



Established 1975

Santa Monica History Museum

Cultural Center • Research Library • Photo Archives

Keeping History Alive

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Dear Friend,

On September 22, 2019, Santa Monica History Museum will hold its annual Gala Tribute Dinner and Silent Auction at Fairmont Miramar Hotel & Bungalows. This is the Museum's top fundraising event and allows us to pay tribute to those who have contributed to the history of Santa Monica, which draws 8.7 million visitors annually. We would be honored to have you participate in this significant event by becoming a special Sponsor.

We are excited to have two remarkable honorees this year!

With this year's theme, "To the Moon and Back," we celebrate and honor **Hildreth (Hal) Walker, Jr.** Mr. Walker led the manufacturing, testing and operation of the KORAD K-1500 ruby laser system in his Santa Monica lab in 1969 during the Apollo 11 Moon Landing. The ruby laser measured the distance from the moon and back and has been replicated in the Smithsonian.

We are also proud to honor **Santa Monica College** on its 90th Anniversary. Founded in 1929, SMC enrolls over 30,000 students. Under Dr. Kathryn E. Jeffery's leadership, SMC leads the nation in transferring students to the prestigious University of California system.

We're reaching out to leaders like you who share the passion for preserving the rich and vibrant history of our Santa Monica community. It's exciting that our Museum Galleries are always evolving to enhance our guest experience. We accomplish this through new stimulating programs including school/youth tours, monthly children's workshops which merges local history with fun interactive activities, history-related lecture series and current and future exhibitions that highlights photos and memorabilia from noted photographers, the legendary Route 66, iconic Santa Monica Pier, Women's Suffragette and more.

Your generous sponsorship allows us to continue our work of maintaining Santa Monica's cultural treasures and sharing them for generations to come.

Please complete and return the enclosed forms at your earliest convenience. For questions or more details, call John Klopping at (310) 395-2290 or email him at jklopping@santamonicahistory.org.

Thank you in advance for your generosity and continued support.

Susan Gabriel Potter
President

Rob Schwenker
Chairman of the Board

Museum Address

1350 7th Street
Santa Monica, CA 90401

www.santamonicahistory.org

Phone: (310) 395-2290
Fax: (310) 395-2298
info@santamonicahistory.org

Mailing Address

P.O. Box 3059
Santa Monica, CA 90408

About Our Honorees



Celebrating Professor Hildreth “Hal” Walker, Jr.: First Space Scientist Who Successfully Fired the Laser from the Earth to the Moon During Apollo Mission

Aerospace engineer and scientist **Professor Hildreth “Hal” Walker, Jr.** is an early pioneer in laser telemetry who among other accomplishments is the acclaimed inventor of the Ruby Laser that measured the distance from the Earth to the Moon during Apollo 11 mission. Developed in Santa Monica, Walker’s team trained a laser beam at a reflector mirror, only 18 inches wide, that Neil Armstrong and Buzz Aldrin set up on the Moon’s surface. Successfully firing the laser from the earth to the moon, his team recorded the most accurate measurement of distance ever, exact to within 5 meters. The Lunar Laser Ranging Experiment was the only interactive planetary experiment during the first moon landing. Walker’s key role for KORAD which was contracted by NASA was discovered 25 years later and replicated in 1994 in an interactive exhibit at Smithsonian’s National Museum of American History. He was also honored in the Museum’s permanent section, *The New Moon*. Walker was selected by Dr. Jerome Lemelson, third leading inventor in American history, for the inaugural presentation at National Smithsonian Museum’s Lemelson for the Study of Invention and Innovation. His space technology involvement began in 1959 as part of RCA Corporation’s Ballistic Missile Early Warning System to detect Soviet missile early attacks. He expanded into laser technology with KORAD, traveling the world introducing advanced laser technologies for scientific research and industrial applications. Later he joined Hughes Aircraft to help develop and place the first Tactical Laser Target Designator into Army inventory. Today he works with the nonprofit African American Male Achievers Network, Inc. (A-MAN) Stem International Science Center he co-founded with his wife, Dr. Bettye Walker to build leaders in science and technology. In 1997 President Nelson Mandela invited the couple to establish and implement science and technology programs in townships and schools across South Africa.



Commemorating Santa Monica College’s 90th Anniversary: World Class Education at America’s #1 Transfer College to Prestigious Universities

Santa Monica College is the #1 transfer college to UCLA, USC, University of California system and Loyola Marymount University and is the top feeder West of the Mississippi to Ivy League Columbia University. A world-class education offering endless possibilities with more than 110 degrees and certificates and 1,400 classes, including hundreds online, SMC has an academic reputation as one of the best community colleges in the nation. Its academic excellence is driven by professors with distinguished credentials, representing the best in their fields: award-winning artists, scholars, authors, scientists and more. They teach at SMC because they believe in the power of the student-teacher connection. Rolling Stone magazine said this world-class faculty “are hired based almost solely on their effectiveness in the classroom.” SMC offers the same lower-division courses as UC, California State University and other four-year campuses at a fraction of the cost. Students who start at SMC can save thousands of dollars while benefitting from rigorous smaller classes, personalized counseling and great professors whose total focus is teaching. Its modern buildings have won architectural and sustainability awards with “smart classrooms” and advanced technology. Top professional training programs are offered in nursing, computer technology, digital media, early childhood education, graphic design and many more well-paying occupations. A truly global campus, SMC attracts over 3,000 international students from more than 110 countries. The distinguished roster of alumni virtually in every professional include actor Dustin Hoffman, astronaut Walter Cunningham, Appellate Judge Miriam Vogel and NFL player Isaac Bruce. Opened in 1929 with just 153 students, it has grown to a thriving campus with 34,000 students set on a 38-acre main campus less than two miles from the beach and several nearby satellite campuses.



ANNUAL GALA DINNER SPONSORSHIPS

Sunday, September 22, 2019

Fairmont Miramar Hotel & Bungalows

To the Moon and Back

Honoring

Professor Hildreth "Hal" Walker, Jr.

Inventor of the Ruby Laser-developed in Santa Monica that measured the distance from the Earth to the Moon during the Apollo 11 Mission

and

90th Anniversary of Santa Monica College

World class education at America's #1 transfer college to prestigious Universities

Keeping History Alive - \$10,000

- 2 exclusive tables of 10 guests
- Gold 60-second full-screen color digital tribute ad during event
- Inclusion in marketing materials & social media
- Logo/name & link on event website for a year
- Use of the museum as VIP venue
- 3 free parking passes

Visionary - \$7,500

- One premier table of 10 guests
- Silver 40-second full-screen color digital tribute ad during event
- Inclusion in marketing materials & social media
- Logo/name and link on event website for a year
- 2 free parking passes

Preservation - \$5,000

- Dinner tickets for 8 guests
- Bronze 30-second half-screen color digital tribute ad during event
- Inclusion in marketing materials & social media
- Logo/name & link on event website for a year
- 2 free parking passes

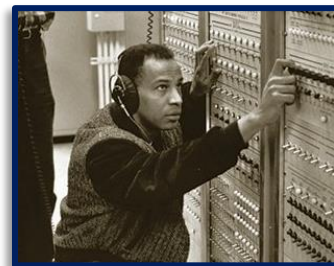
Education/Research - \$2,500

- 4 dinner tickets
- Blue 20-second half-screen color digital tribute ad during event
- Inclusion in social media campaign
- Logo/name & link on event website for a year
- 1 free parking pass

Supporter - \$1,500

- 2 dinner tickets
- 12-second quarter-screen color digital tribute ad during event
- Logo/name & link on event website for a year.
- 1 free Parking pass

Individual Dinner Tickets - \$180



Honoree Professor Hal Walker

For more details about Sponsorships, visit SantaMonicaHistory.org



Custom and in-kind sponsorships are available. Questions? Contact John Klopping at (310) 395-2290 or

jklopping@santamonicahistory.org

Please return this form by August 1

ANNUAL GALA DINNER

Sunday, September 22, 2019 - Fairmont Miramar Hotel & Bungalows

To the Moon and Back

SPONSORSHIP OPPORTUNITIES

Each of the five sponsorships include digital ads displayed continuously throughout the event and on website

All sponsors will be acknowledged. Your generosity is greatly appreciated!

- \$10,000 Keeping History Alive
- \$ 7,500 Visionary
- \$ 5,000 Preservation
- \$ 2,500 Education/Research
- \$ 1,500 Supporter



In addition to Sponsorship Opportunities individuals and organizations may wish to consider the following digital ads that will be displayed throughout the evening:

- | | | | |
|---|----------------|---|----------------|
| <input type="checkbox"/> 60-second full-screen digital ad | \$4,000 | <input type="checkbox"/> 30-second half-screen digital ad | \$1,500 |
| <input type="checkbox"/> 60-second half-Screen digital ad | \$2,000 | <input type="checkbox"/> 15-second full-screen digital ad | \$1,000 |
| <input type="checkbox"/> 45-second full-screen digital ad | \$3,000 | <input type="checkbox"/> 15-second half-screen digital ad | \$750 |
| <input type="checkbox"/> 45-second half-screen digital ad | \$1,500 | <input type="checkbox"/> 15-second 1/4 Screen digital ad | \$500 |
| <input type="checkbox"/> 30-second full-screen digital ad | \$2,000 | | |

Individual Ticket(s) \$180 _____

Table of 10: \$1,800 _____

Ads should be submitted by August 1, 2019 to meet our deadline. Artwork is accepted in the following formats: JPG, PDF, TIFF, as high resolution 300dpi. Email files to info@santamonicahistory.org. For more information, contact John Klopping at (310) 395-2290 or jklopping@santamonicahistory.org.

Business Name

Contact Person

Title

Phone

Email

Address

City

State

Zip

Card Number

Billing ZIP

Security Code

Expiration Date

Name on Card

Signature

- My check payable to Santa Monica History Museum is enclosed**
Santa Monica History Museum · PO Box 3059 · Santa Monica, CA · 90408
Contact John Klopping if you have any questions
310-395-2290, jklopping@santamonicahistory.org

Santa Monica History Museum is a 501(c)(3) non-profit organization. Tax ID #95-3019295

Description of Acknowledgments

Sponsorship Acknowledgments

- **Inclusion in marketing materials & social media:**
 - Prior to event:
 - From August 1 through September 21, 2019 an individual thank you message along with the logo/name and link to the sponsor will appear weekly on the museum's social media sites (Facebook, Twitter, Instagram).
 - Day of Event:
 - A consolidated thank you message will be posted containing all sponsorship logos. Logo/name size and position will vary depending on sponsorship level.
 - After Event:
 - Starting September 29, 2019 a consolidated thank you message will be posted containing all sponsorship logos/names. The message will be posted every Sunday through April 2020. Logo/name size will vary depending on sponsorship level.
- **Logo/name and link on event website**
 - Logos/names of sponsors will appear on the event page of the museum's website.
 - Size and position will vary depending on the sponsorship level.
 - A link to the sponsor's website will be attached to the logo/name if it is provided.
 - The 2019 Gala event sponsorship webpage will be active through April 2020.
- **Event Printed Program**
 - All Gala dinner guests will receive an event program detailing the evening's activities, information on the Honorees and a thank you to our sponsors.
 - Logo/name size and position will vary depending on sponsorship level.

Sponsorship & Ad Tribute Acknowledgments

- **Digital Ads**
 - All digital ads will be shown throughout the event according to each level.
 - A version of this will be added to the museum's event website and Facebook page.
 - The 2019 Gala event webpage will be active through April 2020.

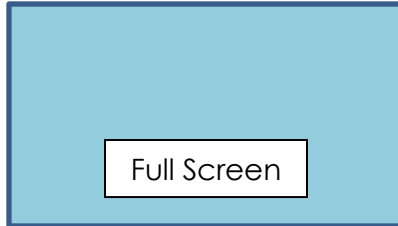
Questions?

Contact John Klopping at (310) 395-2290 or jklopping@santamonicahistory.org

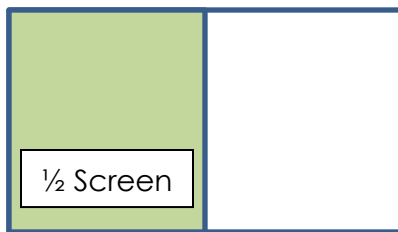
Please submit ads & logos by August 1, 2019.

Tribute & Logo Specifications

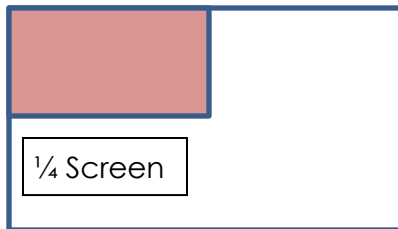
Specifications for Digital Sponsorships Displayed Throughout the Event



- **Full Screen Ads:**
 - No bigger than 16.5" wide x 10.125" high
 - Format: JPG, Tiff, PDF or PNG
 - Resolution: 300 DPI (recommended)



- **Half Screen Ads:**
 - No bigger than 8" wide x 10.125" high
 - Format: JPG, Tiff, PDF or PNG
 - Resolution: 300 DPI (recommended)



- **Quarter Screen Ads:**
 - No bigger than 8" wide x 4.75" high
 - Format: JPG, Tiff, PDF or PNG
 - Resolution: 300 DPI (recommended)

Submitting Your Logo for Inclusion in Marketing and Event Materials

- High-Resolution Logo is needed
- Resolution: At least 300 DPI
- Logo Format: JPG, Tiff, PDF or PNG

Questions?

Contact John Klopping at (310) 395-2290 or jklopping@santamonicahistory.org

Please submit ads & logos by August 1, 2019.