September 1, 2015

Dear RSA Fellows and Colleagues:

The Royal Society of Arts has a 260 year history of social progress and innovation with an
organizational mission to enrich society through ideas and action. Awarded since 1957, and one
of the society’s two highest honors, the Benjamin Franklin Medal is conferred to those who
have made profound differences in areas closely linked to the RSA’s agenda.

The 2015 Benjamin Franklin Medal will be awarded to TED’s Chris Anderson on November 23 at
7:00 pm at The Benjamin Hotel, 125 East 50th Street, New York City, NY 10022.

There could be no one more worthy to accept the Benjamin Franklin Medal than Chris
Anderson. He is a change agent, idea generator, philanthropist, and social entrepreneur who
has impacted global access to ideas worth spreading through the curation and development of
TEDTalks. The TED platform has sparked collaborative action for pressing social challenges, and
the RSA is honored to acknowledge Chris Anderson’s significant global impact.

Recognizing your passion for the mission of the RSA, we welcome you to join us in honoring
Chris Anderson and the exceptional history of the Benjamin Franklin Medal as a 2015 BFM
Sponsor. Please find sponsorship levels and details attached.

The mission of The Royal Society for the encouragement of Arts, Manufactures and Commerce
is to create the conditions for the enlightened thinking and collaborative action needed to
address today’s most pressing social challenges. The Society was founded in 1754 and was
granted a Royal Charter in 1847. Benjamin Franklin was one of the first RSA Fellows in the
United States. Today there are more than 27,000 Fellows worldwide.

The RSA’s US affiliate, Fellows of the RSA in the United States (RSA-US), is incorporated as a
501(c)(3) charitable, tax-exempt organization.

Please contact Katie Wilson, RSA-US Interim Executive Director at katie.wilson@thersa.org or
423.402.6704 to further discuss sponsorship opportunities and seating reservations. The
deadline for sponsorships and individual seating reservations is October 15.

We hope to see you at the 2015 Benjamin Franklin Medal Ceremony and Gala Dinner.

Sincerely,

Haris Hromic
RSA-US Trustee and BFM Chair
2015 Presentation of the Benjamin Franklin Medal
Ceremony and Gala Dinner Honoring TED’s Chris Anderson
November 23, 2015 at 7:00 pm
The Benjamin Hotel
New York City

2015 Sponsorship Opportunities

Platinum Sponsor: $10,000
Sponsorship Recognition

• 20 seats at the Medal Presentation Gala Event, listing as Platinum Sponsor on all event promotional materials (as print date permits), listing on RSA-US microsite, listing on event program materials

Gold Sponsor: $5000
Sponsorship Recognition

• 10 seats at the Medal Presentation Gala Event, listing as Gold Sponsor on all event promotional materials (as print date permits), listing on RSA-US microsite, listing on event program materials

Silver Sponsor: $2500
Sponsorship Recognition

• 5 seats at the Medal Presentation Gala Event, listing as Silver Sponsor on all event promotional materials (as print date permits), listing on RSA-US microsite, listing on event program materials

Sustaining Committee: $1000
Sponsorship Recognition

• 2 seats at the Medal Presentation Gala Event, listing as Sustaining Committee on all event promotional materials (as print date permits), listing on RSA-US microsite, listing on event program materials

Individual Seating or Benjamin Franklin Medal Support: $250

• One seat for the ceremony and gala dinner or fully tax-deductible donation for those Fellows not able to attend but wish to make a contribution toward the Benjamin Franklin Medal Fund
BENJAMIN FRANKLIN MEDALISTS

1957 Professor F. C. Williams
1958 Peter Ustinov
1959 H. G. Nelson
1960 Robert Nicholson
1961 Alick Dick
1962 Lord Rootes
1963 John Hay Whitney
1964 Sir Evelyn Wrench
1965 Paul Mellon
1966 Sir Denis Brogan
1967 Dr. Deltev Bronk
1968 Peter Wilson
1969 Dr. Louise Booker Wright
1970 Sir Denning Pearson
1971 David Bruce
1972 Sir William Walton
1973 Alistair Cooke
1974 Dame Margot Fonteyn
1975 Wilmarth Sheldon Lewis
1976 Harold MacMillan
1977 J. William Fulbright
1978 Dr. Ivor Armstrong Richards
1979 Professor Henry-Russel Hitchcock
1980 Professor Sir Bernard Lovell
1981 Lincoln Kirstein
1982 Lord Sherfield
1983 Dr. Lewis Mumford
1984 Lord Richardson
1985 Professor Harry L. Hansen
1986 Sir David Willis
1987 Kingman Brewster
1988 Professor Esmond Wright
1989 Sam Wanamaker
1990 Sir David Attenborough
1991 Ed Streater
1992 Robert Venturi Denise Scott Brown
1993 Sir John Templeton
1994 Sir John Templeton
1995 The Honorable Raymond G. H. Seitz
1996 Sir David Putnam
1997 William R. Hewlett
1998 Sir Alex Trotman
1999 Senator George Mitchell
2000 Dame Judi Dench
2001 Ambassador Philip Lader
2002 Dame Marjorie Scardino
2003 General Sir Colin Powell
2004 Sir Jonathan Ive, RDI
2005 Dr Amory Lovins
2006 Sir Ken Robinson
2007 Professor Elizabeth Gould
2008 Sir Ken Robinson
2009 Professor Jonathan Israel
2010 Professor Lawrence Sherman
2011 Professor Jonathan Israel
2012 Ambassador Philip Lader
2013 Walter Isaacson