



7 OCTOBER 2021

6:00 - 9:00 PM | CRANBROOK INSTITUTE OF SCIENCE

INSPIRING EXPLORATION, RECOGNIZING ACHIEVEMENT

WOMEN ROCK SCIENCE HONOREES

Every year, the Women Rock Science gala includes an opportunity to recognize three individuals who are making a difference in the fields of Science, Technology, Engineering, Arts, and Mathematics through an Outstanding Leader, Outstanding Educator, and Rock Star Award.

For 2021, the following individuals will be recognized at Women Rock Science:



OUTSTANDING LEADER AWARD

Mary T. Barra

Chair and CEO, General Motors



OUTSTANDING EDUCATOR AWARD

Tuyen Duddles

7th & 8th Grade Science Teacher
Warren Consolidated Schools -
Middle School Math Science Technology Center



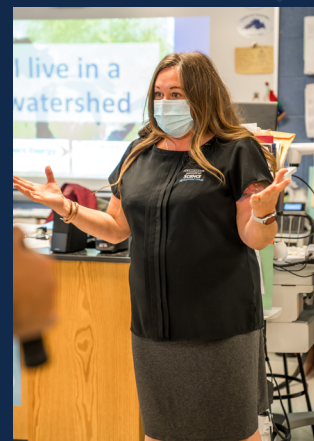
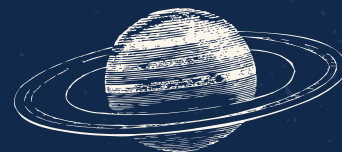
ROCK STAR AWARD

Celeste T. Williams, MD, MS, FACC

Medical Director, Cardiac Transplantation
Director of Quality, Heart and Vascular Institute
Henry Ford Health System

EVENT DETAILS

WOMEN ROCK SCIENCE
THURSDAY, OCTOBER 7, 2021
6:00 – 9:00 PM



Women Rock Science is a women-led fundraising event that aims to celebrate women in STEAM (Science, Technology, Engineering, Arts, and Mathematics) and raise funds in support of Cranbrook Institute of Science's STEAM outreach programs to Michigan students.

This interactive experience includes*:

- Hands-on STEAM education experiences
- Planetarium shows
- Hors d'oeuvres & STEAM-themed cocktails
- Access to Museum Exhibits
- Brief formal program with impact video

**Due to the ongoing COVID-19 pandemic, Women Rock Science will remain flexible and may alter its format to a virtual gala. Sponsors and attendees will be notified in advance of any changes.*

SPONSORSHIP OPPORTUNITIES



LEAD SPONSOR

10 tickets for you

+ Sponsors 50 students & their families to attend a museum Family Day

Lead Sponsor recognition on all print, web, social media channels, and at Family Day event

Logo placement in opening/closing credits of program video

Full page ad in event program booklet

Option to host private dinner at the Institute up to 20 guests**

30-second pre-recorded video to air during event

Live speaking opportunity at event

Company branded item included for all event attendees

VIP tour of Cranbrook Institute of Science

\$50,000

\$49,250 tax-deductible as allowed by law

**When deemed safe due to the COVID-19 pandemic



SCIENCE

8 tickets for you

+ Sponsors 25 students & their families to attend a museum Family Day

Presenting Sponsor recognition on all print, web, social media channels, and at Family Day event

Logo placement in opening/closing credits of program video

Full page ad in event program booklet

30-second pre-recorded video during event program

VIP tour of Cranbrook Institute of Science

\$25,000

\$24,400 tax-deductible as allowed by law



TECHNOLOGY

6 tickets for you

+ Sponsors 15 students & their families to attend a museum Family Day

Sponsor recognition on all print, web, social media channels, and at Family Day event

Logo placement in opening/closing credits of program video

Half page ad in event program booklet

15-second pre-recorded video during event program

VIP tour of Cranbrook Institute of Science

\$15,000

\$14,550 tax-deductible as allowed by law



ENGINEERING

4 tickets for you

+ Sponsors 10 students & their families to attend a museum Family Day

Sponsor recognition on select print, web, social media channels, and at Family Day event

Logo placement in closing credits of program video

Half page ad in event program booklet

15-second pre-recorded video during event program

VIP tour of Cranbrook Institute of Science

\$10,000

\$9,700 tax-deductible as allowed by law



ART

4 tickets for you

+ Sponsors 5 students & their families to attend a museum Family Day

Sponsor recognition on select print, web, social media channels, and at Family Day event

Logo placement in closing credits of program video

Logo placement in event program booklet

VIP tour of Cranbrook Institute of Science

Select recognition at event

\$5,000

\$4,700 tax-deductible as allowed by law



MATHEMATICS

2 tickets for you

+ Sponsors 2 students & their families to attend a museum Family Day

Logo/name placement in closing credits of program video

Logo placement in event program booklet

VIP tour of Cranbrook Institute of Science

Select recognition at event

\$2,500

\$2,350 tax-deductible as allowed by law

*Video footage to be provided by sponsor

*In-person sponsorship benefits subject to change in the event Women Rock Science pivots from an in-person event to a virtual event due to the COVID-19 pandemic. Sponsors will be notified in advance of any format and benefit changes.

YOUR IMPACT

Funds raised through Women Rock Science support outreach programs delivered by Cranbrook Institute of Science to thousands of students across Michigan. This year, your support will mean:



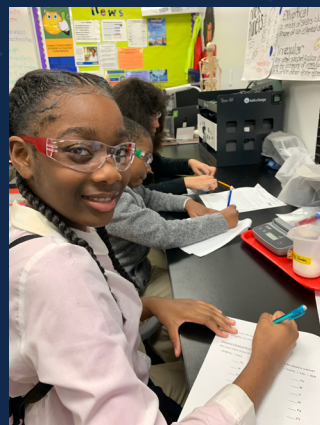
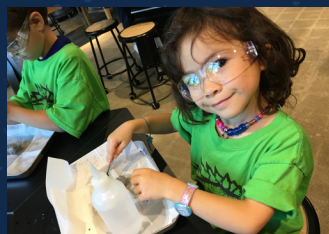
35,000+ STUDENTS

will receive STEAM outreach programs in their classrooms, either in-person or virtually



40+ H.S. INTERNS

from Pontiac and Flint will experience an out-of-state STEAM field trip



1,000+ CUSTOMIZED SCIENCE KITS

will be delivered to classrooms



25+ SUMMER CAMP SCHOLARSHIPS

will be offered to girls interested in STEAM at Cranbrook Institute of Science

BECOME A SPONSOR

Online:

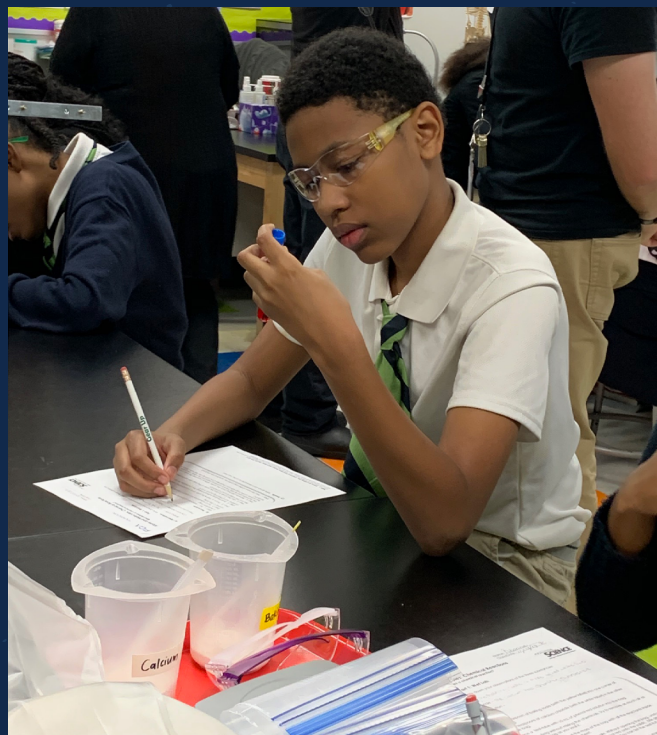
<https://science.cranbrook.edu/women-rock-science>

Mail:

Cranbrook Institute of Science
39221 Woodward Avenue,
P.O. Box 801, Bloomfield Hills, MI 48303

Contact:

Katja Thomakos
CFRE, Director of Development
248-645-3220
kthomakos@cranbrook.edu



ABOUT CRANBROOK INSTITUTE OF SCIENCE

Cranbrook Institute of Science is part of the internationally significant Cranbrook Educational Community, which is more than 100 years old. Founded by philanthropists George and Ellen Booth in 1934, the Institute of Science is a dynamic museum of natural history that connects the diverse public to the natural and cultural worlds around us in ways that excite, empower and educate. Cranbrook Institute of Science currently hosts 170,000 guests annually and connects with another 30,000 throughout the region via well-developed and highly regarded outreach programs. The Institute boasts a collection of more than 250,000 objects and specimens from around the world.

ABOUT CRANBROOK INSTITUTE OF SCIENCE OUTREACH PROGRAMS

Each year, an average of 30,000 of Michigan's PreK-12 students receive critical STEAM outreach programs delivered by Cranbrook Institute of Science educators. Students in Detroit, Flint, Hamtramck, Pontiac, Southfield, Warren, and more receive supplemental STEAM educational experiences through in-person classroom programs, hands-on science activity kits, field trips, and recently, virtual programs during the COVID-19 pandemic. The goal of Women Rock Science is to raise funds in support of these initiatives, and to celebrate inspirational leaders in STEAM.





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