

MOREHEAD

PLANETARIUM AND SCIENCE CENTER

>> ALL BECAUSE OF YOU.

Jeremy is a student at Yadkin Success Academy in Yadkinville. He came to a field trip at Morehead Planetarium and Science Center because of people like you – people who know how important that experience can be for students like Jeremy.

According to his teacher, Denice Potter, Morehead energized Jeremy's appetite for learning.

"After talking the whole way home on the bus about all the new things he had learned and all that he wanted to learn, he asked me for my Magic Tree House Research Guide for Space. He wanted to read it on his own – READ it on his OWN!!!!"

Jeremy isn't alone. Since its inception in 2010, the Jupiter Ball Scholarship Program has enabled 2,282 students (as of June 1, 2011) from across the state to experience Morehead and its array of amazing science offerings. Our goal once we get them here is to ignite a lifelong passion for science and learning.

The Jupiter Ball helps Morehead Planetarium and Science Center light that fire. Proceeds from the event support Morehead Planetarium and Science Center, including need-based scholarships for North Carolina schoolchildren from low-resource schools for Morehead field trips, and for the first time this year, outreach visits.

The Jupiter Ball has become a Chapel Hill tradition, an elegant black-tie gala with outstanding food and entertainment. But it's more than that. It represents an opportunity for children like Jeremy ... an opportunity they won't have without your support.

>> SCHOLARSHIP DETAILS

More than 1,300 North Carolina schools are eligible to apply for Jupiter Ball Scholarships. A school is eligible to receive support if it ranks in the 76th percentile or greater among schools with students receiving free or reduced lunches.

Scholarships cover the cost of admission and a transportation stipend (\$150 per bus of 40 students). Funding will be split among three periods. Scholarships will be awarded on a first-come, first-served basis to any eligible school. Any money that is not awarded in one period will be transferred to the next.

THE 2011 JUPITER BALL

FRIDAY, NOVEMBER 18, 2011

>> CONTACT

Terry Gunnels | Jupiter Ball Coordinator
(919) 843-3474 | jupiterball@unc.edu



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

SPONSORSHIP OPPORTUNITIES THE 2011 JUPITER BALL

	CELESTIAL \$10,000	SUPERNOVA \$5,000	STAR \$2,500	GRAND PATRON \$1,200
>> CASH SPONSORSHIP OPPORTUNITIES				
Event naming opportunity ²	✓			
Opportunity to appoint member of Jupiter Committee	✓	✓		
Tickets to Jupiter Ball	10	10	4	2
Tickets to Director's Reception	10	10		
Behind-the-scenes production tour	✓	✓		
Recognized as sponsor of Cirque de Science	Big Top	Ringmaster		
Program display recognition (page size) ²	Full	1/2	1/4	
Feature article in Director's Letter	✓			
Save-the-date card recognition ²	✓			
Invitation recognition ²	✓	✓		
Website recognition with link	✓	✓	✓	✓
News release recognition	✓			
Print ad recognition ²	✓			
Program recognition ²	✓	✓	✓	✓
Electronic signage during event ²	✓	✓	✓	✓
Planetarium dome recognition during event ²	✓	✓	✓	✓
Complimentary VIP parking	✓	✓		
Annual Morehead membership	Lunar ¹	Lunar ¹	Lunar ¹	Lunar ¹
Tax Deductible Portion	\$8,266	\$3,666	\$2,076	\$946

>> UNDERWRITING SPONSORSHIP OPPORTUNITIES

Advertising • Beverages • Décor • Floral • Food • Graphic Design • Music • Photography • Printing • Rentals

Underwriting benefits include:

>> 2 tickets to Jupiter Ball per \$1,000 cash sponsorship (\$830 tax deductible)

>> 2 tickets to Jupiter Ball per \$1,500 in-kind sponsorship (maximum of 6 tickets for in-kind sponsors)

>> Recognition in program and on electronic signage, website and planetarium dome display ²

¹ Includes concierge service for Morehead's summer camp registration

² Recognition subject to print deadlines.

Information subject to change.



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL