



Donor Opportunities FY 2022-2023

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Da Vinci Science Center Overview

Da Vinci Science Center has been bringing science to life and lives to science for children and families throughout the Lehigh Valley for over 25 years. Our interactive exhibits and programs inspire kids to explore STEAM subjects (Science, Technology, Engineering, Arts, and Math) through creative and playful learning. The Science Center provides on-going educational opportunities for students to develop their skills and to learn about career pathways within STEAM. A priority for Da Vinci Science Center is providing access to STEAM education opportunities for students in high-need schools that serve a high percentage of families with low income.

The facility currently located off Hamilton Blvd. Bypass on the Cedar Crest College Campus serves 150,000 people annually through programs and services in the center and through outreach programs in the community. In April 2022, a groundbreaking celebration marked the start of construction on the Da Vinci Science Center at PPL Pavilion to be located downtown on Hamilton Street between 8th and 9th streets. This new building will significantly increase the capacity of the Science Center's operations to grow the number of visitors and participants in STEAM programs to over 400,000 each year.

The opportunities in this document support the current operations of the Da Vinci Science Center. There are also many opportunities to support the new state-of-the-art facility. For more information about available naming opportunities and other means of support for the new science center, contact MaryEllen Dickey at maryellen@davincisciencecenter.org.

Access

Access for All Discount Admission Program Sponsor

\$100,000 for 12 months

Da Vinci Science Center is dedicated to ensuring that all our neighbors have access to quality STEAM education. The Access for All discount admission program ensures that income is not a barrier to visiting the Science Center or purchasing a membership. Individuals and families from households with low-income may gain access to the Science Center for \$3 admission or purchase a family membership for \$30. This sponsorship will provide support for program administration, marketing, and outreach to local community partners. The sponsorship will also help ensure the sustainability of our community engagement and access programs.

The Access for All Sponsor will receive the following recognition:

- Recognition as Access for All sponsor on admissions signage displayed at the Welcome Center where all Science Center visitors must check in to purchase or validate a ticket or membership for admission
- Logo recognition on the Da Vinci Science Center homepage.
- Recognition as Access for All sponsor on printed marketing materials for the program.
- Recognition as Access for All sponsor on the Access for All discounted membership form.
 - “Access for All membership made more affordable through the generous support of XYZ corporation or foundation”
- A coordinated press announcement of the Access for All Program and your support.
- Social media posts about the Access for All Program that mention your sponsorship.
- Sponsor will be recognized as a Champion Donor of the annual STEAM Awards Celebration. Benefits outlined in the chart on pages 4-5.
- Sponsor employees will receive a 15% discount on membership to the Da Vinci Science Center.

Linny Fowler STEAM Scholarship Program

The Science Center established the Linny Fowler STEAM Scholarship Fund to reduce the financial barriers to participating in Science Center programs and activities. The Linny Fowler STEAM Scholarship Program provides funding to support programs (such as summer camps and science clubs) for students from low-income households and field trips and workshop fees for students and teachers from schools with limited financial resources.

Proceeds from the Da Vinci Science Center STEAM Awards Celebration on page 4 benefit the Linny Fowler STEAM Scholarship Program. Individual donations can be made throughout the year by visiting www.davincisciencecenter.org and selecting the Linny Fowler STEAM Scholarship Fund from the dropdown menu under Giving.



Events

Women in Science and Engineering (WISE) Forum

Event Date: November 15, 2022

Date/location for 2023 TBD

Where: Delta Hotel, 7736 Adrienne Drive, Breinigsville, PA (Formerly the Holiday Inn Center 100)

Purpose: Networking and panel discussion for high school and college students to meet women working in STEAM. Panel discussion to be simulcast on the internet. Sponsorships range from \$1,500 to \$15,000. See package descriptions below.

Da Vinci Science Center STEAM Awards Celebration

Event Date: May 2, 2023

Where: Da Vinci Science Center, 3145 Hamilton Blvd. Bypass, Allentown (Cedar Crest College Campus)

Purpose: Celebrate the accomplishments of students and teachers in STEAM. Proceeds benefit the Linnay Fowler Scholarship Fund. Sponsorships range from \$1,500 to \$15,000. See package descriptions below.

Donor Benefit	Presenting/ Keynote Donor \$15,000	Champion Donor \$10,000	Distinguished Donor \$7,500	Patron Donor \$5,000	Friend Donor \$2,500	Supporting Donor \$1,500
Recognition in pre-event marketing	X	X				
Tiered recognition during event.	X	X	X	X	X	X
# event attendees	10	10	8	6	4	2
Sponsor message during event	X					
Logo recognition on event signage, PowerPoint, and website.	X	X	X	X		
Name recognition in event PowerPoint, signage, and website .					X	X

Additional Recognition for STEAM Awards Celebration						
Donor Benefit	Keynote Donor \$15,000	Champion Donor \$10,000	Distinguished Donor \$7,500	Patron Donor \$5,000	Friend Donor \$2,500	Supporting Donor \$1,500
Recognition as sponsor of the keynote speaker	X					
Recognition as a sponsor of an individual scholarship		X	X	X		

Ice Cream Wars

Event date: Saturday, June 3

Marketing deadline: February 28

Da Vinci Science Center’s largest corporate supporters are invited to battle it out to determine who can design the best ice cream flavor in the Leigh Valley. Teams demonstrate the science and art of ice cream making by using liquid nitrogen to mix their masterpieces as visitors sample their wares and vote for the best flavor. This is the single busiest day of the year at the Science Center, drawing over 1,000 visitors throughout the day. Teams will be identified and invited to participate in January 2023.

\$15,000 Donor

- Top billing as the presenting sponsor of Ice Cream Wars in event marketing and signage.
- Featured logo placement on website and visitor map.
- Company recognized in pre-event marketing (press release, emails, social media).
- Social media post with quote from donor about supporting the science center.
- 15 vouchers for free admission to the Science Center to be used on date of choice.
- Discounted admission for employees and their families on the day of the event.

\$10,000 Donor

- Logo placement on website and visitor map.
- Logo on event signage.
- Recognition in event press release.
- Social media post with quote from donor about supporting the Science Center.
- 10 vouchers for free admission to the Science Center to be used on date of choice.
- Discounted admission for employees and their families on the day of the event.

\$5,000 Donor



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- Logo placement on website and visitor map.
- Logo on event signage.
- Discounted admission for employees and their families on the day of the event.

Career Connections Days

Event Dates: February 16 and 17

Career Connections Days are two-day events at the Science Center that provide opportunities for middle school students to visit and interact with STEAM professionals in a variety of industries. School classes plan field trips to the Science Center to participate in a career expo and hands-on workshops. **Career Connection Days Sponsor - \$5,000**

- Logo placement on marketing materials, student career notebook, and event signage.
- A table in a prominent location to interact with participants.
- Opportunity to address students about careers in STEAM at the conclusion of a workshop.

Donation Need: Tote bags or drawstring bags for students

In-Center Experiences

Leo's Creativity Studio

\$20,000 for 12 months

The Science Center “maker space” allows visitors to explore themed science and engineering skills using the materials and tools coupled with their imaginations. These activities promote problem solving and creativity.

- Logo on website and visitor map.
- Recognition signage in the maker space highlighter sponsorship.
- Emails and social media posts highlighting new activities will acknowledge sponsorship.

Inquiry Island

\$20,000 for 12 months

Educators guide visitors through hands-on activities to learn more about STEAM topics. The “island” is centrally located in a heavily trafficked area on the main exhibit floor.

- Logo on website and visitor map.
- Recognition signage adjacent to Inquiry Island.
- Emails and social media posts highlight new activities will acknowledge sponsorship.

Tunnel Vision

\$10,000 for 12 months

This is a favorite exhibit for young explorers who enjoy crawling through a 72-foot maze in complete darkness.

- Logo on website and visitor map.
- Recognition signage next to tunnel entrance.

KEVA Build It Up!

\$10,000 for 12 months

This interactive experience lets visitors show off their design and building skills using the popular KEVA planks. This activity inspires the development of problem-solving skills, understanding of form and function, and discovery of the connections between art, mathematics, and design.

- Logo on website and visitor map.
- Recognition signage in the KEVA Build Up! Exhibit Area.



Outreach Experiences

The Da Vinci Science Center STEAM Team inspires future scientists and brings hands-on science fun to schools and communities in Pennsylvania, New Jersey, Maryland, New York, and Connecticut. The Team offers single or multi-day classroom and after-school programs, assembly-style science shows, and large-scale science celebrations.

Mega Brain Sponsor

\$20,000 for 12 months

The Mega Brain is a giant inflatable brain to support health and neuroscience education. Participants enter through the frontal lobe and exit through the cerebellum. Through facilitated experiences, they learn about stroke, addiction and other common brain conditions, how to keep the brain healthy, and the latest medical treatments for brain trauma and disease. Participants also explore hands-on animal brain dissections.

The Mega Brain sponsor will be recognized by the following:

- Logo on website and marketing materials
- Event signage recognizing sponsorship at Mega Brain events.

Cyndi the SynDaver

\$20,000 for 12 months

Cyndi, our SynDaver (synthetic cadaver) and our knowledgeable staff conduct programs providing the opportunity for students to learn more about the human body, how it works, and how to keep it healthy through hands-on exploration. The SynDaver features complete muscular, skeletal, circulatory, respiratory, gastrointestinal, and endocrine systems – all made from materials that look, feel, and respond just like live tissue. Programs can be customized to explore different systems of the body through a series of experiments and dissections.

Cyndi's sponsor will be recognized by the following:

- Logo on website and marketing materials
- Event signage recognizing sponsorship at SynDaver events.



Education Improvement Tax Credits (EITC)

The Pennsylvania Department of Community and Economic Development issues tax credits to qualifying corporations who donate to qualified education improvement organizations. The Da Vinci Science Center EITC approved programs include structured field trip experiences, assembly-style science shows, classroom outreach and after school programs, and STEM Summer Literacy Programs.

Signature Programs in Need of Support

The opportunities below are key initiatives and programs that would benefit from charitable donations.

WISE Initiative

Da Vinci Science Center works to reduce barriers for girls and women to participate in STEAM education and highlights career pathways less frequented by women. This is done through networking and mentoring opportunities for students and professionals, an annual panel presentation highlighting professional women in STEAM, federal-funded research of the barriers to female participation in STEAM careers, and programming designed and marketed to advance girl participation in all STEAM disciplines. Funding supports researching barriers to women in STEAM and providing programming for girls and women throughout the Lehigh Valley.

WISE Scholarship Program

As part of the Science Center's Women in Science and Engineering Initiative, the Science Center is establishing a WISE Scholarship Program to fund access to Science Center programming for girls with an interest in science, technology, engineering, art, and math. Join the online campaign at www.justgiving.com/campaign/DaVinciWISE.

Next Generation Science Institute

This initiative involves a partnership between the Science Center and neighboring school districts to develop learning opportunities for teachers, students, parents, administrators, and school board members in preparation for new science standards that will be implemented in Pennsylvania classrooms by June 30, 2025. Funding will support professional development for educators and administrators, curriculum development, student programs, family engagement, and assessment to prepare for these new standards.

STEAM Career Pathway Certificate Program

The Science Center will provide a series of graduated opportunities for middle and high school students to earn a STEAM Career Pathway Certificate to help prepare for a career and/or further studies in STEAM. The program will be piloted in the 2022-2023 school year will feature educational programs, field trips to STEAM employers, employability coaching and mentorship, volunteer opportunities, and paid internships. Funding supports the development and staffing of the program.



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STEM Summer Literacy

The Science Center partners with schools in the Lehigh Valley to provide summer literacy and STEAM education. In this program, the Science Center partners with schools serving low-income students to help bridge achievement gaps and foster interest in science, technology, engineering, art, and math. Funding supports the Science Center educator salaries, supplies, and travel.

Unrestricted Support

Da Vinci Science Center is delighted to partner with donors whose philanthropic priorities align with our key educational initiatives and programs. We also invite you to consider an unrestricted gift that can be leveraged to ensure the long-term sustainability of the Science Center. Gifts of any size will help us in our mission to bring science to life and lives to science.

Contact Information

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Donations may be made online by visiting www.davincisciencecenter.org