



**Biocom
INSTITUTE
FESTIVAL OF
SCIENCE &
ENGINEERING**
San Diego

**Corporate Engagement
2017**

We are **PASSIONATE**

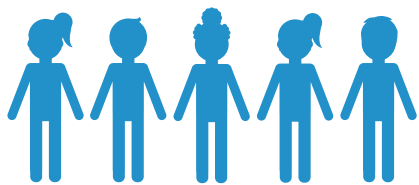
to explain to young people that science and technology is in everything we do, every day. We advocate for investing in STEM education as one of, if not the most, effective way to build a secure socio-economic environment for everyone regardless of race, creed, gender or personal beliefs. We feel that it is everyone's job, not just teachers, to spark that high level of excitement for science and engineering in the minds of young people. We subscribe to the principles of selflessly giving back to San Diego as a way to ensure our community's growth potential and quality of life. We lead by example in developing partnerships and initiatives that will advance this cause.



Festival Week 2016 by the NUMBERS

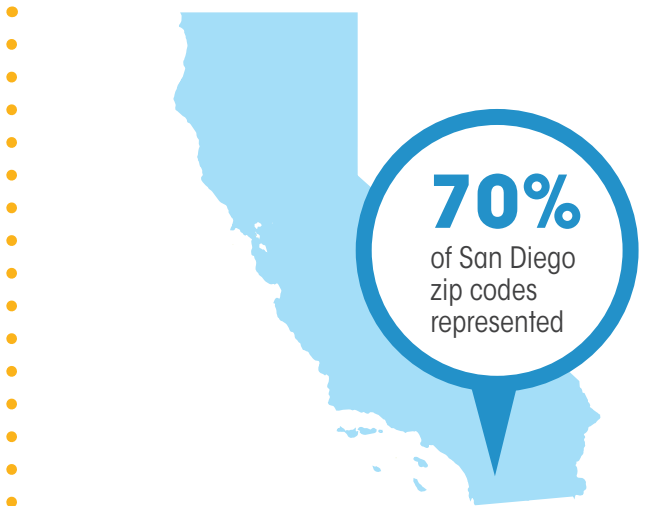
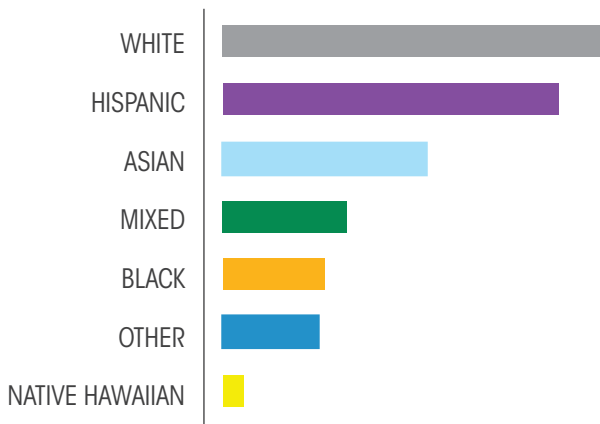


Festival Week drew a diverse group of attendees.



65,000+

attendees throughout
Festival Week



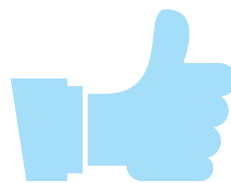
71%

of San Diego county
school districts
represented

Reactions from FESTIVAL ATTENDEES



99%
of EXPO Day attendees
became more aware of the
San Diego STEM industry



90%
of attendees
had fun with STEM



95%
felt inspired by
something they
did in STEM during
Festival Week



82%
learned something
new at EXPO Day



85% of attendees rated their
EXPO Day experience as
EXCELLENT or VERY GOOD



Community IMPACT

57
SPONSORS

51
NON-PROFITS

45
SCHOOLS/COLLEGES

15
PROFESSIONAL
ASSOCIATIONS

13
COLLABORATORS

9
FOUNDATIONS

8
COMMUNITY PARTNERS

6
COMMUNITY CENTERS /
LIBRARIES

It takes true community spirit and engagement to build a successful Festival Week that not only provides meaningful experiences, but sets a path for the future of San Diego.



90%
of events are
completely free



66%
of attendees planned
to eat out and/or shop
before or after EXPO



71%
of respondents
planned to spend
between \$26-\$100



Leaving a **FOOTPRINT**



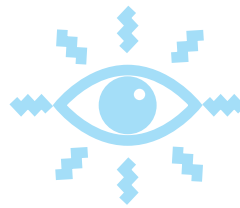
225K

#lovestemsd
impressions



115

media placements



25.8M

audience reach



\$381K

estimated publicity value

88%

of attendees became
more aware of STEM as
part of their daily life





.....

“What a wonderful way to spark interest in your children’s lives! Seriously a gift that adults can give to children and it was free - so many interactive events and hands on activities for all ages!”

Sophia Del Rey, Parent

Support Our PROGRAMS



CHARITY GOLF TOURNAMENT

Join us for a beautiful day of golfing at the exclusive Santaluz Club to benefit the Biocom Institute's programs. The 2017 tournament will take place on Monday, May 1st. Player fees start at \$400 for Biocom members, \$500 for non-members. A foursome is \$1,300 for Biocom members and \$1,600 for non-members.

Sponsorships range from \$1,500 to \$12,000.

CHIEF SCIENCE OFFICERS

In response to the White House Administration's call to expand early childhood STEM education, organizations across the nation are launching innovative efforts to build regional and statewide STEM programs. Southern California's grassroots CSO program positions middle and high school age students at the center of STEM advocacy, student experience and community action, organically elevating the popularity of STEM subjects through peer-to-peer interaction and by building communities of practice. The CSO strategy approaches school transformation at the socio-cultural level to foster student involvement and voice in STEM education.

Sponsorship opportunity levels for this program vary and are customizable.

DESIGN COMPETITION

A K-12 competition highlighting the "A" (Arts) in STEAM. Students submit their best artistic expressions of what "STEM" looks like to them for a chance to win top billing on Biocom Institute's 2017 Festival of Science & Engineering merchandise. Exposure through our marketing outlets to all San Diego County school districts, students and parents. Exclusive company branding on the sleeves of all printed t-shirts worn by collaborators, sponsors and purchased by guests.

Sponsorship of this program is \$20,000

“What fascinates me about the Biocom Institute Festival of Science & Engineering is the engagement level of kids of all ages, backgrounds, and ethnicities. San Diego is fortunate to have the Festival and will reap the benefits of the sparks it generates in our students to pursue careers in STEM well into the future.”

Liisa Bozinovic, Executive Director
Biocom Institute



HACK-A-THON FOR HEALTH

Improve lives with data through competition. Open to students and data analytics lovers of all ages! Use real world data to develop a series of hypotheses to solve pressing public health related problems. Applicants analyze and present the data in teams or individually, for a chance to win cash prizes and internships, as well as the opportunity to explore the most recent in data science tools and services.

Sponsorships range from \$2,500 through \$10,000 and include a level for hosting an intern.



IN-KIND OPPORTUNITIES

Services, supplies and in-kind donations of all kinds are happily accepted throughout the year. Sponsorship trades and recognition are available in appreciation of goods and services, depending on the value and need of those items. “Time” is also one of the greatest gifts that anyone can give. We are always on the look-out for companies and organizations that would like to host tours, job shadows or internships and for employers that encourage their teams to volunteer through opportunities such as mentoring or speakers engagements. The ability to share your craft and your passion to influence the next generation of learners as well as educators, can leave an impact that lasts a lifetime.



MVP LUNCHEON

Taking place on March 4th at 11:30 a.m. during the EXPO Day at PETCO Park, the event includes high level members of sponsor companies, local dignitaries and community members, along with elected officials. Recognition as lead sponsor of MVP Luncheon on invitations, event signage, targeted Facebook and Twitter posts, select opportunity to deliver opening remarks at podium and more!

Sponsorship of this program is \$15,000



STEAM FUTURE NOW!

A new professional development day for teachers! Includes a series of workshops led by peer teachers, in partnership with local industry professionals, to connect the latest industry trends with STEAM learning experiences that can be used in classrooms the next day. Features diversified learning tracks connected to your company's mission, teacher-led workshops addressing hot topics, creative problem solving, and partnerships with industry speakers in classrooms to connect experiences to the world of work.

Sponsorship opportunities range from \$5,000 through \$25,000

STEM IN YOUR BACKYARD

Mini versions of EXPO Day coming to diverse neighborhoods near you. Bridging business and academia through the spirit of community. Impactful setting and hands-on activities leading to quality discussions and in-depth learning. 2017 community line-up includes but is not limited to; Alpine, Barrio Logan, Chula Vista, City Heights, Lakeside and Vista.

Sponsorship for each community is \$5,000

THINK, DRINK, SCIENCE

A quarterly series that kicks off in March during Festival Week, proving that science is fun for all ages! Exposure to young professionals and industry enthusiasts alike. Combining unique and intriguing concepts and discussions with adult libations. Events can range from exploring the science of your taste buds through different types of yeast in beer to understanding why meditation truly impacts our emotional and physical state of mind.

Sponsorship opportunity levels for this program vary and are customizable.

WE LOVE STEM

Direct impact back into the classroom. Teachers have the opportunity to apply for funds to pay for a STEM related field trip or project for their classroom, allowing a chance for students who otherwise may not be able to afford this endeavor to take part in an eye-opening experience and showing them that they too, can be the next STEM innovators.

Sponsorships begin at \$500.



Get Involved

SPONSORSHIP BENEFITS

FESTIVAL WEEK INTEGRATION

- Logo on brochure reaching over 500,000 parents and educators
- Name on brochure reaching over 500,000 parents and educators
- Feature in 2017 Festival Program *(10K distributed)*
- Logo on 5,000 posters distributed County-wide
- Name on 5,000 posters distributed County-wide

EXPO DAY SPOTLIGHT

- Exhibit Space (with 20 amps electricity)
- Logo on Sponsor Sign outside of all 5 Gates *(100K+ reach)*
- Name on Sponsor Sign outside of all 5 Gates *(100K+ reach)*
- Logo placement on screens throughout Petco Park
- Recognition in emcee script at Festival stages

RECOGNITION & BENEFITS

- Logo on Festival week signage *(75+ event County-wide)*
- Name on Festival week signage *(75+ event County-wide)*
- Recognition in Biocom's LifeLines magazine *(Distributed to 800+ member companies)*
- Name listing in all press releases
- Logo placement on TV screens in Biocom lobby
- Logo placement on signage at Biocom office
- Name placement on signage at Biocom office
- Logo placement on sponsor t-shirts/partner t-shirts *(2,500+ distributed)*
- Name placement on sponsor t-shirts/partner t-shirts *(2,500+ distributed)*

EMPLOYEE BENEFITS

- Sponsor t-shirts
- Tickets to exclusive sponsor & partner thank-you event during Festival Week
- VIP community engagement opportunities for staff
- Volunteer & community engagement opportunities for staff

PRESENTING

LIMIT: 1 AVAILABLE; SOLD FOR 2017

GOLD
50K



Full Page



Custom



Custom
Recognition



x2



x30

x10



SILVER
25K



1/2 Page



10x40



Level
Recognition



x1



x25

x8



COPPER
10K



1/4 Page



10x30



x20

x6



KRYPTON
5K



Logo



10x20



x15

x4



TITANIUM
2,500K



Name



10x10



x10

x2



WEBSITE & SOCIAL MEDIA

Logo recognition on Festival homepage w/ link (100K impressions)

Listing on Festival website with logo and link

Targeted Facebook posts to 4,500+ Followers

Company specific tweets to 4,300+ Followers

Logo recognition in Festival monthly e-newsletters (5K+ reach)

Name recognition in Biocom e-newsletters (15K+ reach)

PRESENTING	GOLD 50K	SILVER 25K	COPPER 10K	KRYPTON 5K	TITANIUM 2,500K
SOLD FOR 2017	★	★	★	★	★
	x10	x8	x6	x4	x2
	x10	x8	x6	x4	x2
	★	★	★		
	x5	x4	x3	x2	x1

Presenting Sponsor 2017

illumina®

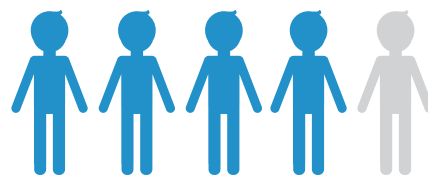
Thank you to Illumina for their continued support as our Presenting Sponsor. Their commitment to the Biocom Institute Festival of Science & Engineering allows us to spark the interest of our youth each year and build the science leaders of the future.



Why Invest in **THE PIPELINE?**

Between 2008 and 2018, the number of jobs in STEM fields is projected to grow by 17 percent compared to 10 percent for all U.S. jobs. In this era of constant scientific discovery and technological change, we must continue to build a bank of highly skilled, STEM-literate employees. Data shows that most college students make the decision to study STEM in high school or earlier so we must capture our youth's attention during the early stages of education.

Festival Week provides the platform for community and industry leaders to unite as one, highlights the opportunities in the growing field of STEM, and provides the reach for all students to experience their own potential to be the next innovators!



4 out of 5 college STEM students made the decision to study STEM in high school or earlier



26 MILLION
STEM jobs in the U.S.



Mentors **Fun** Economic Impact
Growth Workforce
Internships Future Innovators
Motivation **STEM** Creating Dreams
Career-Driven Local Pipeline
Community **Team-Building**
Employee Happiness Impactful Moments
Giving Back

"The future is increasingly shaped by advances in science and engineering. The Biocom Institute Festival of Science & Engineering provides kids from diverse economic backgrounds with an experience which sparks their dreams of a career in science or technology. Those aspirations carry them through college and into a successful career that changes their lives."

Charles Bergan, VP of Engineering
Qualcomm Research

Thank You

2016 SPONSORS

PRESENTING

Illumina

GOLD

ABC 10 & Azteca America
CBS Radio
(KyXy 96.5 & Energy 103.7)
Qualcomm
Think Blue, City of San Diego
ViaSat, Inc.

SILVER

Cox Communications
Hologic, Inc.
Reuben H. Fleet Science Center
San Diego County Office
of Education
San Diego Padres
Scatena Daniels
Communications

COPPER

Anthem Blue Cross
Cubic Corporation
Cymer
Ferring Pharmaceuticals
Geek Girl
Genentech
Livewell
Sprout by HP
Thermo Fisher Scientific
Univision
UTC Aerospace Systems –
Aerostructures
Vertex
VWR

KRYPTON

Ardea Biosciences
BP America
C2 Education
Johnson & Johnson Jlabs
Microsoft
MilliporeSigma
Mission Federal Credit Union
Northrop Grumman
Pfizer, Inc.
San Diego County Credit Union
Westpack, Inc

TITANIUM

Ascent Boards
Conatus Pharmaceuticas
General Atomics
International Bridge
Technologies, Inc.
Kaiser Permanente
Leidos
Nanoimaging Services
Nordson
Point Loma Nazarene University
Puro Sound Labs
Quidel
Raytheon
San Diego Foundation
San Diego National Defense
Industrial Association
UCSD Extension

WE LOVE STEM

American Elements
D&K Engineering
Lakeshore Learning
Promo Shop, Inc.
San Diego County Fair
San Diego Financial
Literacy Center
Vertex
UTC Aerospace Systems –
Aerostructures

STEM CHAMPIONS

Alma Life Sciences
Canale Communications
Chempetitive
San Diego Padres Foundation

Society of Women Engineers



County Section

SIMPLE
MACHINES



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LOVESTEMSD.ORG