Why Support Philadelphia Science Festival?

Engineered by The Franklin Institute, the Philadelphia Science Festival is an annual celebration that empowers the region's leading scientific, educational, and cultural institutions to collaborate in creating unique events that inspire interest in science. Festival activities illuminate how science is a part of everyday life and inspire attendees to feel excited and curious about science. Since its inception in 2011, the Festival has worked with thousands of STEM professionals and activity providers from over 500 organizations throughout the region.

We believe something special happens when people come together to inspire their community through creative collaboration. Each year, STEM professionals, local artists, and leading organizations from across the Philadelphia region join forces to create an unbelievable celebration of everything STEAM (science, technology, engineering, art, and math)!

The Philadelphia Science Festival is a powerhouse of science related sponsors comprised of institutional, private and public sector groups who are working together to increase the scope and depth of this remarkable event.

Our sponsors have reported that working together at the Festival has brought about camaraderie and pride amongst employees. Plus, it's fun! The Philadelphia Science Festival provides rich opportunities to connect with other like-minded individuals and organizations and to reach a diverse audience.
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TOP REASONS TO PARTICIPATE INCLUDE:

- Broaden Access to STEM
- Engage Employees/Students in the Community
- Connect & Collaborate with Other Science, Cultural & Educational Institutions
- Gain Community Visibility
- Extend your Mission & Organizational Goals
- Unique Branding and Exposure

2018 PHILADELPHIA SCIENCE FESTIVAL - BY THE NUMBERS -

50,000
TOTAL ATTENDEES

35,000
CARNIVAL ATTENDEES

200
PARTNER INSTITUTIONS

84 DIFFERENT EVENTS

34 SPONSORS

25 CITY WIDE STAR PARTIES (COVERING 600 SQ. MILES)

242 VOLUNTEERS (1900 SERVICE HOURS)

154 NON CARNIVAL ACTIVITIES

160 CARNIVAL ACTIVITIES

A NEW RECORD FOR US!
Overview of Top Programs:

In collaboration with 200 programming partners, the Philadelphia Science Festival offers nearly 85 unique events at venues spanning 7 counties. Experiments, performances, workshops, tours, and tastings connect scientists, teachers, and entrepreneurs with communities of young people, families, and adults interested in the roles science, technology, engineering, arts and mathematics (STEAM) play in today's world. Because of corporate supporters like you, more than 95% of the events are free to the public.

**CITYWIDE STAR PARTY**
Friday, April 26
Approximately 15 sites across the greater Philadelphia area will feature simultaneous stargazing events.

**STAR PARTY AFTER PARTY**
Friday, April 26
Join us for an evening that is truly out of this world while we party under the stars! Featuring dance parties in the planetarium, star-gazing on the roof, and our signature hands-on activities. It's definitely an event you won't want to miss! This event will be hosted at The Franklin Institute and will serve an adult audience.

**SCIENCE IN THE PARK**
Saturday, April 27
The Philadelphia Science Festival invades Hunting Park and Clark Park for a day of outdoor hands-on fun and exploration. These four-hour events will feature approximately 20 hands-on activities for all ages to enjoy. Attendance varies by location but historically each event sees anywhere from 200-700 kids and their adults.

**FISHTOWN SCIENCE CRAWL**
Sunday, April 28
The Philadelphia Science Festival takes “Sunday fun-day” to a whole new level! Featuring interactive science engagement opportunities at partnering bars, restaurants, and businesses for approximately 1,500 adults (and a few kids), this event has become an annual Festival favorite.

**BE A SCIENTIST!**
Sunday, April 28
Be a Scientist programs feature unique, engaging, hands-on experiences will provide behind the scenes access to the region’s labs, nature centers, farms, museums and other creative locations. The goal of the program is to highlight what STEAM experts do on a daily basis, and to give attendees the chance to “try” different careers.

**SCIENCE AFTER SCHOOL**
Monday, April 29 to Wednesday, May 1
Scientists, engineers, STEAM students and other experts provide interactive activities at programs in select community locations. Attendance varies by location, but activity providers can generally expect anywhere from 35 to 160 school-aged children. Programs run from 3:30 to 5:30 pm each day.

**SCIENCE CARNIVAL ON THE PARKWAY**
Saturday, May 4
The nine-day Festival culminates with this super-charged celebration of science! Your organization can provide engaging science experiments and demonstrations for all ages. Taking place from 10:00 am to 4:00 pm, this Festival favorite features more than 150 hands-on activities and draws approximately 35,000 visitors annually. There is a fee associated with exhibiting at the Carnival, and exhibitor rates will be available in early 2019.

Excluding the Carnival, any of the following events, are available for Naming Rights. See page 5 for a full listing of the Sponsorship Levels & Benefits for more information and to see if your organization is eligible.
#GETNERDYPHL
PhilaScienceFestival.org

## 2019 Sponsor Benefits

<table>
<thead>
<tr>
<th>FESTIVAL</th>
<th>Platinum $75,000</th>
<th>Gold $50,000</th>
<th>Silver $35,000</th>
<th>Bronze $25,000</th>
<th>Nickel $15,000</th>
<th>Copper $7,500</th>
<th>Titanium $3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo recognition on official Philadelphia Science Festival website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Naming Rights of signature program OR Property (to be mutually agreed upon)</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Presence at additional PSF events OR TFI educational events throughout the year</td>
<td>5 events</td>
<td>4 events</td>
<td>3 events</td>
<td>2 events</td>
<td>2 events</td>
<td>1 event</td>
<td></td>
</tr>
<tr>
<td>Recognition on print and digital materials including carnival maps &amp; select additional collateral</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
<td></td>
</tr>
<tr>
<td>Logo recognition on official PSF volunteer t-shirts (or other apparel)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td></td>
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<tr>
<td>Invitation to media events &amp; name recognition during remarks at select events</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Ad in festival program guide</td>
<td>full page</td>
<td>half page</td>
<td></td>
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<td>Reservations to ticketed events</td>
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<table>
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<tr>
<th>CARNIVAL</th>
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<th>Nickel $15,000</th>
<th>Copper $7,500</th>
<th>Titanium $3,000</th>
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</thead>
<tbody>
<tr>
<td>Science Carnival exhibit booth space</td>
<td>custom</td>
<td>custom</td>
<td>10x50</td>
<td>10x40</td>
<td>10x30</td>
<td>10x20</td>
<td>10x10</td>
</tr>
<tr>
<td>Multimedia assets (photo &amp; video) highlighting partnership provided post-festival (subject to a pre-selected time slot)</td>
<td>✓</td>
<td>✓</td>
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<td></td>
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<tr>
<td>Recognition on sponsor signage</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
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<tr>
<td>Branded booth space consultation including choice of location</td>
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<tr>
<td>Stand-out signage indicating sponsorship level</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to purchase volunteer boxed lunches</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Complimentary wristbands - Access into the VIP hospitality area</td>
<td>20</td>
<td>15</td>
<td>12</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Invitations to VIP happy hour sponsor appreciation event</td>
<td>20</td>
<td>15</td>
<td>12</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary parking spaces at the Institute</td>
<td>12+</td>
<td>10*</td>
<td>8*</td>
<td>6*</td>
<td>4*</td>
<td>2*</td>
<td>*</td>
</tr>
</tbody>
</table>

* In addition to exhibitor parking space (1 per 10X10 booth space)

CONTACTS: CASEY ANNE SATELL csatell@fi.edu 215.448.2378  |  BLYTHE TARBOX btarbox@fi.edu 215.448.1271

Benefits subject to change. Additional benefits may be mutually agreed upon. Pledges must be confirmed in writing by February 1, 2018 to qualify for benefits below (October 15 for custom branded booth consultation). Sponsors making pledges after this date may not be eligible for all benefits. All sponsors are entitled to receive training and support from TFI Educators to help create hands-on accessible activities for the Festival and Carnival. All sponsors receive the opportunity to purchase boxed lunches for their volunteers on the day of the Carnival (must be pre-ordered). All sponsors receive select photos of their Carnival booth and/or Festival activities distributed after the Festival.
How to Get Involved

HAVE QUESTIONS?
Reach out to your Philadelphia Science Festival Sponsorship Contacts at:

- Blythe Tarbox btarbox@fi.edu 215.448.1271
- Casey Anne Satell csatell@fi.edu 215.448.2378

SPONSORSHIP OPPORTUNITIES
Starts as low as $3,000. Contact us today to customize a sponsorship package that best fits your marketing and community engagement goals.

NEED MORE INFORMATION?
- Visit www.fi.edu/psf
- You can view the 2018 PSF Final Report here.
- Fill out this form and pledge your support today!

Upcoming Deadlines

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 23, 2019</td>
<td>Carnival Registration Opens:</td>
</tr>
<tr>
<td>March 15, 2019</td>
<td>Deadline to Sponsor the Festival.</td>
</tr>
<tr>
<td>March 29, 2019</td>
<td>Carnival Registration Closes.</td>
</tr>
<tr>
<td></td>
<td>All supporting documentation is due</td>
</tr>
<tr>
<td></td>
<td>(Indemnification Forms and Certificates of Insurance)</td>
</tr>
</tbody>
</table>

See you at the Festival!