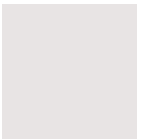




THE GERMINATION PROJECT

**DRAFT DAY BENEFIT GALA
AT THE UNION LEAGUE**
THURSDAY, APRIL 28, 2016

**Gala Chair: J. Larry Jameson, M.D., Ph.D.,
University of Pennsylvania, School of Medicine**



PHILADELPHIA ONCE BUILT AMERICA.

In its early years, Philadelphia established the Western Hemisphere's first secular university, its first public zoological park, the United States Navy, the first stock exchange, and America's first hospital.

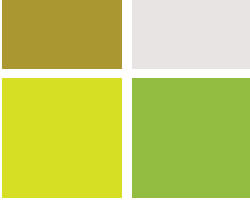
Under the title "The Workshop of the World," Philadelphia became a leading rail and manufacturing hub and the city served as the original headquarters of the Pennsylvania Railroad, once the world's largest corporation.



PHILADELPHIA CAN ONCE AGAIN BECOME THE WORKSHOP OF THE WORLD.

By identifying, nurturing, encouraging and connecting our brightest young people—from their high school years through their careers—to commit their talents to Philadelphia's greater good, the Germination Project seeks to establish a self-sustaining ecosystem of leadership to transform the city.





CULTIVATE THE NEXT GENERATION OF LEADERS.

1

Connect the current generation of leaders with the next to build a cross-generational, sustainable network of thinkers, visionaries and achievers.

2

Retain the next generation of leaders so that they can use their gifts to grow and strengthen our great city.





BUILDING THE ECOSYSTEM.

Just as no young athletic standout can rely on a single motivational speech or a one-off expert training session to launch his or her career, the Germination Project recognizes that the investment of this generation's leaders in the futures of the next generation must be a long term investment.

STEP 1

THE SUMMER LEADERSHIP BOOT CAMP

First, each annual Germination Project Student Leadership Class will convene with an intensive, two-week summer boot camp for rising high school juniors. The program, initially funded by a grant from the Pamela and Ajay Raju Foundation, will be hosted by the Wharton School of the University of Pennsylvania. The curriculum will delve into a series of core leadership concepts through in-person instruction by hand-picked faculty, case studies and collaborative projects.

STEP 2

ENLIST THE REGION'S CURRENT LEADERS

Germination Project Fellows will be matched with mentors at the commencement of Boot Camp. These mentors will be drawn from a pool of the region's top young professionals in the early to middle phases of their careers, who are well equipped to recognize and respond to the particular challenges faced by the post-millennial generation.

Fellows will be expected to maintain contact with their mentors throughout their junior and senior years of high school. Likewise, mentors will be expected to remain involved with their Fellows. Mentors will provide guidance with the college application process, impart their wisdom and offer their support to those poised to succeed in the years to come.

STEP 3

BUILD PROFESSIONAL RELATIONSHIPS

In the months ahead, the Germination Project will facilitate networking events and creative sessions to provide alumni of the program opportunities to reconnect and work with the Fellows. Within these conversations, Mentors and Fellows will share experiences and insights about the college application process and begin to find ways that their relationship can support the Fellow's personal journey.

STEP 4

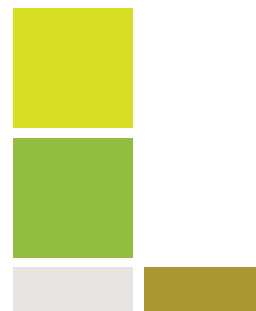
GIVE BACK

The Germination Project requires Fellows to provide community service through participation in one or more of the ongoing Germination Project Initiatives: Healthcare Access, Literacy, Financial Literacy, Urban Agriculture and other community based initiatives and volunteer experiences.

STEP 5

PAY IT FORWARD

For its Fellows, the Germination Project is not only an incubator designed to cultivate the city's next best leaders, it also solidifies a promise by its students to pay those opportunities forward by basing their future career endeavors in the city of Philadelphia.



PROM ROYALTY \$100,000

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 2016 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. Prom Royalty will also be given VIP access to Christie's Collectors Preview Dinner for Asia Week auctions in September 2016, featuring a lecture by artist Ranjani Shettar at the Philadelphia Museum of Art, followed by VIP access to a post lecture reception.

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

VALEDICTORIAN \$50,000

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 2016 events and activities related to the Germination Project. Valedictorian sponsors will have the opportunity to display corporate signage at the Gala and will be given VIP access to Christie's Collectors Preview Dinner for Asia Week auctions in September 2016.

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

SALUTATORIAN \$25,000

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 2016 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.

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

HONOR SOCIETY \$10,000

Honor Society sponsors will be invited to participate in all events and activities related to the Germination Project in 2016. Honor Society Sponsors will receive billing on all promotional materials and have the opportunity to display corporate signage at the Gala registration table.

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

STUDENT COUNCIL \$5,000

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

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

INDIVIDUAL TICKETS \$1,000

Reserve your seat at the 2016 Germination Project Draft Day Benefit Gala.

COMMITTED ROYALS



PAMELA
& AJAY RAJU
FOUNDATION



Penn Medicine



Dilworth
Paxson^{LLP}

FRIEND OF THE GERMINATION PROJECT

GENERAL DONATION \$ _____

(this entire gift will be tax deductible)

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** _____

CREDIT CARD _____ **EXP. DATE** _____

SIGNATURE _____ **DATE** _____

Please make checks payable to the Germination Project and mail to the address below with a completed copy of this page:

The Germination Project | 1500 Market Street, 3500E | Philadelphia, PA 19102 | Attention: Eric Berkowitz

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.