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APRIL 26 - MAY 4

2019

# SPONSORSHIP GUIDE

[www.PhilaScienceFestival.org](http://www.PhilaScienceFestival.org) | #GETNERDYPHL



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## Why Support the 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.

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. **So, what are you waiting for? Become a sponsor of the Philadelphia Science Festival and join the fun!**

*We believe something special happens when people come together to inspire their community through creative collaboration.*



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### TOP REASONS TO PARTICIPATE INCLUDE:

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

### 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!

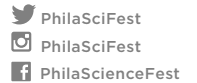


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## Overview of Top Programs:

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.





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## 2019 Sponsor Benefits

FESTIVAL	\$75,000	\$50,000	\$35,000	\$25,000	\$15,000	\$7,500	\$3,000
	Pt Platinum <small>78 195.08</small>	Au Gold <small>79 196.697</small>	Ag Silver <small>79 196.697</small>	Br Bronze <small>00 00.000</small>	No Nickel <small>00 00.000</small>	Co Copper <small>29 63.546</small>	Ti Titanium <small>22 47.867</small>
Logo recognition on official Philadelphia Science Festival website	✓	✓	✓	✓	✓	✓	✓
Naming Rights of signature program OR Property (to be mutually agreed upon)	✓	✓					
Presence at additional PSF events OR TFI educational events throughout the year	5 events	4 events	3 events	2 events	2 events	1 event	
Recognition on print and digital materials including carnival maps & select additional collateral	logo	logo	logo	logo	logo	logo	
Logo recognition on official PSF volunteer t-shirts (or other apparel)	✓	✓	✓				
Invitation to media events & name recognition during remarks at select events	✓	✓	✓				
Ad in festival program guide	full page	half page					
Reservations to ticketed events	✓	✓	✓	✓	✓	✓	

CARNIVAL	\$75,000	\$50,000	\$35,000	\$25,000	\$15,000	\$7,500	\$3,000
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Science Carnival exhibit booth space	custom	custom	10x50	10x40	10x30	10x20	10x10
Multimedia assets (photo & video) highlighting partnership provided post-festival (subject to a pre-selected time slot)	✓	✓					
Recognition on sponsor signage	logo	logo	logo	logo	logo	logo	text
Branded booth space consultation including choice of location	custom	custom	custom				
Stand-out signage indicating sponsorship level	✓	✓	✓	✓			
Opportunity to purchase volunteer boxed lunches	✓	✓	✓	✓	✓	✓	✓
Complimentary wristbands - Access into the VIP hospitality area	20	15	12	8	6	4	2
Invitations to VIP happy hour sponsor appreciation event	20	15	12	8	6	4	2
Complimentary parking spaces at the Institute	12+	10*	8*	6*	4*	2*	*

\* 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.

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## 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](http://www.fi.edu/psf)
- You can view the 2018 PSF Final Report [here](#).
- [Fill out this form](#) and pledge your support today!

## Upcoming Deadlines

- |                  |  |
|------------------|--|
| January 23, 2019 | Carnival Registration Opens:   |
| March 15, 2019   | Deadline to Sponsor the Festival.<br>Carnival Registration Closes.                           |
| March 29, 2019   | All supporting documentation is due<br>(Indemnification Forms and Certificates of Insurance) |

