

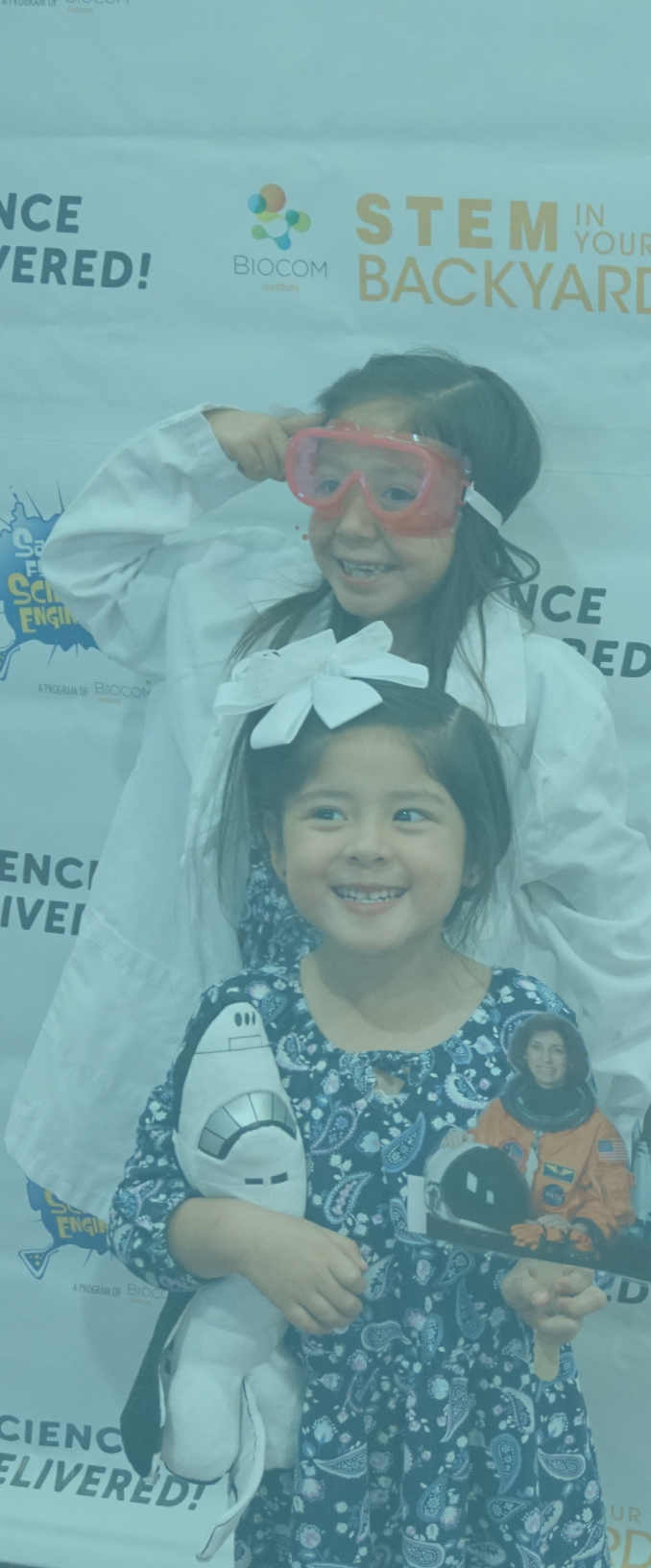


CORPORATE ENGAGEMENT

2020

LOVESTEMSD.ORG





CALLING ALL TINKERERS, 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 11 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 San Diego STEM leaders. The Biocom Institute strives to ensure the San Diego Festival of Science and Engineering Week is ever-evolving and continually responding and meeting the desires and needs of the community.

LOVESTEMSD.ORG

WHY STEM MATTERS

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



Widen access to STEM for underserved communities and help provide diverse STEM role models for our youth.

84% of science & engineering jobs in the U.S. are currently held by white or Asian males.

Employment in STEM-related fields will increase by



Help inspire STEM career interest early.

In California, where STEM clusters are among the fastest growing in the world, it is vital that students engage in STEM fields in order to meet workforce demands.



Help provide access to STEM learning opportunities and programs that allow youth to see STEM disciplines as springboards for their careers.

At all levels of educational attainment, STEM job holders earn **11%** higher wages compared to their same-degree counterparts in other jobs.



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

Data shows that most college students make the decision to study STEM in high school or earlier, so it is imperative for us to capture the attentions of our youth during the early stages of education.



58% of job openings require basic STEM literacy, and 42% require advanced STEM skills.



60% of U.S. employers say they have difficulty finding qualified workers to fill vacancies at their companies.



28% of CEOs say that at least half of their new entry-level hires lack basic STEM literacy.

MAKE AN IMPACT

Reach and connect with diverse youth from all corners of San Diego County. Bring STEM to life and help grow what we've been building for more than 10 years!



74%
of attendees felt inspired by something they did during Festival Week.



90%
of attendees had fun with STEM during Festival Week.



80%
of attendees rated their EXPO Day experience as EXCELLENT or VERY GOOD.



58%
of STEM Week attendees said that participating in the week increased their awareness of local STEM schools, museums, companies and research institutes in the San Diego area.



75%
of attendees learned something new at EXPO Day.



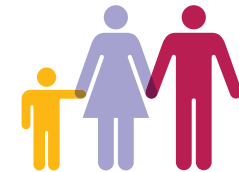
84%
of STEM Week attendees said that by attending a program or event during the week, it made them more aware of how STEM plays a role in their daily lives.



45
school districts represented.

80%

of Festival Week attendees are Families.



WHITE 30%
HISPANIC 28%
ASIAN 13%
MIXED 11%
BLACK 5%

PREFER NOT TO SAY 5%
OTHER 4%
NATIVE HAWAIIAN 2%
AMERICAN INDIAN 1%

"[Expo Day] is always fun with the variety of events. As my children get older, they are interested in different booths/activities."





JOIN THE MOVEMENT

**An unparalleled platform:
put your brand in the
company of those doing
good for our community.
Work alongside industry
partners, nonprofits, and
schools to help spark a
love of STEM in people of all
ages.**



60,000

attendees throughout STEM Week

67
SPONSORS

70
NONPROFITS

29
SCHOOLS/COLLEGES

24
PROFESSIONAL
ASSOCIATIONS

16
COMMUNITY CENTERS /
LIBRARIES



90+
events and
programs



90%
of events are
completely free

LARGEST STEM FESTIVAL IN
SOUTHERN CALIFORNIA



22,000+
EXPO Day

12,000
Super STEM Saturday

SOCIAL MEDIA

#1

trending hashtag in San Diego County on Expo Day! This means there were more people tweeting about the San Diego Festival of Science & Engineering than any other topic that day!

#loveSTEMsd



6.1k

likes on Facebook and climbing!

TELL YOUR STORY

Utilize the Festival's extensive marketing reach and media coverage for positive exposure and publicity.



More than
27.5M
audience reach



263
media placements



More than
264K
publicity value

MEDIA PARTNERS




ALSO SEEN ON



...AND MANY MORE!

T ^ kqtd tk` db^ pblvl r ds fpf_fifq tfk tpe bjt_ ba f^ <ER ka bot_ dcbtpe bE_ as bcofpkdE_r vE_ ka E_ bE_ fk` ir a ba tfk tpe bE^ k tA fbd! tCbpcfs^ iE_ dP` fbk` bE# tBk dfk b b b k dE_ a p+



**"1st Saturday
in March, it's on the
schedule FOREVER!
My kids are really
interested in STEM. It's
a great family event,
educational is the
extra bonus."**

ENGAGEMENT OPPORTUNITIES

PRESENTING SOLD OUT

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

PLATINUM \$75,000

- Custom Corporate Social Responsibility (CSR) Video
- Custom Media Package
- Custom location naming rights at Expo Day – section of Petco Park and map reflect naming
- Custom Exhibit Space (with 20amps electricity)
- Custom recognition in emcee script at Expo Day stages
- Premium placement of logo on Expo Day flyer reaching over 500,000 parents and educators
- Premium placement of logo on STEM Week leaflet handed out to all attendees at Expo Day
- Premium placement of logo on 2,000 posters distributed County-wide
- Premium placement of logo on Sponsor Sign outside of all 5 Gates (100K+ reach)
- Premium placement of logo on screens throughout Petco Park
- Premium placement of logo on STEM Week event signage (approx. 80 events County-wide)
- Opportunity to provide article in Festival e-newsletter
- Name listing in all press releases
- Logo placement on TV screens in Biocom lobby
- Logo placement on sponsor t-shirts (2,500+ distributed)
- 50 Sponsor t-shirts
- Invitations to exclusive STEM Week events
- Fun and meaningful volunteer & community engagement opportunities for employees
- Logo recognition on lovestemsd.org homepage with link
- Logo recognition in Festival e-newsletters (5K+ reach)
- Name recognition in Biocom e-newsletters (15K+ reach) (x2)
- Facebook mentions (x4)
- Twitter mentions (x4)
- LinkedIn mentions (x3)

GOLD \$50,000

- Custom Exhibit Space (with 20amps electricity)
- Custom recognition in emcee script at Expo Day stages
- Logo on Expo Day flyer reaching over 500,000 parents and educators
- Logo on STEM Week leaflet handed out to all attendees at Expo Day
- Logo on 2,000 posters distributed County-wide
- Logo on Sponsor Sign outside of all 5 Gates (100K+ reach)
- Logo placement on screens throughout Petco Park
- Logo on STEM Week event signage (approx. 80 events County-wide)
- Opportunity to provide article in Festival e-newsletter
- Name listing in all press releases
- Logo placement on TV screens in Biocom lobby
- Logo placement on sponsor t-shirts (2,500+ distributed)
- 30 Sponsor t-shirts
- Invitations to exclusive STEM Week events
- Fun and meaningful volunteer & community engagement opportunities for employees
- Logo recognition on lovestemsd.org homepage with link
- Logo recognition in Festival e-newsletters (5K+ reach)
- Name recognition in Biocom e-newsletters (15K+ reach) (x2)
- Facebook mentions (x3)
- Twitter mentions (x3)
- LinkedIn mentions (x3)

SILVER \$30,000

- 10'x40' Exhibit Space (with 20 amps electricity)
- Level recognition in emcee script at Expo Day stages
- Logo on Expo Day flyer reaching over 500,000 parents and educators
- Logo on STEM Week leaflet handed out to all attendees at Expo Day
- Logo on 2,000 posters distributed County-wide
- Logo on Sponsor Sign outside of all 5 Gates (100K+ reach)
- Logo placement on screens throughout Petco Park
- Logo on STEM Week event signage (approx. 80 events County-wide)
- Opportunity to provide article in Festival e-newsletter
- Name listing in all press releases
- Logo placement on TV screens in Biocom lobby
- Logo placement on sponsor t-shirts (2,500+ distributed)
- 25 Sponsor t-shirts
- Invitations to exclusive STEM Week events
- Fun and meaningful volunteer & community engagement opportunities for employees
- Listing on lovestemsd.org website with logo and link
- Logo recognition in Festival e-newsletters (5K+ reach)
- Name recognition in Biocom e-newsletters (15K+ reach) (x1)
- Facebook mentions (x2)
- Twitter mentions (x2)
- LinkedIn mentions (x2)

TITANIUM \$3,500

- 10'x10' Exhibit Space (with 20 amps electricity)
- Name on Expo Day flyer reaching over 500,000 parents and educators
- Name on STEM Week leaflet handed out to all attendees at Expo Day
- Name on 2,000 posters distributed County-wide
- Name on Sponsor Sign outside of all 5 Gates (approx. 100K+ reach)
- Logo placement on screens throughout Petco Park
- Name on STEM Week event signage (80 events County-wide)
- Opportunity to provide article in Festival e-newsletter
- Name placement on sponsor t-shirts (2,500+ distributed)

COPPER \$13,500

- 10'x30' Exhibit Space (with 20 amps electricity)
- Name on Expo Day flyer reaching over 500,000 parents and educators
- Name on STEM Week leaflet handed out to all attendees at Expo Day
- Name on 2,000 posters distributed County-wide
- Name on Sponsor Sign outside of all 5 Gates (100K+ reach)
- Logo placement on screens throughout Petco Park
- Name on STEM Week event signage (approx. 80 events County-wide)
- Opportunity to provide article in Festival e-newsletter
- Logo placement on TV screens in Biocom lobby
- Name placement on sponsor t-shirts (2,500+ distributed)
- 20 Sponsor t-shirts
- Invitations to exclusive STEM Week events
- Fun and meaningful volunteer & community engagement opportunities for employees
- Listing on lovestemsd.org website with logo and link
- Logo recognition in Festival e-newsletters (5K+ reach)
- Name recognition in Biocom e-newsletters (15K+ reach) (x1)
- Facebook mentions (x1)
- Twitter mentions (x1)
- LinkedIn mentions (x1)

KRYPTON \$7,000

- 10'x20' Exhibit Space (with 20 amps electricity)
- Name on Expo Day flyer reaching over 500,000 parents and educators
- Name on STEM Week leaflet handed out to all attendees at Expo Day
- Name on 2,000 posters distributed County-wide
- Name on Sponsor Sign outside of all 5 Gates (100K+ reach)
- Logo placement on screens throughout Petco Park
- Name on STEM Week event signage (approx. 80 events County-wide)
- Opportunity to provide article in Festival e-newsletter
- Name placement on sponsor t-shirts (2,500+ distributed)
- 15 Sponsor t-shirts
- Invitations to exclusive STEM Week events
- Fun and meaningful volunteer & community engagement opportunities for employees
- Listing on lovestemsd.org website with logo and link
- Facebook mentions (x1)
- Twitter mentions (x1)
- LinkedIn mentions (x1)

- 10 Sponsor t-shirts
- Invitations to exclusive STEM Week events
- Fun and meaningful volunteer & community engagement opportunities for employees
- Listing on Festival website with logo and link
- Twitter mentions (x1)
- LinkedIn mentions (x1)

Thank You 2019 SPONSORS

"The Festival provides a hub for the community around STEAM disciplines – a driving force for our economy, our innovation ecosystem, and the industries that color San Diego's culture. As part of the innovation economy in San Diego, STEM companies need to engage with and inspire the next generation. We all play a role in building San Diego's future."

–Karen Possemato, Vice President, Corporate Marketing & Communications, Illumina

PRESENTING

Illumina Foundation

GOLD

ABC10

City of San Diego – Commission for
Arts & Culture

Diversity in STEAM Magazine

MeTV

Qualcomm Incorporated

SILVER

Cox Communications

Fleet Science Center

Hologic

San Diego County Board of Supervisors

San Diego County Office of Education

San Diego Padres

U.S. Air Force

Viasat

COPPER

ASML

Cubic

Ferring

Heron Therapeutics

Live Well San Diego

LPA Design Studios

MilliporeSigma

NBC 7 & Telemundo 20

COPPER CONT.

Northrop Grumman

Quidel Corporation

Thermo Fisher Scientific

Vertex Pharmaceuticals

KRYPTON

Celgene

Lilly

Intercept Pharmaceuticals, Inc.

Mitchell International

Pfizer Inc.

Prometheus Laboratories Inc.

San Diego County Credit Union

Scatena Daniels Communications

Solar Turbines

TITANIUM

Academy of Our Lady of Peace

Anthem Blue Cross

Collins Aerospace

Compass Charter Schools

Conatus Pharmaceuticals

Corning Life Sciences

Delawie

DRS Daylight Solutions

Frontier Water Systems

General Dynamics NASSCO

Intrexon

Leidos

TITANIUM CONT.

The Metropolitan Water District of
Southern California

Microsoft

Nanolmaging Services

NDIA San Diego Chapter

P2S Inc.

pSemi Corporation

Point Loma Nazarene University

San Diego Mesa College

The San Diego Union-Tribune

TaylorMade Golf Company

U.S. Army Recruiting

U.S. Navy

STEM CHAMPIONS

AoPS Academy

Code Ninjas

Coding With Kids

iD Tech

Mathnasium

MySTEMKits

Play-Well TEKologies

Russian School of Mathematics

**2020
EXPO DAY**

**SATURDAY,
MARCH 7TH**

**STEM
WEEK**
MARCH 7-15

**San Diego
FESTIVAL OF
SCIENCE &
ENGINEERING**

lovestemsd.org



Sara Pagano
Managing Director
San Diego Festival of Science & Engineering
spagano@biocom.org
(858) 455-0300 ext. 4163



LOVESTEMSD.ORG