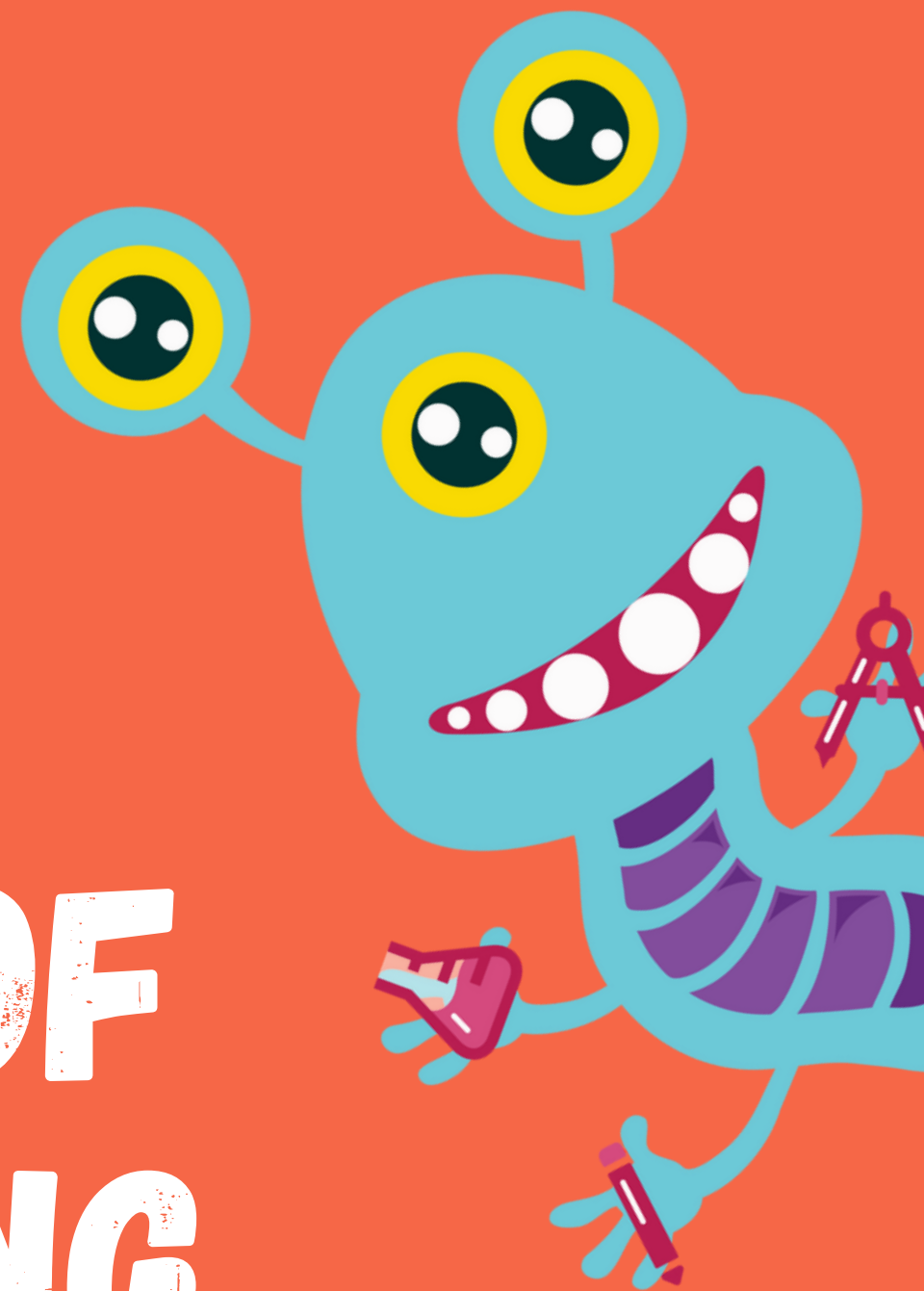




March 5-13, 2022

# SAN DIEGO FESTIVAL OF SCIENCE & ENGINEERING

Community Engagement & Sponsorship Menu



# CALLING ALL: tinkers, explorers, star gazers, dreamers, and adventurers!

The San Diego Festival of Science and Engineering Week is the largest event of its kind in Southern California. It's a collective effort between industry, business leaders, government, community organizations, public outreach centers, academia, schools and school districts, and parents. The Festival began 14 years ago primarily science and engineering-focused, with a goal to provide experiential activities in these fields to diverse populations. The overwhelming success of the formative years of the Festival proved to be a catalyst for what the Festival would swiftly evolve into – a comprehensive San Diego County community event that celebrates the diverse cultures, communities and populace of San Diego, and works to inspire the curious young minds of our region to become tomorrow's STEAM leaders. The San Diego Festival of Science and Engineering Week is ever-evolving and continually responding and meeting the desires and needs of the community. The Festival is the flagship event of Generation STEAM, a 501c3 nonprofit affiliate of Biocom California.

## COVID-19 Program Update for 2022 STEAM Week

The 2022 San Diego Festival of Science & Engineering will offer a hybrid of in-person and virtual opportunities. With some uncertainty still surrounding the pandemic, we have decided out of an abundance of caution for the safety of our guests that this year's list of offerings will not include Expo Day at Petco Park. Don't worry—Expo Day will return in 2023! Until then, we invite you to continue supporting STEAM education and exposure, and to join us in delivering exciting programs to all corners of our county. We have teamed up with incredible community partners and schools to create a special experience for STEAM Week 2022. Throughout this menu, you'll discover the ways in which we will celebrate STEAM through a series of smaller, community-oriented events, as well as more intimate in-school opportunities. 2022 STEAM Week is March 5th-13th, and some direct-to-classroom programming will be delivered throughout the month of March.



# STEAM BLOCK PARTIES

There will be 3 STEAM Block Party events during the week, each with a different spin. STEAM Block Parties are mini versions of EXPO Day, blended with local community elements.



## **NORTH COUNTY | MARCH 5, 2022 | SAN DIEGUITO COUNTY PARK**

**In partnership with Live Well San Diego**

Kick off STEAM Week with this outdoor community-facing event where we'll be adding a little STEAM into a family day out at the park. Join other industry partners and community organizations for a scavenger hunt with a twist. Attendees will receive park maps for a scavenger hunt through the park's nature trails, along with passport books to visit the booths to win prizes. The day will include a family-friendly band, local food trucks, and BYOP (bring your own picnic) if you choose! Bring out your volunteers and set up a STEAM booth for hands-on, interactive activities in the great outdoors.

## **SOUTH BAY | MARCH 11, 2022 | CASTLE PARK HIGH SCHOOL**

Join us as we create an in-school field trip experience for students from this Title 1 school in Chula Vista, along with students from its feeder schools. The day will begin with our STUMP A STEAM PRO program where selected students will have the opportunity stump one of our industry professionals in areas of their expertise. Following a speed round of introductions and a series of rapid-fire questions, the students will then get a chance to ask questions of our group of a dozen professionals with knowledge of a wide range of STEAM topics. After that program concludes, another area of the school will open up to all students (who will rotate through by class periods) for hands-on activities and engaging experiments.

## **BARRIO LOGAN | MARCH 12, 2022 | MERCADO DEL BARRIO**

**In partnership with Barrio Logan Science & Art Expo**

This inclusive, outdoor community event will take place in the heart of Barrio Logan. Combining culture, science and art, the day will include a mix of student competitions, art displays, live exhibits, hands-on STEAM booths, and more! This is a family-friendly environment where curiosity and exploration intersect creativity and culture. Bring your most exciting booth and join in on the fun!

# LIVE STAGE

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Back by popular demand from last year's virtual Festival, this is an opportunity to bring STEAM demonstrations to the masses! Join us in-person for our Live Stage recording a few days before STEAM Week kicks off! The recording will be livestreamed then exist as a virtual resource on the website throughout the week and for the remainder of the year. It will be marketed to classroom teachers as a virtual option for students, and invitations will be extended to home-school and charter school networks to follow along or visit the stage in person as a hybrid engagement option. This day will also serve as a large media promotion as we will be inviting media from across all platforms to participate in the experience.



# CLASSROOM CONNECTIONS

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An opportunity for direct-to-classroom support and engagement. This year the San Diego Festival of Science & Engineering will pick classroom clusters at four grade levels to cultivate STEAM excitement and to provide resources that many classrooms go without. There will be opportunity to pick one or multiple classrooms as a part of this program. As part of the matching process, you will be guided with some NGSS curriculum ideas to create project kits for each student in the classroom. The program delivery will take place between March 14 – April 15. Depending on the COVID-19 protocols of the schools this spring, employee volunteers will have the opportunity to deliver the lessons in-person or virtually to the classes.

## THE MAGIC OF MOVIES

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Weather pending this event may take place as a drive-thru option or a site with indoor/outdoor capabilities. Family movie night, with a splash of learning! Families will have the chance to gather together and watch a cherished cinema favorite and learn a bit about how it all comes together through the lens of science, technology, engineering, arts and math. Our presenters will go behind the scenes of the movie themes and the intricacies of pulling together a production that remains in our hearts and minds for years to come. The panel and demonstrations will begin approximately an hour before the film. The evening will include light snacks, beverages, games and movie trivia to prepare the families for engagement during the discussion.

## POP-UP PROGRAMS

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As the planning continues, our team will be working with many local community groups who have expressed interest to partner and create some smaller events in size, but largely impactful by their reach and mission. As these opportunities unfold and are finalized, the Festival team will communicate additional engagement options throughout the region.

## 21+ ADULT SCIENCE NIGHT

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An opportunity for young professionals, and the young at heart, to network over libations and good eats, while gaining some knowledge of local industry insights and news. The 21+ program partners with local hospitality establishments to create an evening event for the 21-and-over crowd. Previous events have ranged from STEAM trivia, to the science of brewing, a unique educational spin on Cards Against Humanity, graduate demonstrations with live specimens, Battle of the Science (bar)-tenders and many more! If you are interested in that post-secondary-to-gray crowd, this could be the pick for you! The 21+ events are ticketed and usually require a nominal fee for entry.



# 2022 FESTIVAL SPONSORSHIP LEVELS + BENEFITS

	Platinum \$75,000	Gold \$50,000	Silver \$30,000	Copper \$13,500	Krypton \$7,500	Titanium \$3,500
Custom Corporate Social Responsibility (CSR) video	<input checked="" type="checkbox"/>					
Custom media package	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Segment on the Live Stage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Option for booth at STEAM Block Party events	<b>x3 Events</b>	<b>x3 Events</b>	<b>x2 Events</b>	<b>x2 Events</b>	<b>x1 Event</b>	<b>x1 Event</b>
Sponsor a supply stipend for nonprofit or student organization booth(s) at a STEAM Block Party	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	
Participation in Classroom Connections engagement opportunity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor school buses to Barrio Logan & South Bay STEAM Block Parties	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>	
Recognition in opening credits of The Magic of Movies event	<b>Preview/Video</b>	<b>Preview/Video</b>	<b>Preview/Video</b>	<b>Preview/Video</b>	<b>Logo</b>	<b>Logo</b>
Custom verbal recognition at all STEAM Block Parties	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Recognition on STEAM Week flyer for parents and educators	<b>Premium Placenment of logo</b>	<b>Premium Placenment of logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Name</b>	<b>Name</b>
Recognition on sponsor listing in event programs throughout STEAM Week	<b>Premium Placenment of logo</b>	<b>Premium Placenment of logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Name</b>	<b>Name</b>
Recognition on posters distributed County-wide	<b>Premium Placenment of logo</b>	<b>Premium Placenment of logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Name</b>	<b>Name</b>
Recognition on event signage at all STEAM Week events	<b>Premium Placenment of logo</b>	<b>Premium Placenment of logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Name</b>	<b>Name</b>
Opportunity to feature an employee in 2022 International Women's Day social media video campaign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Opportunity for Instagram Takeover of @loveSTEMsd	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			

# 2022 FESTIVAL SPONSORSHIP LEVELS + BENEFITS

	Platinum \$75,000	Gold \$50,000	Silver \$30,000	Copper \$13,500	Krypton \$7,500	Titanium \$3,500
Opportunity to provide educational or industry-insight article(s) in Festival e-newsletter throughout 2022	3	3	2	2	1	
Opportunity to participate as an industry judge at the Greater San Diego Science & Engineering Fair, a partner of STEAM Week	3	3	2	2	2	1
Name listing in all press releases	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Logo placement on TV screens in Biocom lobby	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Recognition on sponsor t-shirts	Logo	Logo	Logo	Name	Name	Name
Sponsor t-shirts	50	30	25	20	15	10
Ad on Festival Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Logo recognition on Festival homepage with link (www.lovestemsd.org)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Logo recognition on Festival website (sponsor page) with link	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in Festival e-newsletters	Logo	Logo	Logo	Logo	Name	Name
Name recognition in Biocom regional e-newsletters	2	2	1	1		
Facebook mentions	3	2	1	1	1	
Twitter mentions	3	2	1	1	1	1
Instagram	3	2	1	1	1	1
LinkedIn mentions	2	1	1			

# WOMEN WHO INSPIRE

## INTERNATIONAL WOMEN'S DAY PROGRAMMING MARCH 8, 2022

Our Women Who Inspire program is a year-round, quarterly program. We will host one of these programs during 2022 STEAM Week, on International Women's Day. The goal of this program is to inspire middle school and high school students to pursue a career in STEAM by exposing them to exciting jobs and helping them understand how their unique interests, strengths, and values can fit into a career in STEAM industries. This program is open to both male and female attendees, but is delivered with an emphasis on creating strong and confident females who will continue to shape the industry with their contributions. Audience members are invited to listen to a panel of women leaders in STEAM, from CEOs of biotechnology companies, to award-winning engineers, and beyond. This program includes an interactive engagement activity to complement the panel discussions. Women Who Inspire sends an inclusive message about what makes a successful STEAM professional and allows the students in attendance to recognize career-relevant STEAM skills.





# WOMEN WHO INSPIRE

## SPONSORSHIP OPPORTUNITIES + BENEFITS

### LEAD SPONSOR | \$10,000 (1 Available)

- Listed as Lead Sponsor on all materials
- Opportunity for one speaker on panel
- Opportunity to give welcome remarks to students
- Logo on all International Women's Day social media video campaign material
- Feature 2 employees on International Women's Day social media video campaign
- Premium placement of logo on Women Who Inspire page of [www.lovestemsd.org](http://www.lovestemsd.org), all promotional material, and all event signage
- Advertisement on Festival website on Women Who Inspire page during STEAM Week
- Opportunity to provide article in Festival e-newsletters
- Dedicated post across all social media platforms (Instagram, Facebook, Twitter, and LinkedIn)
- Access to photos of program for exposure of company's community relations efforts
- Opportunity to supply giveaways for student participants of Women Who Inspire

### CHAMPION SPONSOR | \$5,000 (4 Available)

- Listed as program Champion on all materials
- Opportunity for one speaker on panel
- Feature 1 employee on International Women's Day social media video campaign
- Logo on Women Who Inspire page of [www.lovestemsd.org](http://www.lovestemsd.org), all promotional material, and all event signage
- Opportunity to provide article in Festival e-newsletters
- Mention in posts across all social media platforms (Instagram, Facebook, Twitter, and LinkedIn)
- Access to photos of program for exposure of company's community relations efforts
- Opportunity to supply giveaways for student participants of Women Who Inspire

\*The sponsorship opportunities for Women Who Inspire are separate from 2022 Festival/STEAM Week sponsorship.



# WE ♥ OUR SPONSORS

WE ARE THANKFUL TO OUR 2021 SAN DIEGO (VIRTUAL) FESTIVAL OF SCIENCE & ENGINEERING SPONSORS FOR THEIR SUPPORT!



## Presenting Sponsor



## Gold Sponsors



## Silver Sponsors



## Copper Sponsors



## Krypton Sponsors



## Titanium Sponsors



## Mercury Sponsor



## STEAM Champions



@ [LOVESTEMSD.ORG/2021](https://www.lovestemsd.org/2021)