

ecosystems



Grand Opening Gala

Saturday, March 20, 2010

river

deep sea
vents

island

discovery

desert



poles

rocky shore

rot

L.A.

kelp
forest

global

The Board of Trustees of the
CALIFORNIA SCIENCE CENTER FOUNDATION
and the Board of Directors of the
CALIFORNIA SCIENCE CENTER
cordially invite you to attend the

Ecosystems
Grand Opening Gala

Saturday, March 20, 2010
6:00 p.m. to 12:00 midnight

California Science Center
700 Exposition Park Drive
Los Angeles, California 90037

Black Tie
Reply Card Enclosed

Program

6:00 p.m.

Extreme Cocktails

Ecosystems Exhibit Preview

7:30 p.m.

The Enchanted Kelp Forest

Dinner, Program and Live Auction

Hosted by Al Roker of NBC News' TODAY

10:00 p.m.

Island Night Club

Dancing and After-Dinner Drinks

Private IMAX Screening

The Ultimate Wave Tahiti 3D

Gala Committee

Wallis Annenberg

The Annenberg Foundation

Sharon Allen

Deloitte LLP

Tony Anderson

Ernst & Young

Tony Buzzelli

Deloitte LLP

Cindy Chvatal-Keane

CSI

Marvin Elkin

Alan J. Fohrer

Southern California Edison

Kenneth N. Heintz

Northrop Grumman Corporation

CO-CHAIRS

Suzanne Wright

Ibrahim El-Hefni Technical Training Foundation

VICE-CHAIRS

James M. Jaska

AECOM Technology Corporation

Paula A. Madison

NBC Universal

Margo Leonetti O'Connell

Gregory L. Probert

Penta Water Company, Inc.

John Sussman

Christopher J. Warmuth

City National Bank

Your Table Awaits

\$100,000 DIAMOND SPONSOR

Includes premier dinner seating for 3 tables of 10 guests

Recognition as a Diamond Sponsor in the Gala printed and live programs; Complimentary 12-month Science Center Membership gift certificate for each table guest—Membership includes free IMAX, parking and attraction passes, exclusive event invitations and more; Opportunity to select a school to receive a complimentary day of *Desert Dome* programming for up to 120 students in grades K-5 (3 sessions x 40 students; distance limitations apply)—this multi-media, full-dome ecology program features animals adapted to live in California's desert ecosystems; *Ecosystems* gallery tour (max. 25 guests) with Science Center CEO and Curator of Ecology Programs—go behind the scenes of *Ecosystems* to learn about its unique mix of animals, plants and hands-on science exhibits; Opportunity to arrange a complimentary private IMAX screening for up to 470 people (select from films currently showing; scheduled during non-public hours; concessions not included but may be arranged)

\$50,000 PLATINUM SPONSOR

Includes premium dinner seating for 2 tables of 10 guests

Recognition as a Platinum Sponsor in the Gala printed and live programs; Complimentary 12-month Science Center Membership gift certificate for each table guest (see description in "Diamond Sponsor" above); Opportunity to select a school to receive a complimentary day of *Desert Dome* programming (described above); *Ecosystems* gallery tour (max. 10 guests) with Science Center Living Collections Department staff (described above)

\$25,000 GOLD SPONSOR

Includes preferred dinner seating for 1 table of 10 guests

Recognition as a Gold Sponsor in the Gala printed program; Complimentary 12-month Science Center Membership gift certificate for each table guest (see description in "Diamond Sponsor")

\$10,000 SILVER SPONSOR

Includes dinner seating for 1 table of 10 guests

Recognition as a Silver Sponsor in the Gala printed program; Complimentary 6-month Science Center Membership gift certificate for each table guest (see description in "Diamond Sponsor")

\$1,000 INDIVIDUAL TICKET

Includes dinner seating for 1 person

SUPPORT SCIENCE LEARNING!

Please consider making a tax-deductible contribution, even if you are unable to attend.

Please respond by March 12, 2010

to guarantee your recognition in the evening's printed program.

Payment is required in advance of the gala on March 20, 2010.

Return RSVP card with payment to:

Development Department
California Science Center Foundation
700 Exposition Park Drive
Los Angeles, CA 90037

Tel: (213) 744-2035

Fax: (213) 744-2240

Email: galainfo@cscmail.org

Tax ID# 95-2210527

.....
NAME/COMPANY (Table Sponsors: print name as it should appear in program.)

.....
MAILING ADDRESS

.....
CITY

STATE

ZIP CODE

.....
TELEPHONE

EMAIL

TABLE/TICKET LEVEL

..... \$100,000 \$50,000 \$25,000 \$10,000 \$1,000

Seating Reservation Total: \$

Tax-Deductible Contribution: \$

Lexus HS 250h Entry Tickets: \$

(For information, please refer to enclosed entry rules.)

TOTAL \$

..... Check Payable to "California Science Center Foundation"

..... Visa Mastercard American Express

.....
CREDIT CARD #

EXP DATE

SIGNATURE

Payment Information



Win a New 2010 Lexus HS 250h Luxury Hybrid Every mile a hybrid, every millimeter a Lexus.

Innovation and comfort come together as never before.

Beyond uniting electricity and gas, the HS 250h pairs comfort with technology, sustainability with performance. Inside you'll find a unique combination of the hand-crafted and the futuristic, from leather-trimmed seats to a windshield that keeps you cool and eases the air conditioner's workload.

Outstanding handling, period.

Electronic Power Steering and the MacPherson strut front suspension on the HS Hybrid deliver a quick, responsive steering feel, while surprising maneuverability and control come courtesy of the double-wishbone rear suspension, achieving a level of performance comparable to more aggressive sedans.

Simply put, it's the most efficient Lexus ever built.

With an EPA-combined rating of 35 mpg, the HS Hybrid is approximately 59% more fuel-efficient than its main competitors in the segment. And the 2.4-liter Atkinson-cycle powerplant at the heart of the latest Lexus Hybrid Drive system works with the electric motor to deliver 187 total system horsepower while using regular gasoline and keeping emissions low enough to merit a Super Ultra-Low Emission Vehicle rating.

Only 300 tickets are available, so act fast!

Thanks to the generosity of Toyota Motor Sales, U.S.A., Inc., the California Science Center Foundation is pleased to offer you this incredible chance to win a new 2010 Lexus HS 250h luxury hybrid.





HS 250h

Just \$300 buys you a 1-in-300 chance!

The price of your entry supports the Science Center's educational exhibits and programs. Winning entry will be drawn March 20, 2010 at the *Ecosystems* Grand Opening Gala. Winner need not be present. For additional entry forms or questions, contact the California Science Center Foundation at (213) 744-2035.

2010 Lexus HS 250h Luxury Hybrid Opportunity Drawing Entry Card

You may make one payment along with your seating reservation.

Return this card alone if you wish to enter but will not be attending the gala.

NAME

MAILING ADDRESS

CITY STATE ZIP CODE

TELEPHONE EMAIL

..... 1 ticket for \$300

Improve your odds of winning and save by purchasing multiple chances—two or more tickets are only \$250 each!

..... x \$250 = \$
OF TICKETS TOTAL PAYMENT

..... Check Payable to "California Science Center Foundation"

..... Visa Mastercard American Express

CREDIT CARD # EXP DATE SIGNATURE

Return entry card with payment to:

Development Department
California Science Center Foundation
700 Exposition Park Drive, Los Angeles, CA 90037
Tel: (213) 744-2035 / Fax: (213) 744-2240 / Email: galainfo@cscmail.org



Opportunity Drawing Entry Rules

2010 Lexus HS 250h Luxury Hybrid

Disclaimer: Mail-in/fax-in entries must be received in the Development Department of the California Science Center Foundation by 5:00 p.m. PST on March 19, 2010 at 700 Exposition Park Drive, Los Angeles, CA 90037 or (213) 744-2240 (fax). The Science Center is not responsible for misdirected mail or malfunctions in fax transmittal. Additional entries, up to 300 in total, will be accepted during the *Ecosystems* Grand Opening Gala on the evening of March 20, 2010. The winning entry will be selected by random drawing from no more than 300 entries conducted during the *Ecosystems* Grand Opening Gala on the evening of March 20, 2010. Winner need not be present, and will be contacted by phone or email if not in attendance at the drawing. An alternative winner will be selected by random drawing if the winner: fails to execute and notarize the affidavit of eligibility and liability/publicity release within 14 days of notification; does not pay the required withholding tax; or is otherwise determined to be ineligible. Decisions of the California Science Center Foundation are final. **Vehicle color, equipment and accessories of the car to be awarded may differ from those pictured.**

Employees and their immediate family members or anyone domiciled with any such employee of the California Science Center/California Science Center Foundation ("Charity") and Toyota Motor Sales, U.S.A., Inc., its dealers and dealer associations, and any of their respective agencies (collectively "Toyota Entities"), are not eligible. Only official opportunity drawing tickets will be drawn. No facsimiles permitted. Void where prohibited. Entrants must be a legal resident of the continental United States, at least 18 years of age with a valid driver's license and able to present evidence of adequate insurance. Winner subject to verification of compliance with rules and may be required to execute liability release and affidavit of eligibility/publicity release. The donated vehicle shall only be delivered in the continental United States at location and within delivery period designated by the Toyota Entities. Winner is responsible for income and other taxes, license, title, registration and other expenses associated with receiving the prize. Prizes are non-transferable, and no substitutions for cash or other prizes permitted by winner (although Charity and/or Toyota Entities may substitute prizes of equal or greater value at their discretion). Prizes over \$5,000 are subject to withholding tax at a 25% rate which will be collected by Charity. Participants agree to release Charity and Toyota Entities from any liability, including without limitation, property loss, injury or death resulting from participation in opportunity drawing or use of any prizes.

By entering, participants agree to be bound by complete rules available at <http://goto.californiasciencecenter.org/gala>. For more information, please contact the California Science Center Foundation at (213) 744-2035 or galainfo@cscmail.org.



Ecosystems

Grand Opening Gala.

Saturday, March 20, 2010, 6:00 p.m. to 12:00 midnight

California Science Center
700 Exposition Park Drive
Los Angeles, CA 90037

Enter Exposition Park
from Figueroa Street
at 39th Street

Valet parking provided



For information about this appeal, call (213) 744-2529

- THIS IS NOT AN ENDORSEMENT - FOR PUBLIC INFORMATION ONLY -

INFORMATION CARD NO. M0716

Issued Pursuant to Los Angeles Municipal Code, Chapter IV, Article 4, Philanthropy

CALIFORNIA SCIENCE CENTER FOUNDATION **700 Exposition Park Drive, Los Angeles, CA 90037**

Person in charge of appeal: **William T. Harris**

Telephone number: **(213) 744-2529**



Activity: 'Ecosystems Grand Opening Gala,' Fundraising Dinner, Reception and Auction on March 20, 2010 at the California Science Center

Solicitation Dates: January 1, 2010 to March 20, 2010

Purpose: Net proceeds to support general operating expenses.

Previous Activity: 2008-09 activity collected a total of \$1,087,625, of which \$441,634 (40.6%) was applied to expenses and \$645,991 was donated to charity.

DOOR-TO-DOOR SOLICITATION RESTRICTED TO THE HOURS OF 8 A.M. – 8 P.M

This Information Card must be displayed or presented to all prospective donors, and should not be altered in any manner.

Date issued: 12/22/09

Cardholder registered with the Los Angeles Police Commission
Charitable Services Section, Commission Investigation Division
Telephone: (213) 996-1260
E-mail Address: pccharity@lapd.lacity.org
Web Site: www.lapdonline.org