

» BECOME PART OF SOMETHING GREATER «

# EARTH FROM ABOVE

Underwriting opportunities for the United States exhibition tour and first national public arts and education program of Picture Earth



EARTH FROM ABOVE is a stunning collection of large-scale, aerial photographs by world-renowned photographer, filmmaker and environmentalist, Yann Arthus-Bertrand.

Recently designated goodwill ambassador to the United Nations Environment Program, Arthus-Bertrand's groundbreaking and critically acclaimed outdoor exhibition has moved the hearts and minds of humanity, reaching over 130 million people in 120 cities worldwide since its Paris debut in 2000.

Sharing a new perspective on the need for sustainable living, Arthus-Bertrand brings into focus the complexity of issues before us with a universal message about beauty, appreciation and hope.

## PICTURE EARTH, Inc.

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Please consider the environment  
when printing this brochure.

Detail of the Thjórsá River, Iceland. (63°56' N, 20°57' W)

## Major Donor Invitation

# ABOUT THE PROJECT

## PICTURE EARTH, Inc.

a 501c(3) (pending) not-for-profit organization, is seeking donors for its first arts and educational program:

# SPONSOR HOPE

**\$25,000** ROLE MODEL

# SHOW YOUR COMMITMENT

**\$10,000** ACTION HERO  
**\$5,000** MOVERS & SHAKERS  
**\$2,500** CONCERNED CITIZEN



## EARTH FROM ABOVE

**Timeframe**  
 April - May 2010 (8 weeks)

**Timing**  
 Kicking off the 40th Anniversary of Earth Month

**Venue**  
 Bryant Park, New York City

**Attendance**  
 2,000,000 people



EARTH FROM ABOVE will launch in the United States in April 2010, kicking off the 40th anniversary of Earth Day in New York City's Bryant Park with an eight-week exhibit followed by a five-year, multi-city tour. Free to visit, this environmental public art exhibition and its accompanying educational programs will inspire millions of Americans.

Its mission is to promote sustainable living by increasing awareness of the global impact of our way of life and to highlight ways we can minimize that impact. The exhibit itself is completely green and is developed with the intention to set a new standard for the sustainable design of large-scale public art.

Role Models will underwrite one photo panel at the NYC exhibition. Each photo panel includes a "Hope Corner" featuring a real-world solution to address the critical issue the image brings into focus.

*Role Models are encouraged to highlight their own sustainable development initiatives or other programs they would like to support.*

## BENEFITS OVERVIEW

	ROLE MODEL	ACTION HERO	MOVERS & SHAKERS	CONCERNED CITIZEN
<b>Offered</b>	<b>50</b>	<b>150</b>	<b>250</b>	<b>unlimited</b>
<b>Contribution</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
Your logo or name featured on the photo panel for the entire exhibition viewed by more than 2 million people.	X			
Your story on the photo panel: a text highlighting your company's or foundation's sustainability efforts.	X			
Opportunity to be a recognized as Host of the pening Night Gala.	X			
Listing in the Opening Night Gala Program and commemorative souvenir book.	X	X	X	X
A pair of tickets to the Opening Night Galas in the cities of your choice.	VIP tickets for 2 cities	VIP tickets for 2 cities	Tickets for 1 city	
Advance opportunity to buy a limited number of Opening Night Gala tickets on a first-come, first-serve basis before they go on sale to the general public.				X
Opportunity to receive intimate tours of the exhibition with a private tour guide.	X	X	X	
Invitations to Earth From Above special events and celebrity promotions.	X	X	X	
A personal thank you letter from Yann Arthus-Bertrand.	X	X	X	
A signed copy of EARTH FROM ABOVE, Yann Arthus-Bertrand's best-selling coffee table book.	X	X	X	
A 8" x 10" aerial print of the Earth From Above U.S. launch in NYC.	X	X	X	X

## Join the Support Team

Earth From Above will accept all contribution levels for donations that do not meet the dollar amounts outlined in this invitation. For additional ways to give please visit

[www.EarthFromAboveUSA.com](http://www.EarthFromAboveUSA.com)



Fields Of Tulips, Near Lisse, Amsterdam, Netherlands  
 (52°15' N, 4°37' E)

**Sponsorship dollars and grant contributions are fully tax-deductible.**