adults.** Our Museum believes ALL children and families should have access to high-quality education, regardless of financial or physical restrictions. With donor support, we are able to provide free or reduced admission to more than 40,000 children, families, and Title-I schools each year through our Access for All initiative.

**In September, San Diego Children's Discovery Museum will celebrate its 20th anniversary at our virtual gala that is free and accessible to the public!** We invite you to celebrate with us! This event will raise crucial support for our Access for All initiative, providing scholarships for Title-I schools, free virtual programs, and subsidized admissions and memberships for low-income families. Thanks to generous community partners like you, last year's event raised more than \$85,000 to provide educational opportunities for local children and families who need them the most. Our 20th Anniversary Gala, will celebrate the history of the museum as well as demonstrate the impact we are making on families and schools during this unprecedented time.

**On Thursday, September 17, 2020 from 5:45 p.m. to 7:00 p.m., our Museum will come alive once again from the comfort of your home!** All guests tuning in can enjoy the silent auction, Raise the Paddle, and Wine Pull, all in support of the Museum's growing impact in the community. The event will welcome more than 300 affluent supporters, business leaders, government officials, and philanthropists from throughout San Diego.

### REACH & DEMOGRAPHIC

Expected Event Attendance: **300**

**Event Attendees:** Those in attendance will be San Diego corporate executives, business owners, philanthropists, local government officials and community partners.

2020 Projected Annual Museum Attendance: **160,000 on-site** + **25,000** through Mobile Children's Museum

Current Average Monthly Website Views: **15,900**

Current Social Media Following: **23,100**

Media opportunities available for this event

**We hope you will consider supporting our Gala, honoring two decades of community impact, with an event sponsorship outlined on the following page.** Your sponsorship will help us support children's education for decades to come.

Your gift to our 501(c)(3) nonprofit organization is recognized as a tax-deductible donation.

Your consideration and support is greatly appreciated.




















Wendy Taylor

Executive Director  
San Diego Children's Discovery Museum



## SPONSOR BENEFITS

	\$10,000 Presenting	\$7,500 Pioneer	\$5,000 Champion	\$2,500 Leader	\$1,000 Explorer	\$500 Friend
Speaking opportunity at event						
Recognition in event media coverage						
Recognition in event speaking program						
Inclusion in event press releases	Name and Spokesperson quote	Name	Name			
Inclusion in Social Media posts (23,100 followers, over 100,000 reach)	2 posts	1 post	1 post			
Feature in event e-mails (11,200 subscribers)	Spotlight	Logo and mention	Name listed	Name listed		
Recognition in e-invitation*						
Logo and link on event website						
Free Annual Family Membership to Museum (\$95 each)	10	8	6	4	2	1
Free Museum admission passes (\$9.50 each)	40	35	30	25	20	15

\* Deadlines may apply

**Email or call Anna Maria Maybury** at AnnaMariaM@sdcdm.org or 760-277-4416 to discuss details and arrange payments.

All checks can be made out to San Diego Children's Discovery Museum and mailed to:

**San Diego Children's Discovery Museum**

Attn: Spring Gala  
320 North Broadway  
Escondido, CA 92025

