



BLUEPRINT EARTH

BLUEPRINT EARTH.ORG - A 501(c)(3) Nonprofit Organization

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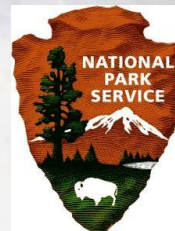
Blueprint Earth's expedition team of scientists and students in the Mojave Desert field area.

THE MISSION

Blueprint Earth is an environmental, scientific, and educational revolution. Founded in 2013 by scientists, educators, and businesspeople, Blueprint Earth is disrupting the way we see our world's environments. We are using small chunks of knowledge to generate big-picture understandings of the world around us in ways that have never been done before. This is science on a new level. This is knowledge for the whole planet.

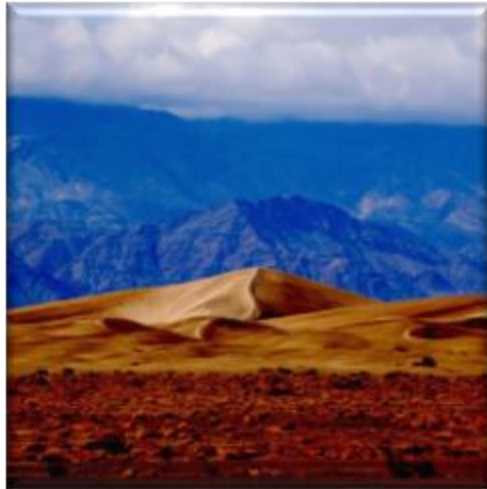
Our proof-of-concept site is in California's uniquely harsh Mojave Desert. It's a world apart from city life, yet just a short drive from the concrete jungles of Los Angeles and the neon fantasyland of Las Vegas. Experts in geology, biology, hydrology, and atmosphere are teaming with students to collaborate across industry, academia, and government in the greatest discovery effort of our time.

Our teams of scientists and students are digging deep into the heart of the desert itself – into the vibrant center of the ecosystem. We are unlocking Earth's secrets one by one. We are discovering how everything is connected in the ecosystem, how the circle is completed. We do this so that we will finally understand the pieces of the puzzle. We do this so that no matter how fragile the house of cards, we will know what holds it together. We do this for our future...for everyone's future.

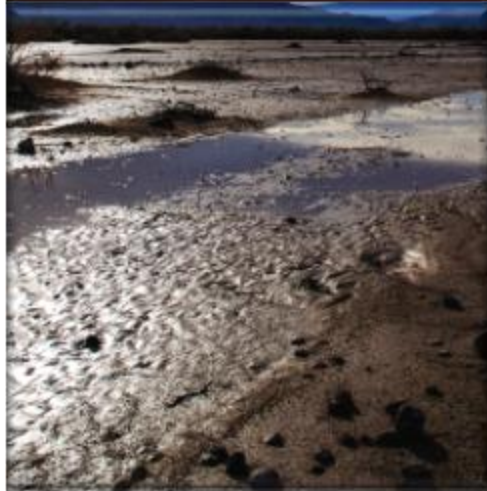


TARGETS

GEOLOGY



BIOLOGY



HYDROLOGY

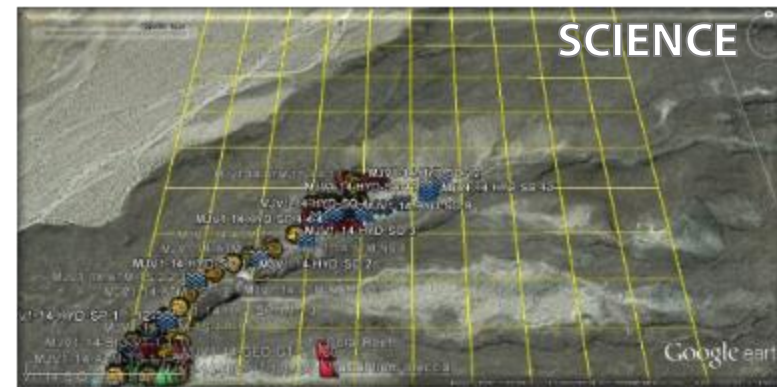


ATMOSPHERE



ENVIRONMENT

Preserve
threatened
environments
for the future



SCIENCE

Jumpstart
revolutionary
scientific
discoveries



EDUCATION

Educate the
planet's next
generation of
leaders

OPPORTUNITIES

OCEAN CIRCLE \$10,000

- Sponsorship at this level sustains our environmental efforts for a year
- Your organization receives \$12,000 in Google AdWords advertising about your contribution to our work
- Your logo and contribution are highlighted on our website, which averages over 200 unique visitors per day



MOJAVE CIRCLE \$2,000

- Sponsorship at this level funds the participation of 10 students in our field work
- Students all receive lodging, food, transportation, and expert environmental career training worth \$3,000 each
- Your organization will contribute \$30,000 in value to students who could not normally afford this training

ARCTIC CIRCLE \$540

- Sponsorship at this level funds 1% of our field work
- Your company or family's name will be on a virtual monument in our online public database
- You will receive a frame-ready satellite photograph of your individual section of the Mojave Desert environment



OCEAN CIRCLE

- Dedicated partner page on BlueprintEarth.org with your logo and story
- Monthly goal of 1,000 views (measured specifically on your partner page)
- Your investment in students and environment is multiplied in value to \$133,000
- Synchronized marketing campaigns and collateral marketing during field work
- Your brand info publicized at our partner universities in promotional materials

MOJAVE CIRCLE

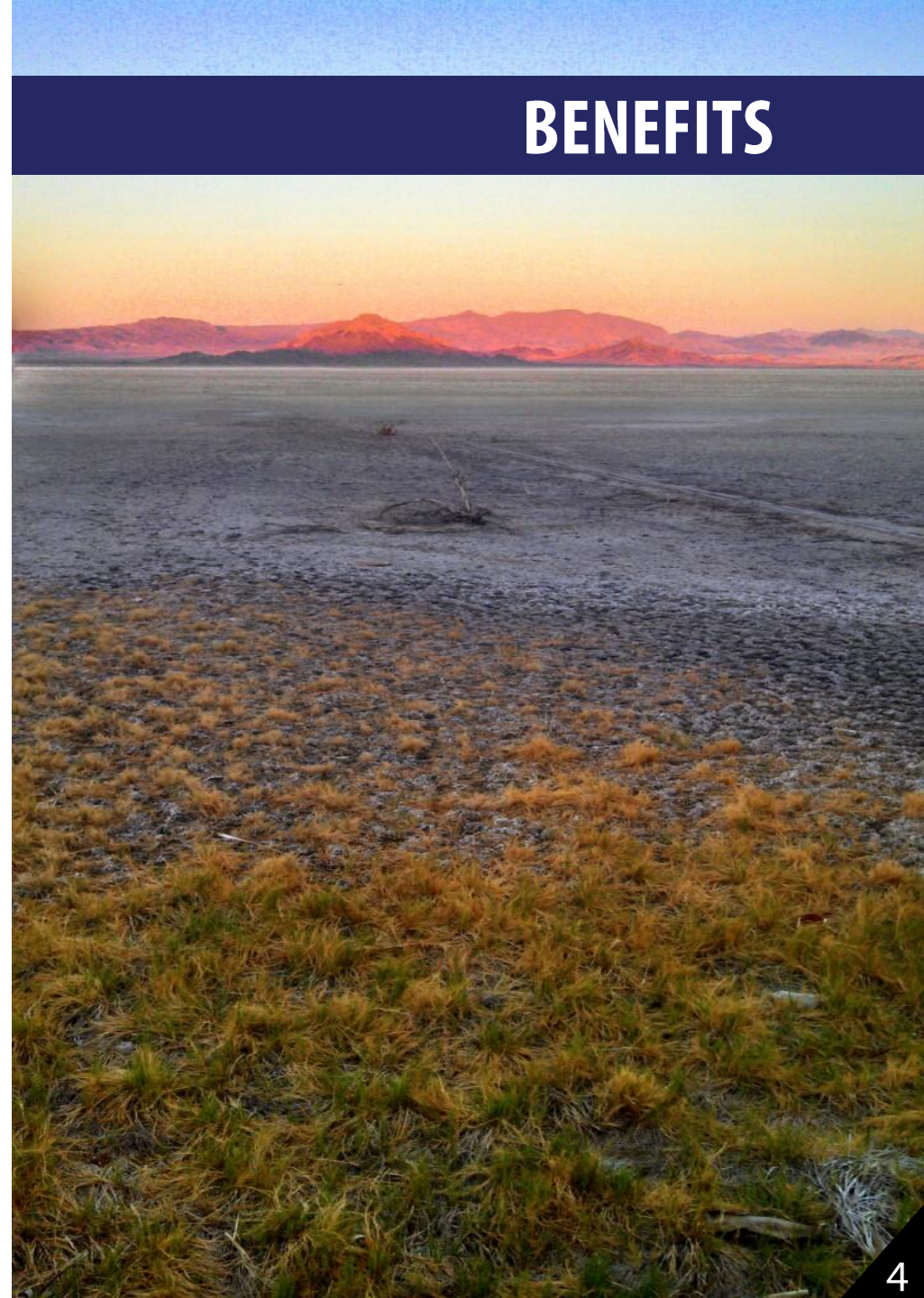
- Mutual website linking to increase internet traffic
- Prominent placement of your organization's logo on BE website
- Your investment in students and environment is multiplied in value to \$32,000
- Your brand info publicized at our partner universities in promotional materials

ARCTIC CIRCLE

- Placement of your organization's name on BlueprintEarth.org
- Blueprint Earth will feature your organization on our social media accounts
- Use of Blueprint Earth logo on your own marketing materials
- Differentiate your organization as one that contributes to help save our planet

All contributions are fully tax-deductible!

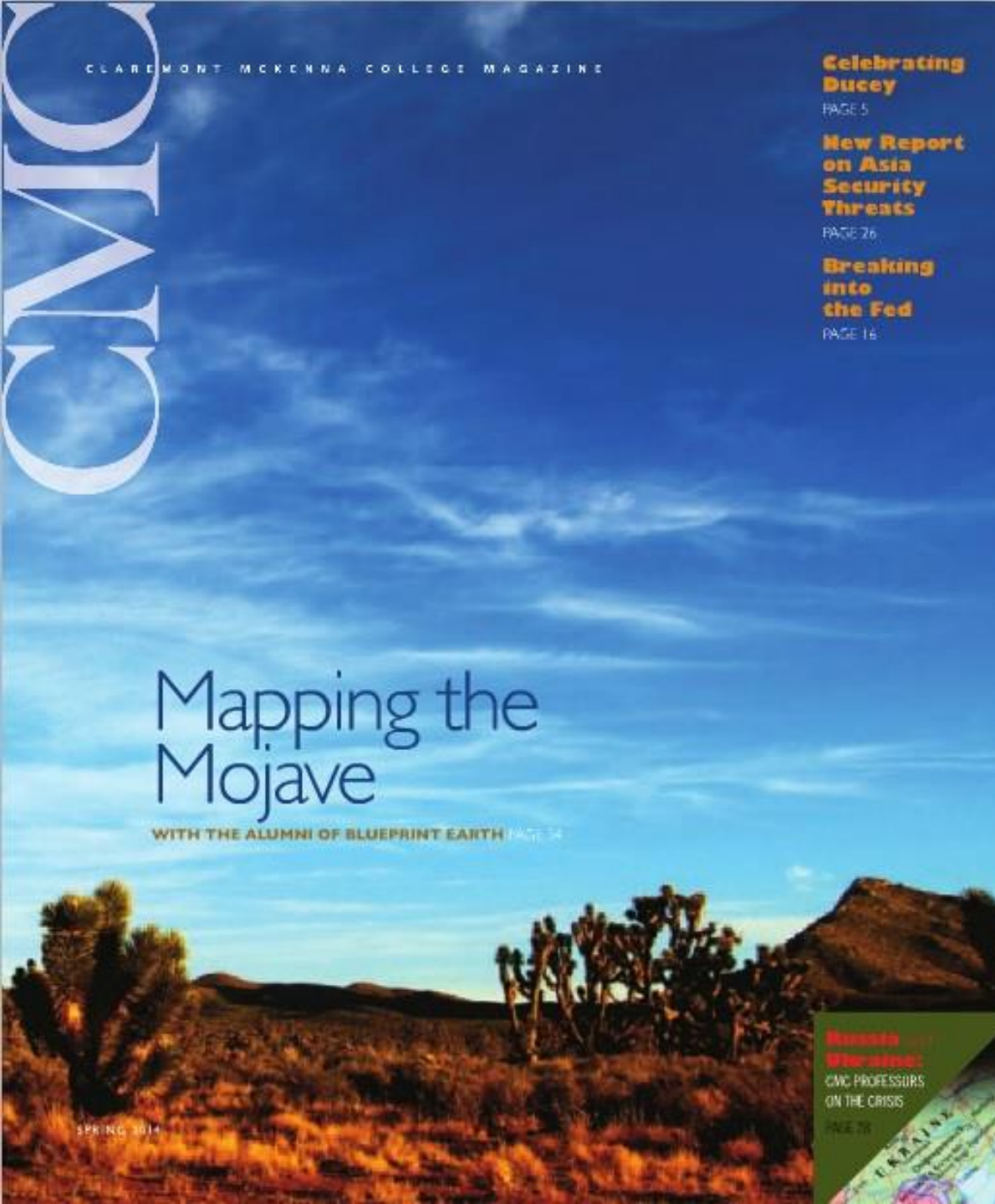
BENEFITS



PAST EXPEDITIONS

- Spring 2014 - first field work season
- 20 undergraduate and graduate field volunteers
- Over 50 total volunteers
- Entirely crowdfunded!
- Supervisory scientists from industry, government, and academia
- 72% female researchers and 50% non-white researchers
- Recorded over 500 unique environmental observations
- Engaged public and private universities and colleges





PRESS

“This has the potential to be a hugely important project.”

- Debra Hughson

National Park Service Science Advisor – Mojave National Preserve

Since its founding in 2013, Blueprint Earth has been featured in a variety of publications, most notably The Huffington Post (quoted) and Claremont McKenna College Magazine (pictured).

Blueprint Earth's founder, scientist Jess Pelaez, has been profiled in CSULA Alumni Magazine, Smith Alumnae Quarterly, and numerous entrepreneurial blogs, including Clarity and Attendly. She is often a featured writer for Huffington Post.

Blueprint Earth relies on the contributions of volunteer scientists, whose work has been published in *Science*, *Mammalogy*, *Biodiversity and Conservation*, *Systematic Botany*, *Journal of Hydrology*, *Geology*, *EOS*, and other top-tier scientific journals. Previously, their work has been funded by the US Geological Survey, NASA, National Geographic, the National Science Foundation, and more.

CONTACT

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