



Rancho Obi-Wan (ROW) is a non-profit *Star Wars*™ memorabilia museum on the outskirts of wine country in Sonoma County, California, just a 50-minute drive north of San Francisco. It is an eye-popping, wonder-inducing, interactive experience for fans of the saga of all ages and from all over the world. Recently remodeled, its nearly 9,000 square feet of space houses 35 years of *Star Wars* treasures from all over the world, from movie-used props to tubes of toothpaste, from hundreds of works of art to thousands of posters, from every action figure and vehicle ever made to fan-created piñatas.

Now, for the first time, every fan can take an active role in supporting the mission of **Rancho Obi-Wan**, and also arrange a tour of the collection led by the man who assembled it all, Steve Sansweet, subject to certain conditions (see Information and Policies section below). Steve, author of 14 *Star Wars* books and for 15 years Lucasfilm's Ambassador to *Star Wars* fans everywhere, has a storehouse of knowledge about the hundreds of thousands items in the collection, and spins delightful, often amazing, stories during tours.

Public support is vital to the mission of **Rancho Obi-Wan**: to educate and inspire using the collection, the *Star Wars* phenomenon, and people connected with or influenced by the saga. Fans can join **Rancho Obi-Wan** at one of the various membership levels, visit the collection, make a donation to support its ongoing activities, or rent the museum for events ranging from business meetings to weddings.

ANNUAL MEMBERSHIPS

\$35 Initiate

- Quarterly email newsletter with the latest news about **ROW**
- Mailed welcome letter from Steve Sansweet
- Exclusive Charter Membership card
- Exclusive 2012 Charter Member patch
- \$30 discount towards tour-level membership within a year of purchase

\$75 Apprentice

- Quarterly email newsletter with the latest news about **ROW**
- Mailed welcome letter from Steve Sansweet
- Exclusive Charter Membership card
- Exclusive 2012 Charter Member patch
- A **Rancho Obi-Wan** T-shirt
- \$30 discount towards tour-level membership within a year of purchase

\$200 Knight

- One tour of **Rancho Obi-Wan** for 2 people led by Steve Sansweet. Both will get:
 - Quarterly email newsletter with the latest news about **ROW**
 - Mailed welcome letter from Steve Sansweet

- Exclusive Charter Membership card
- Exclusive 2012 Charter Member patch
- A 10% discount on all **ROW** merchandise
- Up to two additional guests can accompany the tour at \$120 each.

\$600 Master

- One tour of **Rancho Obi-Wan** for up to 5 people led by Steve Sansweet. Each guest will get:
 - Quarterly email newsletter with the latest news about **ROW**
 - Mailed welcome letter from Steve Sansweet
 - Exclusive Charter Membership card
 - Exclusive 2012 Charter Member patch
 - A 10% discount on all **ROW** merchandise
 - Name recognition in newsletter for each guest
- Up to four additional guests can accompany the tour at \$130 each.

\$1,300 Grand Master

- One tour of **Rancho Obi-Wan** for up to 10 people led by Steve Sansweet. Each guest will get:
 - Quarterly email newsletter with the latest news about **ROW**
 - Mailed welcome letter from by Steve Sansweet
 - Exclusive Charter Membership card
 - Exclusive 2012 Charter Member patch
 - A 10% discount on all **ROW** merchandise
 - Name recognition in newsletter for each guest or for the group
- Up to nine additional guests can accompany the tour at \$140 each.

PLUS: In addition to the items above, **ROW** is planning members-only events, other special activities, and exclusive merchandise. Details will be sent to members.

EVENTS WITH TOURS

Rancho Obi-Wan has space for you to host small to medium-sized events. These can include business meetings, brainstorming sessions, video screenings, catered lunches or dinners, receptions, weddings, birthday parties for youngsters or adults, retirement parties, anniversaries, and other special celebrations or events.

Depending on the size of the event and lead time, some of the following services will be required or can be arranged: catering, cake or other special dessert, floral, photography, videography, tents & tables, beverage service, portable toilets, shuttle buses, invitations, goody bags, sheriff's security, and marriage ceremony. (Steve has been the officiant at a number of marriages. Please ask us for details about having him perform your ceremony.)

The Events with Tours consist of a regular tour of **Rancho Obi-Wan** led by Steve Sansweet, followed by a Member-hosted reception or event after the tour at the member's expense. Each guest will receive an Initiate membership and name recognition in the newsletter for each guest or for the group.

The cost of the Events with Tours is based on staffing to handle the given number of guests for a period of around four to five hours. **Rancho Obi-Wan** staff has the ability to plan and provide a turn-

key event by taking care of all planning and details in consultation with the host, who is responsible for paying all outside costs related to the event.

The cost levels are:

- Up to 20 guests, \$3,000
- Up to 40 guests, \$6,000
- Up to 60 guests, \$10,200
- Up to 80 guests, \$13,600
- Up to 100 guests, \$17,000
- Maximum 120 guests, \$20,400

DONATIONS

We count on the generosity of fellow fans, foundations, and public and private companies to help us reach our goals including **Rancho Obi-Wan's** educational and creative activities, its gifts of tours to other non-profits and charitable fund-raisers, its public outreach, and the maintenance of the building and collection. All donations will be tax deductible once the IRS grants our 501(c)(3) status, which we expect in the first half of 2012.

We are creating and will prominently display a **Rancho Obi-Wan** "Wall of Stars" to honor our donors. The wall will have donors' names on permanent plaques and stars depending on the level of donation. These are:

\$150	Friend of ROW
\$500	ROW Sponsor
\$1,000	ROW Benefactor
\$5,000	ROW Angel
\$10,000	ROW Patron

- Gift certificates are available to purchase for any level of donation.
- All donors will receive a handsome certificate attesting to their level of donation.
- All donors at the Benefactor and above levels will receive a customized Lucite star as a recognition gift and have their names prominently listed in email newsletters.
- There are also customized naming and other opportunities at higher levels of donations.
- **ROW** will accept donations of newly-produced merchandise from licensees in return for placement and other marketing opportunities.
- The staff at **Rancho Obi-Wan** is available to discuss these and other ideas with you.

INFORMATION AND POLICIES

Steve Sansweet-led Tours

Steve plans to lead every tour confirmed by **Rancho Obi-Wan**. In the event that professional obligations cause Steve's absence, **ROW** will inform guests at the earliest possible time, but no later than a week prior to the planned tour. In the event of illness or an Act of God, **ROW** will inform guests as soon as it has that information. The guest(s) will then have the option to take the tour given by another guide, reschedule at no penalty within 12 months, or get a full refund.

Tour Policies

Rancho Obi-Wan is not open to the general public except through reserved membership tours. It is housed on private property in a rural-residential neighborhood outside Petaluma, California. Please be considerate of our neighbors by not arriving early for your tour. Parking on the street is not permitted; walking there is dangerous because of the narrow road. Limited parking is available inside the **ROW** gates by previous arrangement and only at the time of your tour.

Tours are about 2 hours in length and include many photographic opportunities and some time to spend in both the game arcade and at the **ROW** General Store, stocked with exclusive logo merchandise. Questions, photographs, and video are allowed and encouraged. Each child under 13 leaves with a treat from the toy box! Payment is due when the tour is booked.

- Tours and events must be scheduled within a year of purchase.
- All guests must submit their names, mailing addresses, and email and phone numbers in advance.
- No unaccompanied children under the age of 13.
- One supervising adult is required for every four children under the age of 13.
- We do not guarantee admission and have the right to refuse entry to anyone.
- Tours can be cancelled up to three days in advance and be rescheduled within 12 months.
- Please call if you are going to be late for your tour.
- Please do not arrive early for your tour.
- All bags and coats must be checked at the door.
- You must follow your tour guide through the museum.
- There is no running or rough-housing in the museum.
- Please do not touch or pick up any item in the collection unless handed to you by your guide.
- You are responsible for any damage you cause to the collection or the building.
- **Rancho Obi-Wan, Inc.** is not liable for injuries or losses over which it has no control.
- No food or drink allowed, except during events.

Privacy Policy

Rancho Obi-Wan uses Constant Contact to send email newsletters and other related information. Your email address is kept private and you may unsubscribe at any time. We will never sell your address or use it for any purpose other than to communicate with you about **Rancho Obi-Wan**.

All Information, prices and policies are subject to change without notice. For more information email info@ranchoobiwan.org.

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