



THE GERMINATION PROJECT

DRAFT DAY GALA
AT THE UNION LEAGUE
THURSDAY, SEPTEMBER 19, 2019





BUILDING AN ECOSYSTEM

With its roots in Philadelphia's singular history of revolution and democracy, the Germination Project aims to create a self-sustaining, and perpetuating ecosystem built of and by our next generation of leaders. In this ecosystem, these leaders are not the seeds, but the cultivators. By enlisting the leading lights of our civic, business and innovation communities, the Germination Project catalyzes and energizes an elite cadre of ambitious young men and women, brought together by their talent, drive and commitment to putting their gifts into service for the benefit of our society at large.

The Germination Project invites our region's best and brightest high school students into a committed and empowered fellowship, one in which they will acquire the skills, techniques and mindset to discover life-saving, world-changing solutions to the most pressing challenges of tomorrow.

FIELD WORK

Central to the Germination Project's philosophy is the idea that inspiration is contagious. By exposing and engaging our Fellows with the individuals and organizations at the forefront of business, culture and science, we offer not only a front row seat to leadership in action, but a chance to expand the horizons of possibility for a generation of brilliant young minds exploring new routes to put their talents into practice.

Since the inception of the Germination Project, our Fellows have, among a host of other activities, visited the New York Stock Exchange, conferred with cutting edge artists, curators and historians at Christie's and Sotheby's, undertaken groundbreaking lab research with neurologists and Jefferson University, collaborated with the University of Pennsylvania's Wharton School of Business and Social Impact Initiative, and co-organized pop-up health clinics with the American Heart Association in Philadelphia's underserved neighborhoods.

CULTIVATE LEADERSHIP

Our Fellows, as part of their development, will focus on eradicating intergenerational poverty in our region. This initiative is critical to securing Philadelphia's future and provides Fellows with the opportunity to identify and implement multi-faceted approaches to an entrenched poverty problem that has expansive roots in education, public safety, healthcare, and beyond. The incoming 2019 Fellows are poised to make their own inroads. Each project, no matter the magnitude, creates an opportunity for the Fellows to make an immediate impact and further develop their understanding that solving complex problems requires sustained and varied solutions.

The Germination Project invites you to be a direct part of the work and development of the Fellows by supporting one or more Fellows or a project of interest. Through your support, you will be fostering a year's worth of personal development and investing in a young individual seeking to elevate Philadelphia to new heights.





SUPPORT A PROJECT

Eradicating intergenerational poverty is a mission that benefits from collaboration and diversity of ideas. Now is your chance to be actively involved with the Fellows and this mission.

Support a project of interest and the Germination Project will commit a group of Fellows and resources to work on the project. Possibilities range from a specific service activity to a research project that opens up how we are thinking about a certain issue.

The Fellows are not the only ones with big aspirations for our region. Now is the chance for our sponsors to be heard.



SUPPORT A TEAM

The Fellows are hard at work brainstorming an array of projects to be completed over the course of the next year. The Fellows will be out in the community making a positive impact.

Support a Fellowship Team and the Germination Project will designate a select group of Fellows that will complete their work under the name of their sponsor. The Germination Project may be putting plans into action, but our sponsors are deserving of recognition in the community for making this possible year after year.



SUPPORT A FELLOW

The Fellows are bound by a shared passion but each comes to the Germination Project with his or her own unique story, dreams, and ambitions.

Support a Fellow and the Germination Project will endeavor to match the interests of each Fellow with those of the sponsor. Not only will you be making the Germination Project's work possible this year, but you will be establishing a bond with a rising star and have the opportunity to provide the Fellow with valuable guidance and support.

PROM ROYALTY \$100,000

Support: One Project & Three Fellowship Teams (See previous page)

Gala Attendance: Five full tables (10 people each, 50 total), 50 tickets to the VIP Cocktail Reception

Prom Royalty sponsors will play a premier role in the Gala, VIP Cocktail Reception and will be recognized at all Germination Project events and activities throughout the year. Prom Royalty sponsors will be given the opportunity to nominate a speaker and/or prepare a video presentation to be featured on the night of the Gala, on the Germination Project's website and on all social media channels. Prom Royalty will receive prestige billing on all promotional materials related to the Draft Day Gala and all other 2019 Germination Project events and activities, as well as the opportunity to display corporate signage at the Gala and will have the right of first refusal for the following year's Gala.

VALEDICTORIAN \$50,000

Support: One Project, One Fellowship Team & Two Individual Fellows

Gala Attendance: Three full tables (10 people each, 30 total), 30 tickets to the VIP Cocktail Reception

Valedictorian sponsors will play a leading role in the Gala, VIP Cocktail Reception and will be recognized as featured sponsors of the evening. Valedictorian sponsors will be given the opportunity to nominate up to two presenters for the draft portion of the Gala, will receive prestige billing on all promotional materials related to the Gala, and will be invited to participate in all 2019 events and activities related to the Germination Project. Valedictorian sponsors will have the opportunity to display corporate signage at the Gala.

SALUTATORIAN \$25,000

Support: One Project, One Fellowship Team

Gala Attendance: Two full tables (10 people each, 20 total), 20 tickets to the VIP Cocktail Reception

Salutatorian sponsors will play a leading role in the Gala and will be recognized as premier sponsors of the evening. Salutatorian sponsors will be given the opportunity to nominate a presenter for the draft portion of the Gala, and will be invited to participate in all 2019 events and activities related to the Germination Project. Salutatorian sponsors will receive prominent billing on all promotional materials and have the opportunity to display corporate signage at the Gala.

HONOR SOCIETY \$10,000

Support: One Individual Fellow

Gala Attendance: Full table (10 people), 10 tickets to the VIP Cocktail Reception

Honor Society sponsors will be invited to participate in all events and activities related to the Germination Project in 2019. Honor Society sponsors will receive billing on all promotional materials and have the opportunity to display corporate signage at the Gala registration table.

STUDENT COUNCIL \$5,000

Gala Attendance: Half Table (5 people), 5 tickets to the VIP Cocktail Reception

Student Council sponsors will receive billing on all promotional materials and have the opportunity to display corporate signage at the Gala registration table.

INDIVIDUAL TICKETS \$1,000

Reserve your seat at the 2019 Germination Project Draft Day Benefit Gala.

COMMITTED ROYALS



PAMELA
& AJAY RAJU
FOUNDATION

2X5 CAPITAL

COMMITTED VALEDICTORIAN



COMMITTED SALUTATORIAN



Poor Richard's
Charitable Trust

FRIEND OF THE GERMINATION PROJECT

GENERAL DONATION \$ _____

(this entire gift will be tax deductible)

Please make checks payable to the Germination Project and mail to the following address with a complete copy of this page.

The Germination Project
1500 Market Street, Suite 3500E
Philadelphia, PA 19102
Attn: Eric Berkowitz

WE PLAN TO PARTICIPATE AS ONE OF THE FOLLOWING:

(Please mark the appropriate level)

_____ **Prom Royalty \$100,000**

_____ **Valedictorian \$50,000**

_____ **Salutatorian \$25,000**

_____ **Honor Society \$10,000**

_____ **Student Council \$5,000**

_____ **Individual Ticket \$1,000**

NAME

(Please list as you would like it to appear in printed material)

ORGANIZATION

ADDRESS

CITY _____ **STATE** _____ **ZIP** _____

TELEPHONE _____ **EMAIL** _____

Go to germinationproject.com/invest to learn more

Your tax-deductible donation is the excess of your contribution over the fair market value benefit received in return. We estimate that the fair market value of the Gala at \$100.00 per person. Please contact us for questions regarding the fair market value of sponsorship benefits.

The official registration and financial information of The Germination Project may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.