

FOUNDERS

Celebration

2017



Sponsorship opportunities



UNIVERSITY OF CALIFORNIA
SANTA CRUZ

Celebrating our founding principles and the success of the Campaign for UC Santa Cruz

For more than a decade, UC Santa Cruz has recognized individuals of exceptionally distinguished achievement whose work and contribution to society illustrate the ideals, principles, and vision of UC Santa Cruz. This year, the campus's signature Founders Day Celebration day will take place on October 21, when we will honor individuals receiving the prestigious Fiat Lux Award and Faculty Research Award, as well as celebrating the success of the Campaign for UC Santa Cruz.

These awards, given by the UC Santa Cruz Foundation, is given to alumni and friends who have demonstrated outstanding achievement, dedication, and service in support of the campus's programs and goals.

Become a partner

The 2017 Founders Celebration presents a great opportunity for businesses to be seen as a partner in commemorating our honorees' achievements and lifetime of work. With an expected 400 participants in attendance from across Santa Cruz County and the Bay Area, the event will draw local media attention. Our audience members will be made up of campus leadership, faculty, civic leaders, philanthropists, entrepreneurs, alumni, community members, and top level-donors.

We hope that you will consider sponsorship of the 2017 Founder's Celebration as detailed in the attached form. The form describes the ways in which we will publicly recognize our partnership.

Honorees



Fiat Lux Award - Linda Peterson (Stevenson '70, history)
Foundation trustee and chair of the Campaign for UC Santa Cruz

When Linda Peterson took on the role as chair of the committee that would lead the first-ever comprehensive Campaign for UC Santa Cruz, she captured the moment with these words: "It's not just the right time, it's about time. We've been too shy too long." Her generous commitment of time, energy, and ideas to the campaign and her personal philanthropy embody the goodwill and ethos of public service that is a hallmark UC Santa Cruz, its students, and its alumni. She is a graduate of the Boston University School of Law and retired associate general counsel at Occidental Petroleum.

Faculty Research Award - Carl Walsh
Distinguished professor of economics

Carl Walsh is one of the world's premier researchers in the fields of monetary theory and monetary policy. His now-classic papers on central bank governance, optimal monetary policy, and inflation targeting have helped set the research agenda for monetary economists for over 30 years and have had a strong positive influence on the way the U.S. Federal Reserve Bank and central banks abroad conduct monetary policy. He has taught numerous workshops in monetary economics for the International Monetary Fund and central banks in Asia, South America, and Europe.



Fiat Lux Award - J. Herman Blake
Distinguished sociologist and founding provost of Oakes College

Herman Blake has been a mentor and champion of academic achievement for students from minority and low-wealth communities. Recruited to teach sociology at the newly opened UC Santa Cruz campus in 1966, he was both a founding faculty member and its first African American member. He became founding provost of Oakes College, which he led from 1972 to 1984. Herman has inspired generations of students at multiple institutions to pursue careers guided by values of sensitivity. In addition to his 18 years at UC Santa Cruz, he is the co-author of *Revolutionary Suicide*, an autobiography of Huey P. Newton (Oakes '74; Ph.D. '80) and numerous scholarly articles.

Sponsorship levels

| OPPORTUNITIES | INDIVIDUAL SUPPORTER (2 guests) \$500 | TABLE (10 guests) \$2,500 | GOLD \$5,000 | PLATINUM \$10,000 | LEGACY \$25,000 |
|---|--|--|--|------------------------------|--|
| Reserved seating at Founders Celebration dinner | X | X | PRIORITY SEATING | PREMIER SEATING | TWO reserved tables PREMIER SEATING |
| Event parking | X | X | X | VIP PARKING | VIP PARKING |
| Ad in program | | | HALF PAGE BLACK & WHITE | FULL PAGE COLOR | TWO FULL PAGE COLOR SPREAD |
| Public recognition during Founders Celebration dinner | | | X | X | X |
| On-screen recognition at Founders Celebration dinner | | | MEDIUM LOGO | LARGE LOGO | SPECIAL TOP TIER LOGO RECOGNITION |
| Recognition in Founders Celebration invitation (130,000+ e-blast) | | | MEDIUM LOGO | LARGE LOGO | SPECIAL TOP TIER LOGO RECOGNITION |
| Recognition in post-Founders Celebration thank you email (130,000+ e-blast) | LISTED NAME | LISTED NAME | MEDIUM LOGO | LARGE LOGO | SPECIAL TOP TIER LOGO RECOGNITION |
| Recognition on easel signs at Founders Celebration dinner | | LISTED NAME | MEDIUM LOGO | LARGE LOGO | SPECIAL TOP TIER LOGO RECOGNITION |
| Founders Celebration registration website | | LISTED NAME | MEDIUM LOGO | LARGE LOGO | SPECIAL TOP TIER LOGO RECOGNITION |
| Customized package available | | | | | X |

Gifts-in-kind opportunities available.
 Contact: Alexandra Sibille
 Assistant director of business development
asibille@ucsc.edu
 (831) 502-8578



Sponsor information

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Please print sponsorship name as it should appear in the program:

Payment methods

Choose sponsor level

- Legacy
- Platinum
- Gold
- Table
- Individual

Make checks payable to: **UC REGENTS**

OR

Charge it to my: VISA Mastercard

Card no. _____

Exp. date _____

Signature _____

Make a secure online payment

Please visit:

<http://connect.ucsc.edu/corp-founders>

MAIL completed form with payment to:

Attn: Alexandra Sibille, University Relations

1156 High Street, Santa Cruz, CA 95060

Email: asibille@ucsc.edu

Fax: (831) 459-3412



UNIVERSITY OF CALIFORNIA
SANTA CRUZ