



Dudley Observatory

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Summer 2010

Dear Friends,

This fall will bring an outstanding lineup of popular speakers to Proctors Theater for Dudley Observatory's *Skywatch Lecture Series*. We are looking for sponsors who would like to support this effort while receiving advertising and other benefits. As a means of introduction, I have enclosed information about Dudley Observatory, along with a proposal detailing your opportunities.

The series of three "Skywatch Lectures" will be held in Proctors GE Theater this fall:

Sep. 28	Anna Frebel - from Harvard, on the oldest stars!
Oct. 19	Alex Filippenko - featured on History Channel's "The Universe" programs!
Nov. 30	Jay Pasachoff - has seen 51 solar eclipses!

Each of the sponsorship levels contains unique benefits. We hope that you will take advantage of this opportunity. Please call me at 382-7583 to discuss any questions you may have.

Clear Skies,

Janie Schwab
Executive Director

Sponsorship Benefits



Supernova: \$2,000.00

- @ "Industry Exclusivity"
- @ Four (4) Invitations to Dinner with the Guest Lecturer
- @ Sponsor Table/Logo Banner at entrance (Space for a display)
- @ 10 Lecture Tickets
- @ 10 Invitations to the Reception following the lecture
- @ DO Print Advertising, website and newsletter will highlight Sponsor name
- @ Proctors website advertising event will list Sponsor name and logo
- @ 1 page ad in the program

Quasar: \$1,000.00

- @ Sponsor Table/Logo Banner at entrance (Space for a display)
- @ 10 Lecture Tickets
- @ 10 Invitations to the Reception following the lecture
- @ DO Print Advertising, website and newsletter will highlight Sponsor name
- @ Proctors website advertising event will list Sponsor name and logo
- @ 1/2 page ad in the program

Pulsar: \$500.00

- @ 6 Lecture Tickets
- @ 6 Invitations to the Reception following the lecture
- @ DO Print Advertising, website and newsletter will highlight Sponsor name
- @ 1/4 page ad in the program

Asteroid: \$250.00

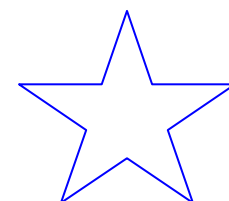
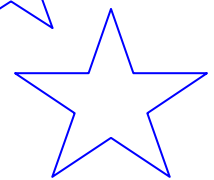
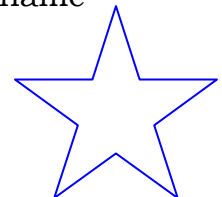
- @ 6 Lecture Tickets
- @ 6 Invitations to the Reception following the lecture
- @ DO Print Advertising, website and newsletter will highlight Sponsor name
- @ Business card ad in the program

Comet \$125.00 (All 3 Lectures)

- @ 1 Ticket to each Lecture
- @ 1 Ticket to the Reception following each lecture
- @ Recognition in event program
- @ Preferred Seating

Meteor \$50.00 (1 Lecture)

- @ 1 Ticket to a Lecture
- @ 1 Ticket to the Reception following the lecture
- @ Recognition in event program
- @ Preferred Seating





SPONSORSHIP RESPONSE FORM

Dudley Observatory Skywatch Lectures in the GE Theater at Proctors

Business / Corporation: _____

Address: _____

Telephone: _____ Fax Number: _____

Email Address: _____

Contact Person: _____

I would like to sponsor at the level below (see Sponsorship information sheet for details).

- Supernova: \$2,000** (Full page ad - 4 3/4 x 7 1/2)
- Quasar: \$1,000** (Half page ad - 4 3/4 x 3 5/8)
- Pulsar: \$500** (Quarter page ad - 2 3/8 x 3 5/8)
- Asteroid: \$250** (Business card ad)
- Comet: \$125** (Recognition in program)
- Meteor: \$50** (Recognition in program)

Ads should be high-resolution .pdf, or 300 dpi files in .jpg or .tif format

Please print your company's name as you wish it to appear (if different than above):

No, I am not interested in a sponsorship, but would like to make a donation of \$_____ *Your donation is tax deductible to the fullest extent allowed by law.*

- My check for \$_____ is enclosed made payable to the Dudley Observatory.
- Please charge \$_____ to:

VISA MASTERCARD DISCOVER AMEX

Card Number: _____ Exp. Date: _____/_____/_____

Name on card: _____ Signature: _____

Please return this form by September 10 to:

Dudley Observatory 107 Nott Terrace, Suite 201 Schenectady, NY 12308

If you would like more information please call (518) 382-7583.