

# Sonoran Nights

*An Evening in the Desert*

Sunday, April 28, 2019, 5:00 p.m. – 9:00 p.m.

ARIZONA-SONORA  
DESERT  
MUSEUM



**SPONSORSHIP AND  
UNDERWRITING OPPORTUNITIES**





## SPONSORSHIP AND UNDERWRITING OPPORTUNITIES



### **Please join us in supporting the Arizona-Sonora Desert Museum's annual signature event, the Desert Gala.**

This is the premier event for your favorite nonprofit, regional Museum! Join us for an evening under the stars in the Sonoran desert, showing your love for Arizona's unique, multi-faceted zoo, aquarium, botanical garden, natural history museum, research entity, and art institute.

The Desert Gala will offer local culinary delicacies, craft libations, visits with some of our VIP animal residents, and a night to remember. Browse our wide array of silent auction items, bid on premium live auction items and experiences, and enjoy exciting new raffle opportunities!

Your generosity will directly support the world-famous Desert Museum's mission to *"Inspire people to live in harmony with the natural world, by fostering love, appreciation, and understanding of the Sonoran Desert."* We hope you will consider one of these valuable sponsorship or underwriting opportunities which will benefit your business and make it possible for the Desert Museum to continue being a world-class institution, right here in Tucson, Arizona.





## GENERAL INFORMATION:



**When:** Sunday, April 28, 2019, 5:00 p.m. – 9:00 p.m.

**Where:** On the grounds of the Arizona-Sonora Desert Museum (2021 N Kinney Rd, Tucson, AZ 85743)

**Attire:** Cocktail/semi-formal/business casual  
(comfortable shoes recommended)



## GALA TICKETS:

**\$250 per person** *(limited to 550 attendees)*

Each attendee will receive two complimentary drink tickets to pair with this year's gourmet platter-service dining experience.

## OTHER GUEST OPPORTUNITIES:

**Additional Drink Tickets:** \$5 each (or five for \$20)

**Desert Tortoise Sculpture Raffle:** \$25 per ticket or 5/\$100. Winner receives the lovely bronze sculpture of a Sonoran Desert Tortoise, by renowned local artist (and longtime Desert Museum supporter) Mark Rossi. Value: \$2,400.

**The Golden Raffle:** \$100 per ticket. Only 100 tickets will be available. The winning Golden Raffle ticket is drawn at the beginning of the live auction. If your Golden Raffle ticket is drawn, you can choose any item from the live auction and it is YOURS! Turn a \$100 Golden Raffle ticket into an auction item worth many times more! Some restrictions apply.



## GALA SPONSORSHIP OPPORTUNITIES

The Desert Gala offers you and your business a unique marketing and recognition opportunity. Receive public acknowledgment in front of prominent Tucsonans: businesspeople, philanthropists, retirees, policy makers, and more. Be recognized – before, during, and after the event – for supporting your Arizona-Sonora Desert Museum. And have a wonderful time while entertaining your clients, employees, family, and friends.

**Please review our sponsorship and underwriting opportunities to decide which option aligns with your goal for support.**

*As a sponsor,* your business name will be listed (and, where possible your website linked):

- 2019 Desert Gala program (distributed to 550 attendees)
- Desert Museum e-newsletter (distributed to 26,000 households)
- DesertMuseum.org website (1.3 million unique visitors/year)
- Museum social media feeds:
  - Facebook (94,000 friends)
  - Instagram (16,000 followers)
  - Twitter (4,000 followers)
- 2019 annual report
- Post-event "thank you" ad in the *Arizona Star* newspaper

*As a sponsor,* you will also receive other benefits, including:

- Rights to use the Desert Museum's logo in your marketing and public relations
- Opportunity for your employees to volunteer at the event







## MOUNTAIN LION SPONSOR (\$25,000; only 1 available)

### Marketing and Recognition

- Top-line recognition in all printed materials
- Full-page advertisement in Desert Gala program
- Recognition from the podium during the live auction
- Opportunity to address the audience (optional)
- Opportunity to distribute your promotional brand swag at the event (optional)
- Signage at the Auction Entrances

### Event Hospitality

- 20 complimentary Gala tickets

### Additional Benefits

- Opportunity to have a Museum expert at your Gala table
- Complimentary Desert Museum presentation at your workplace (post-gala)
- Use of facility for private event (post-gala)

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## SAGUARO SPONSOR (\$10,000; only 3 available)

### Marketing and Recognition

Marketing and Recognition

- Prominent recognition in printed materials
- Half-page advertisement in Desert Gala program
- Recognition from the podium during the live auction
- Opportunity to distribute your promotional brand swag at the event (optional)
- Signage at the Auction Entrances

### Event Hospitality

- 10 complimentary Gala tickets

### Additional Benefits

- Opportunity to have a Museum expert at your Gala table
- Complimentary Desert Museum presentation at your workplace (post-gala)





**RINGTAIL SPONSOR**  
(**\$5,000; only 6 available**)

**MESQUITE SPONSOR**  
(**\$2,500; only 10 available**)

**Marketing and Recognition**

- Prominent recognition in printed materials
- Recognition in Desert Gala program
- Quarter-page advertisement in Desert Gala program
- Recognition from the podium during the live auction

**Event Hospitality**

- 6 complimentary Gala tickets

**Additional Benefits**

- Opportunity to have a Museum expert at your Gala table

**Marketing and Recognition**

- Prominent recognition in printed materials
- 2019 Desert Gala program recognition (distributed to 550 attendees)
- Recognition in the Desert Museum e-newsletter

**Event Hospitality**

- 2 complimentary Gala tickets

**TABLE AMBASSADOR (\$2,500; 30 available)**



**Support the Gala and be an active, visible participant in supporting the Museum!**

As a table ambassador, you will have a reserved table – with 10 complimentary Gala tickets – in a prime event location.

As a table ambassador, your name will be listed:

- 2019 Desert Gala program (distributed to 550 attendees)
- Desert Museum e-newsletter (distributed to 26,000 households)
- DesertMuseum.org website (1.3 million unique visitors/year)
- 2019 annual report

As a table ambassador, you will also have the opportunity to have a Museum expert at your Gala table.



# 2019 Desert Gala, "Sonoran Nights... An Evening in the Desert"

ARIZONA-SONORA  
**DESERT  
MUSEUM**

All of our generous sponsors are recognized in the Desert Gala event program, in Arizona-Sonora Desert Museum's social media accounts, the 2019 annual report, and publicly thanked in the *Arizona Star*. Your support of the Museum is so appreciated, and we are excited to partner with you for this high profile event!

**When:** Sunday, April 28, 2019, 5:00 pm–9:00 pm

**Where:** Arizona-Sonora Desert Museum  
(2021 N Kinney Rd, Tucson, AZ 85743)

|   | Mountain Lion   | Saguaro         | Ringtail       | Mesquite       | Sponsor a Desert Gala Table |
|---|-----------------|-----------------|----------------|----------------|-----------------------------|
| <b>Sponsorship Benefits</b>   | <b>\$25,000</b> | <b>\$10,000</b> | <b>\$5,000</b> | <b>\$2,500</b> | <b>\$2,500</b>              |
| <b>Tax Deductible Amount</b>  | \$23,000        | \$9,000         | \$4,500        | \$2,300        | \$1,500                     |
| <b># Available</b>  | 1               | 3               | 6              | 10             | 30                          |
| <b>Complimentary Event Tickets</b>                                    | 20              | 10              | 5              | 2              | 10                          |
| <b>Recognition Benefits</b>   |                 |                 |                |                |                             |
| <b>Event Program Ad</b>   | Full Page       | 1/2 Page        | 1/4 Page       |                |                             |
| <b>Live Recognition</b>   | ●               | ●               | ●              |                |                             |
| <b>Opportunity to Address Audience**</b>                              | ●               |                 |                |                |                             |
| <b>Brand Swag Placement**</b>   | ●               | ●               |                |                |                             |
| <b>Signage at the Auction Entrances</b>                               | ●               | ●               |                |                |                             |
| <b>E-Newsletter (26k recipients)</b>                                  | ●               | ●               | ●              | ●              |                             |
| <b>Article Feature</b>  | ●               |                 |                |                |                             |
| <b>Your Logo</b>  | ●               | ●               | ●              |                |                             |
| <b>Link to Your Website</b>   | ●               | ●               | ●              | ●              |                             |
| <b>ASDM Website (1.3 million annual visitors)</b>                     | ●               | ●               | ●              |                |                             |
| <b>Your Logo</b>  | ●               | ●               | ●              |                |                             |
| <b>Link to Your Website</b>   | ●               | ●               | ●              |                |                             |
| <b>Other Benefits</b>   |                 |                 |                |                |                             |
| <b>Rights to use ASDM &amp; Gala logos in your marketing &amp; PR</b> | ●               | ●               | ●              | ●              |                             |
| <b>Opportunity for your employees to volunteer at the event</b>       | ●               | ●               | ●              | ●              |                             |
| <b>Opportunity to have a museum expert at your gala table*</b>        | ●               | ●               | ●              |                | ●                           |
| <b>Post Gala: Presentation at your workplace</b>                      | ●               | ●               |                |                |                             |
| <b>Post Gala: Use of ASDM facility for private event</b>              | ●               |                 |                |                |                             |

\*Reduces number of complimentary tickets by one.

\*\*Optional



## All New! GALA UNDERWRITING OPPORTUNITIES

*As an underwriter,* your business name will be listed (and, where possible your website linked):

- 2019 Desert Gala program (distributed to 550 attendees)
- Desert Museum e-newsletter (distributed to 26,000 households)
- DesertMuseum.org website (1.3 million unique visitors/year)
- Museum social media feeds:
  - Facebook (94,000 friends)
  - Instagram (16,000 followers)
  - Twitter (4,000 followers)
- 2019 annual report
- Post-event "thank you" ad in the Arizona Star newspaper

*As an underwriter,* you will also receive other benefits, including:

- Right to use the Desert Museum's logo in your marketing and public relations
- Opportunity for your employees to volunteer at the event



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### PRINTING | \$20,000

- 10 Gala tickets
- Recognition in the Desert Gala Program

### SILENT AUCTION | \$15,000

- 6 Gala tickets
- Item bid signage

### ENTERTAINMENT | \$10,000

- 6 Gala tickets
- Recognition on entertainment signage

### PHOTOGRAPHY | \$7,500

- 4 Gala tickets
- Recognition on signage on photo booth

### TABLE WINE | \$5,000

- 4 Gala tickets
- Recognition on tabletop signage

### BEVERAGE | \$5,000

- 4 Gala tickets
- Recognition on cash bar signage

### DÉCOR | \$5,000 (two available)

- 2 Gala tickets
- Recognition on tabletop signage

### VALET | \$2,500

- 2 Gala tickets
- Recognition on valet signage

### ANIMAL ENCOUNTERS | 2,500 (four available)

- 2 Gala tickets
- Recognition on animal encounters signage





## PURCHASING & MORE INFORMATION

### **Mail To:**

Arizona-Sonora Desert Museum  
c/o Gala  
2021 N Kinney Rd  
Tucson, AZ 85743

### **Table Ambassadorships and Tickets:**

Gala@desertmuseum.org  
520-883-1380

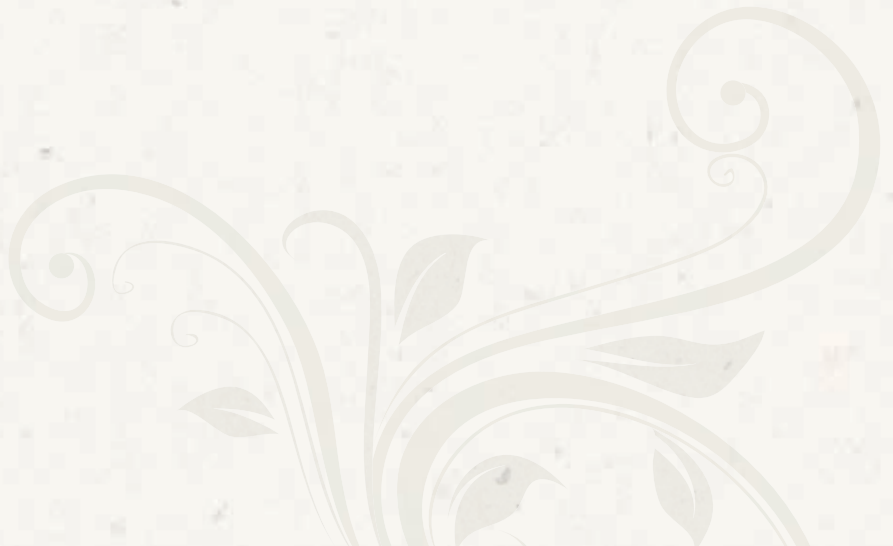
### **Sponsorships and Underwriting:**

#### **Lynnae Wenker**

*Development Officer & Grant Writer*  
lwenker@desertmuseum.org  
520-883-3005

#### **Dave Eshbaugh**

*Director of Philanthropy*  
deshbaugh@desertmuseum.org  
520-883-7177



# COMMITMENT FORM

## BENEFACTOR/CORPORATION NAME

as it will appear in print & digital material

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

## SPONSORSHIP

**MOUNTAIN LION**  
\$25,000

**RINGTAIL**  
\$5,000

**DESERT GALA TABLE**  
\$2,500

**SAGUARO**  
\$10,000

**MESQUITE**  
\$2,500

## UNDERWRITING

**PRINTING**  
\$20,000

**PHOTO BOOTH**  
\$7,500

**BEVERAGE**  
\$5,000

**SILENT AUCTION**  
\$15,000

**VALET**  
\$5,000

**DÉCOR**  
\$5,000

**ENTERTAINMENT**  
\$10,000

**TABLE WINE**  
\$5,000

**ANIMAL ENCOUNTERS**  
\$2,500

## METHOD OF PAYMENT

Send Invoice to Contact Person

Check Enclosed (made payable to the Arizona-Sonora Desert Museum)

Charge the Following Credit Card (or go to [www.desertmuseum.org/donate](http://www.desertmuseum.org/donate) and pay online- just note "Gala Sponsorship")

Card Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

(If Different Than Above)

Sponsorships and underwriting not confirmed until payment received

*Thank you*