

iINNOVATION NIGHT

AT LA JOLLA PLAYHOUSE

Chaired by

Don Rosenberg, EVP & General Counsel, Qualcomm Incorporated

Ivor Royston, M.D. Managing Member, Forward Ventures

Tim Scott, President, Pharmatek Laboratories

Camille Sobrian Saltman, President & COO, CONNECT

Wednesday, December 7, 2011

5:30 Networking, Cocktails & Food

8pm World Premiere Musical *Finding Neverland*

TICKET PRICE: Before Nov. 1, 2011 - \$150 / After - \$175

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Real Estate for the Life Science Industry®



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Co-Host Sponsor: \$5,000

Tax-Deductible Portion: \$3,920

Sponsor benefits and recognition include:

Tickets

- Eight (8) tickets to attend Innovation Night. Event includes pre-performance catered reception, hosted bar, and a performance of the world premiere musical *Finding Neverland*.

Special Invitation

- Invitation for two (2) to attend the exclusive Sponsor Party, held in a private home in the weeks leading up to the event. *Excellent bonus networking opportunity!*
- Invitation for two (2) to attend two (2) 2011/12 Season Opening Nights. *Opening Nights bring together the business and social leadership of San Diego. All Opening Nights include a pre-show cocktail reception exclusive to our donors of \$5,000 and above, performance tickets, and a post-show party with the cast and creative team.*
- Invitation for two (2) to a meet-and-greet cocktail mixer with other corporate and foundation donors, as well as state and local government representatives.

Recognition (subject to deadlines)

- Corporate listing and Co-Host Sponsor recognition Innovation Night print ads in *San Diego Business Journal*, running bi-weekly (subject to deadlines).
- Corporate listing and Co-Host Sponsor recognition on all event collateral, including:
 - Digital postcard (10,000+ views)
 - Innovation Night webpage (4,000 views per year)
 - Program insert (400 impressions)
 - Additional event signage (400 impressions)
 - Press releases
 - Additional advertising to be determined
- Live announcement from the stage highlighting your sponsorship on Innovation Night. (400 impressions)
- Annual logo recognition on lajollaplayhouse.org and link to your website (20,000+ views per month).
- Annual logo recognition in the production programs handed out to over 100,000 patrons.
- Corporate name listed on lobby recognition signage (400 impressions).

SCENES FROM INNOVATION NIGHT 2010



ABOUT THE SHOW: *Finding Neverland*

Book by Allan Knee; Music by Scott Frankel; Lyrics by Michael Korie
Directed and Choreographed by Rob Ashford

The pressure is on for Scottish playwright J.M. Barrie — his last play was an abysmal failure and his career is threatened by crippling writers block. In the nick of time, a chance meeting in a London park with a woman and her spirited young boys provides just the inspiration he needs. Based on the 2004 Academy Award-nominated film — adapted from Allan Knee's play, *The Man Who Was Peter Pan* — this world premiere musical tells the enchanting story of the real boys who inspired a literary masterpiece.