January 2010

I am writing to request your attendance and support in sponsorship for the Seattle Grand Challenges Summit Conference, part of the National Academy of Engineering’s Grand Challenge Summit Series. This seminal event will position engineers in the Pacific Northwest to play a pivotal role in shaping how scientists and engineers tackle the world’s toughest challenges. We take our role in educating tomorrow's engineers seriously and must ensure these students are exposed to both the challenges and development of solutions for the major issues of our time. The conversations occurring during the Grand Challenges Summit Conferences are important and I hope you’ll join me in supporting this event.

May 2-3, 2010
Seattle, WA

We are proud to host the Seattle Summit and are seeking corporate, foundation, and individual sponsors to enable student attendance at the conference. We hope you’ll support the conference and also attend. More information about the Seattle Summit and sponsorship levels follow.

Matt O’Donnell

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Frank and Julie Jungers Dean of Engineering
University of Washington

The National Academy of Engineering (NAE) is part of the National Academies, advisers to the nation on science, engineering, and medicine. The National Academy of Engineering, at the request of the National Science Foundation, convened a committee of leading technical thinkers to create a list of the grand challenges and opportunities for engineering facing those born at the dawn of this new century. The committee’s final conclusions were released in February, 2008, which resulted in the list of “Grand Challenges.” The first Grand Challenges Summit was held March 2009 in Durham, NC. The first Summit created an opportunity for dialogue that will continue during the 2010 regional summit meetings.
The Grand Challenge Summit Series is a call to action and serves as a focal point for society's attention to the most important opportunities that challenge our quality of life. The Grand Challenges Summit Series represents a commitment to sustain critical dialogue and engagement with grand challenge problems and to change the way we educate our students in order to better prepare them for the challenges ahead. More information on the series can be found at http://summit-grand-challenges.pratt.duke.edu/.

The goals of the Summit Series are to....
1. Enhance student interest in engineering and science.
2. Increase the visibility and importance of engineering and science to society.
3. Underscore the importance of recognizing that engineering education must be coupled to policy/business/law and must be student-focused.
4. Enhance student interest in engineering, science, and technology entrepreneurship.
5. Foment future collaborations of interested scientists, engineers, policy makers and researchers in business, law, social sciences and humanities needed to successfully address these complex societal issues.

Grand Challenge Summit in Seattle
May 2-3, 2010
The Summit is a two-day event that includes leading experts in engineering, science, policy experts, and industry leaders focused on these two topics:

- **Engineering better medicines** - Ideally, doctors would be able to diagnose and treat people based on individual differences, a concept commonly referred to as “personalized medicine.” At its core, personalized medicine is about combining genetic information with clinical data to optimally tailor drugs and doses to meet the unique needs of an individual patient. Eventually, personalized medicine will be further informed by detailed understanding of the body’s distinct repertoire of proteins (proteomics) and complete catalog of biochemical reactions (metabolomics). Multiple challenges remain in the quest for a widespread effective system of personalized medicine.

- **Engineering the tools of scientific discovery** - engineering expertise is required to design the tools, instruments, and systems that make it possible to acquire new knowledge about the physical and biological worlds.
  - eScience- transforms how scientists find and make use of massive volumes of data that must be captured, transported, stored, organized, accessed, mined, visualized, and interpreted to extract knowledge.
  - Exploring the Universe- is the universe host to forms of life anywhere else than on Earth? Systems capable of probing the cosmos for evidence surely represent one of engineering’s grandest challenges. The allure of space extends well beyond the desire to seek novel life and explore new phenomena. Space represents the mystery of existence itself.
Student Design Competition:
Student teams are invited to submit posters and research related to the National Academy of Engineering’s Grand Challenges. Student posters are displayed on the first day of the Summit.

Prizes are awarded to the best posters. The 1st place poster winner from each regional competition site will participate in the culminating National Grand Challenges Summit meeting to be held in Los Angeles, CA in Fall 2010.

Audience:
Conference participation will include NAE members, university students from the local colleges and universities, policy experts, and professional engineers. Anticipated total attendance is approximately 500 for Seattle Summit.

Why sponsor the NAE Grand Challenges Summit?
Universities across the U.S. are answering the call to action raised by the National Academy of Engineering (NAE) in partnership with the National Science Foundation. That call has focused public attention on the NAE Grand Challenges, a critical grouping of problems that must be addressed and solved in order to maintain our national security, quality of life and sustainable future. Addressing issues this complex requires innovation and cooperation from engineers of all kinds, as well as policy makers, economists, geologists, biologists and sociologists.

The Summit series is bringing national attention to the urgency of these challenges. Thought leaders around these topics will participate in the discussion. Companies and organizations will have an important seat at the table for these discussions. Supporting the Seattle Summit demonstrates your commitment to solving national challenges for the benefit of the US and world.

Sponsorship Levels and Benefits

Diamond $75,000
- Recognition in the event program
- “The Grand Challenges Summit sponsored by (organization name)” banner to be displayed
- Full-page ad in the event program
- Recognition in online media, including web site
- Kiosk space during Summit for display of organizational information
- Complimentary registrations (eight)
- Copies of Summit reports
- Priority seating at Summit sessions
- Invitation to attend private dinner with speakers (two)
Platinum $50,000
- Recognition in the event program
- Company logo on sponsors banner on display
- Half-page ad in the event program
- Recognition in online media, including web site
- Kiosk space during Summit for display of organizational information
- Complimentary registrations (six)
- Copies of Summit reports
- Priority seating at Summit sessions

Gold $25,000
- Recognition in the event program
- Company logo on sponsors banner
- Half-page ad in the event program
- Recognition in online media, including web site
- Complimentary registrations (four)
- Copies of Summit reports
- Priority seating at Summit sessions

Silver $10,000
- Recognition in the event program
- Company logo on sponsors banner
- Half-page ad in the event program
- Recognition in online media, including web site
- Complimentary registrations (two)
- Copies of Summit reports
- Priority seating at Summit sessions

Bronze $5,000
- Recognition in the event program
- Quarter-page ad in the event program
- Recognition in online media, including web site
- Complimentary registrations (two)
- Copies of Summit reports
- Priority seating at Summit sessions

Sponsor $1,000
- Recognition in the event program
- Quarter-page ad in the event program
- Recognition in online media, including web site and copies of Summit reports

More information:
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Please send sponsorship payments to:
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Check payable to:
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