

High Desert Arts and Literary Festival

2017 Sponsorship Opportunities

Reception & Preview: September 8, 7pm — 9pm

Festival: September 9, 10am — 4pm

San Bernardino County's Victor Valley Museum in Apple Valley



**“Laces” By Colleen Sparlin
Winner of 2016 People’s Choice Award**

The ***High Desert Arts and Literary Festival*** is presented by the American Association of University Women (AAUW) Victor Valley Branch, the San Bernardino County Museum, the High Desert Branch of the California Writers Club, and the San Bernardino County Library. The ***High Desert Arts and Literary Festival*** provides an attractive venue for fine artists and authors to exhibit their work for sale.

Festival proceeds benefit local STEM educational programs and local scholarships.





Library

The arts, literary and STEM education supporting communities of the High Desert and its neighbors will expand to new audiences with the “**High Desert Arts & Literary Festival**” presented at the San Bernardino County *Victor Valley Museum* in Apple Valley, September 8 and 9, 2017.

This Festival presents a unique opportunity to Sponsors in the business communities to expand their visibility while supporting STEM education in the vast High Desert regions.

In this highly visible exhibit venue on Apple Valley Road across from Jess Ranch Marketplace –the economic center of Apple Valley—four organizations are working together to bring their shared vision of STEM educational opportunities through the arts to the High Desert and its neighboring regions: the *AAUW Victor Valley Branch*, *San Bernardino County Museum*, *High Desert Chapter of the California Writers Club*, and the *San Bernardino County Library*.

The Victor Valley Chapter of the American Association of University Women (AAUW) is known for its active support of education in the High Desert region in a former art show, “Art at the Aspen.” The new Festival will expand the Branch’s contributions to programs that enable middle and high school girls realize dreams of a science-based education, and to assist nontraditional-aged women to improve their lives and those of their families through scholarships to Victor Valley College.

The San Bernardino County Museum (SBCM) presents extensive collections and innovative programs at its six sites. It is fitting that the local Victor Valley Museum will be the site of the first annual *High Desert Arts & Literary Festival*. As the largest cultural and natural history museum system in the region, the County Museum plays a vital role in our children’s education, especially here in the High Desert site.

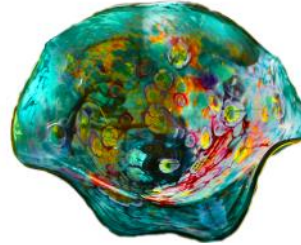
Enriching this uniquely collaborative event will be the High Desert Chapter of the California Writers Club (HDCWC) featuring talented, published authors and editors sharing their stories and insights in subjects from local history to science fiction to mystery & suspense. HDCWC and the San Bernardino County Library both bring the literary arts to the Festival to highlight the enjoyment and educational benefits of reading and writing across all age groups.

The artists, artisans and authors featured in the festival will be inspired professionals, talented amateurs, and promising students. Please join us in encouraging STEM learning and the arts by becoming a Sponsor of the first annual *High Desert Arts & Literary Festival*. Details of many Sponsorship opportunities are available to you.

On behalf of the children and adults who will benefit, we look forward to celebrating STEM education and the arts with you. Thank you for considering a Sponsorship for the first annual *High Desert Arts & Literary Festival, September 8 and 9 at the Victor Valley Museum*.

HIGH DESERT ARTS AND LITERARY FESTIVAL

People's Choice Past Winners



The High Desert Arts & Literary Festival Fundraiser will:

- ◆ Provide scholarships for women at Victor Valley College
- ◆ Support the AAUW Celebrating Women in Math & Science STEM Conference for 300 local 8th-grade girl students
- ◆ Send local 7th-grade girls to AAUW Tech Trek, a science and math camp at University of California, Irvine for one week
- ◆ 100% Tax Deductible (consult your tax advisor)

Help promote AAUW's goals by becoming a sponsor!

HIGH DESERT ARTS AND LITERARY FESTIVAL

Sponsor Levels and Benefits

\$2,500 — Patron of the Arts

- ◆ *“Presented by”* privileges
- ◆ Recognition on all promotional material including social media, Museum quarterly calendar, event program, AAUW Victor Valley newsletters, High Desert Writers Club newsletters, Festival program and Reception invitation
- ◆ Invitation to the Evening Reception and Show Preview
- ◆ Recognition by event speakers and opportunity to speak
- ◆ Four San Bernardino Museum Association Individual 1-year memberships
- ◆ Banner/Board with your logo
- ◆ Prominent Exhibit/Display space at Festival

\$1,500 — Art Enthusiast

- ◆ Recognition on most promotional material including social media, Museum quarterly calendar, event program, AAUW Victor Valley newsletters, High Desert Writers Club newsletters, Festival program and Reception invitation
- ◆ Invitation to the Evening Reception and Show Preview
- ◆ Recognition by event speakers and opportunity to speak
- ◆ Two San Bernardino Museum Association Individual 1-year memberships
- ◆ Banner/Board with your logo
- ◆ Exhibit/Display space at Festival

\$1,000 — Friend of the Arts

- ◆ Recognition on promotional material including social media, Museum quarterly calendar, event program, AAUW Victor Valley newsletters, Festival program and Reception invitation
- ◆ Invitation to the Evening Reception and Show Preview
- ◆ Recognition by event speakers and opportunity to speak
- ◆ One San Bernardino Museum Association Individual 1-year membership
- ◆ Banner/Board with your logo

\$ 500 — I Know What I Like

- ◆ Recognition on most promotional material including social media, event program, AAUW Victor Valley newsletters, Festival program and Reception invitation
- ◆ Invitation to the Evening Reception and Show Preview and Group photograph
- ◆ Recognition by event speakers and opportunity to speak
- ◆ Banner/Board with your logo

HIGH DESERT ARTS AND LITERARY FESTIVAL

We appreciate your support!

Corporate Sponsors, please make your check payable to: AAUW Victor Valley

501(c)4 non-profit organization
Tax ID# #95-6120233



Individual donors, please make your check payable to: AAUW CA SPF

501(c)3 non-profit organization
Tax ID# #68-0463071

The sponsorship may be deductible under certain business expenses (i.e., advertising, etc.)

Please consult with your tax professional before deducting this donation.

Thank you for supporting the education of women and girls!

Please provide the following information about your organization and mail this form along with your check (made out to AAUW Victor Valley or AAUW CA SPF) to our Treasurer:

AAUW Festival, c/o Mrs. Hadsell, 16842 Danbury Avenue, Hesperia, CA 92345-5709

Contact name: _____

Organization: _____

Names (s) to be used in recognition: _____

Website URL to be used in recognition: _____

Address for receipt: _____

Phone: _____ Email: _____

Amount of check: _____

Please send your donation by August 1, 2017 to be included in promotions. Thank you.

For more information, contact the Festival Co-Chair, Cheryl Thompson, 760.646.6961,
hdalfav@gmail.com or visit our website victorvalley-ca.aauw.net.



Advancing equity for women and girls in the Victor Valley since 1955

Our collaboration with Victor Valley College started in 1985. It evolved from a Girls Math and Science Conference to a Woman's Career Conference and back to a Girls conference.

We partnered with Victor Valley College, VVC STEM Department and San Bernardino County Superintendent of Schools to present Celebrating Women in Mathematics and Science, a one-day conference for middle school and high school girls. Our 12th conference will be held at VVC for 300 8th-grade girls on January 28, 2018.

Memorial Scholarships to women returning to education at Victor Valley College since 1975.

Since 1991, 143 Memorial Scholarships totaling \$94,070 have been given. For 2015-2016, we awarded 6 students with \$1,500 scholarships. For 2016-2017, we awarded 8 students with \$1,500 scholarships.

Since 2005, 72 Victor Valley girls completing the seventh grade to week long AAUW Tech Trek Math and Science Camp \$74,500.

Since 1955, our AAUW Victor Valley Branch has presented programs to educate and inform our community on a variety of topics such as:

- * Victor Valley College Women Veterans
- * Human Trafficking
- * Educating Parolees to Reenter the Community
- * Women In Law
- * "The Invisible War" Military Sexual Abuse
- * Advancement Via Individual Determination (AVID)
- * Nano Technology
- * It's My Vote, I Will Be Heard
- * Bullying in Public Schools
- * VVC Model UN Team
- * Climbing the Spiral (DNA) Staircase
- * Female Military Officer serving in Afghanistan
- * Barriers and Bias to Women in Leadership
- * United Nations Millennium Development Goals
- * Eleanor Roosevelt and her leadership model
- * High Desert Small Business Owners



AAUW has been empowering women as individuals and as a community since 1881. For more than 130 years, we have worked together as a national grassroots organization to improve the lives of millions of women and their families.

Our Mission: Advancing equity for women and girls through advocacy, education, philanthropy, and research.



RESEARCH: We analyze gender equity issues in education and the workplace.



CAMPUS LEADERSHIP: We help shape the lives of the next generation of women leaders.



STEM EDUCATION: We are leveling the playing field for girls and women in science, technology, engineering, and mathematics.



PUBLIC POLICY: We advocate for policies that advance equity for women and girls.



CASE SUPPORT: We support challenges to sex discrimination in higher education and the workplace.



EDUCATIONAL FUNDING: We provide educational and lifelong learning opportunities for women.



GLOBAL CONNECTIONS: We respond to the global development needs of women, helping them contribute to the economic and social development of their countries.



MEMBER LEADERSHIP: We provide leadership development opportunities to AAUW members.



SALARY NEGOTIATION: Through our Financial Literacy programs, we are fighting to close the pay gap, one workshop at a time.

AAUW.ORG

NATIONAL PROGRAMS with LOCAL BRANCH INVOLVEMENT:

AAUW GRANTS & FELLOWSHIPS FUND is one of the largest source of funding exclusively for graduate women in the world. The foundation supports: aspiring scholars around the globe, teachers and activists in local communities, women at critical places in their careers, and those pursuing professions where women are underrepresented. *(Right) Dr. Bonnie J. Williams-Farrier, American Fellow*



COLLEGE/UNIVERSITY (C/U) PARTNER membership opens doors to AAUW grants and fellowships, leadership training, professional development, and advocacy tools. **Victor Valley College is a C/U Partner.** VVC students are eligible to be free E-student affiliate membership.

LEGAL ADVOCACY FUND (LAF) challenges sex discrimination in higher education and the workplace. LAF Case Support Travel Grants: These grants pay the travel expenses of AAUW-supported plaintiffs and their lawyers who are speaking at state conventions or regional meetings. *(Right) Attorneys Bobbi Taylor & Kyle Wooldrige discuss Title IX and its full impact at Schools*



TECH TREK is weeklong camps are designed for girls who will enter 8th grade in the fall to encourage girls in STEM (Science, Technology, Engineering & Math) in high school, college, and beyond. **In Summer 2016, we sent eight campers to UC Irvine. Campers were from Adelanto, Apple Valley, Hesperia, Snowline, and Victor Valley School Districts.**

LOCAL BRANCH PROGRAMS:

The Victor Valley Branch provides scholarships at Victor Valley College to reentry women who plan to attain a bachelor degree or higher through the **AAUW MEMORIAL SCHOLARSHIP FUND**. **In 2016-2017, we granted seven scholarships (\$1,500 each) to Victor Valley College students.** *(Right) 2015 Memorial Scholarship Recipients*



CWIMS – Celebrating Women in Mathematics and Science Conference is attended by middle school girls recommended by their science teacher for a day of science related workshops and keynote speaker, all by professional women in their field of science or math. *(Left) 2017 CWIMS “Water, Water, Everywhere” Conference Session*