

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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Lead Host Sponsor: \$15,000

Category Exclusivity • Limit of Four Lead Host Sponsors

Tax-Deductible Portion: \$12,840

Sponsor benefits and recognition include:

Tickets

- 16 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 eight (8) to attend the exclusive Sponsor Party, held in a private home in the weeks leading up to the event. *An excellent bonus networking opportunity!*
- Invitation for two (2) to attend four (4) 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 four (4) 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 logo and Lead Sponsor recognition Innovation Night print ads in *San Diego Business Journal*, running bi-weekly *(subject to deadlines)*.
- Corporate logo and Lead Sponsor recognition on all event collateral, including:
 - Digital postcard *(5,000+ views)*
 - Innovation Night webpage *(4,000 views)*
 - Program insert *(400 impressions)*
 - Company logo “in lights” at the event *(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)*
- Opportunity to display at the event. *(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 *(100,000 impressions annually)*.

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.