



San Diego  
FESTIVAL OF  
**SCIENCE &  
ENGINEERING**

Corporate Engagement  
**2018**

LOVESTEMSD.ORG

# We are **PASSIONATE**

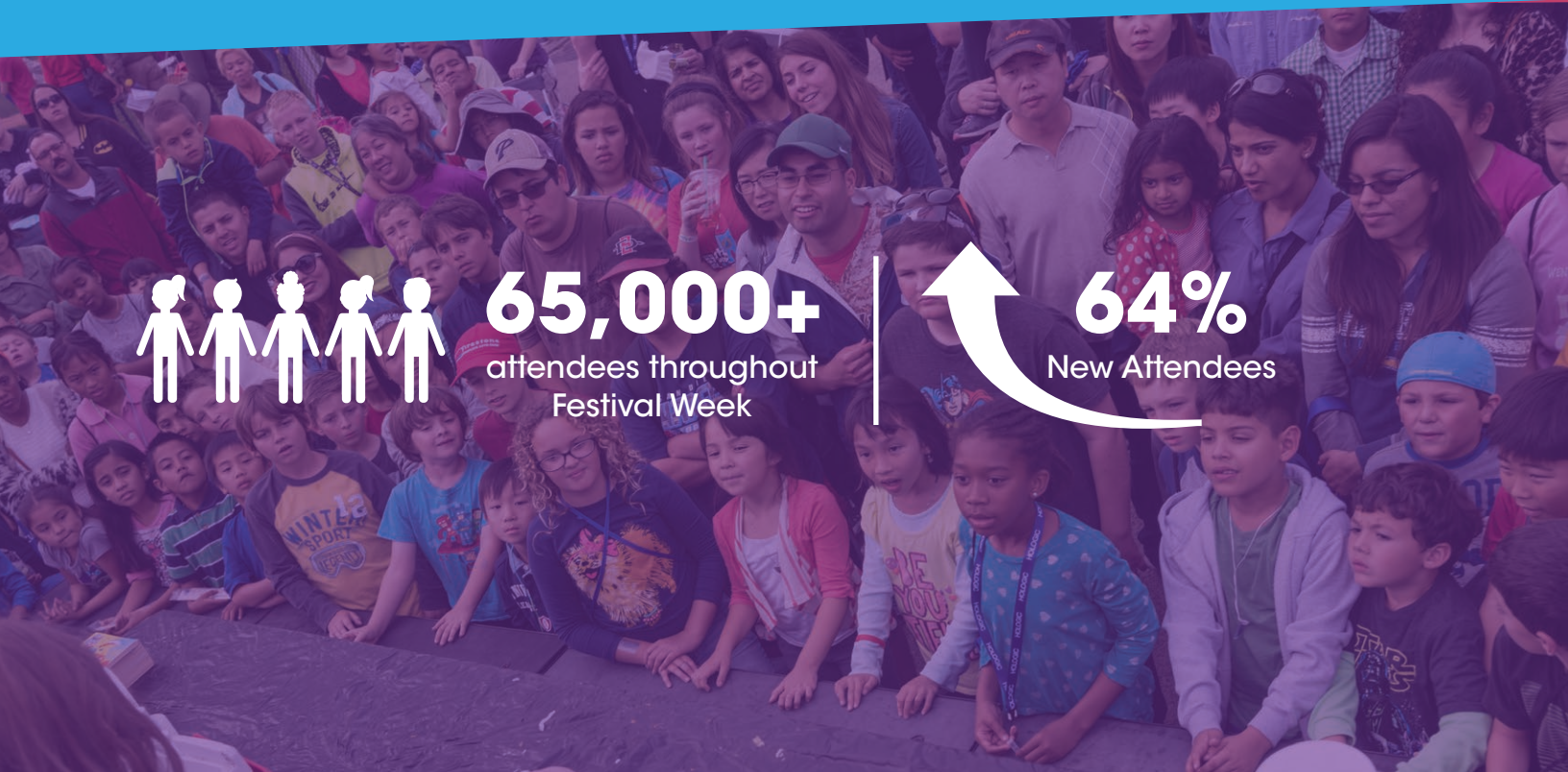
to explain to young people that science and technology is in everything we do, every day. We advocate for investing in STEM education as one of, if not the most, effective way to build a secure socio-economic environment for everyone regardless of race, creed, gender or personal beliefs. We feel that 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.



**65,000+**  
attendees throughout  
Festival Week



**64%**  
New Attendees





# diversity IN FESTIVAL WEEK



**45**

school districts  
represented



**80%**

of Festival Week  
attendees are  
Families



**52%**  
are male

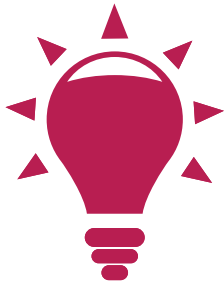
**48%**  
are female

- WHITE 30%
- HISPANIC 28%
- ASIAN 13%
- MIXED 11%
- BLACK 5%
- PREFER NOT TO SAY 5%
- OTHER 4%
- NATIVE HAWAIIAN 2%
- AMERICAN INDIAN 1%

# what people are **SAYING**

"I love science because it helps me understand how things work, and how they are made."

---Kieran, age 7



**74%**

of attendees felt inspired by something they did during Festival Week



**75%**

of attendees learned something new at EXPO Day



**90%**

of attendees had fun with STEM during Festival Week



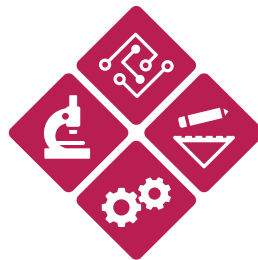
**80%**

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



**84%**

of Festival 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.



**58%**

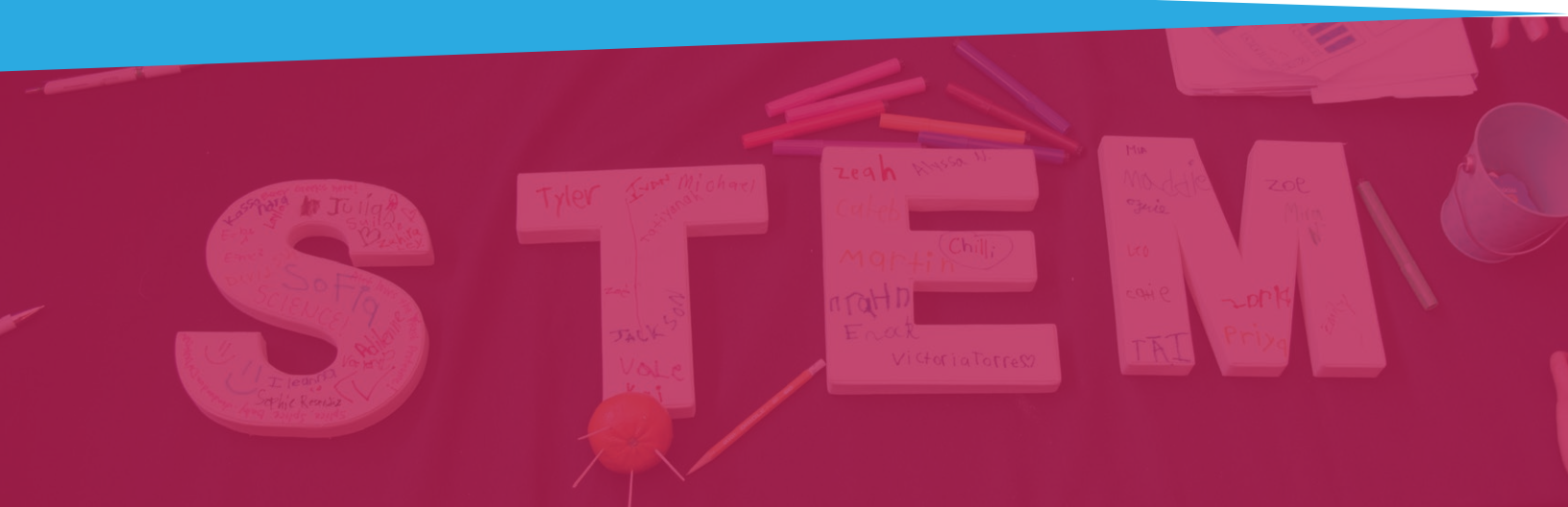
of Festival Week attendees said that participating in the week increased their awareness of local STEM schools, museums, companies and research institutes in the San Diego area.

**S**

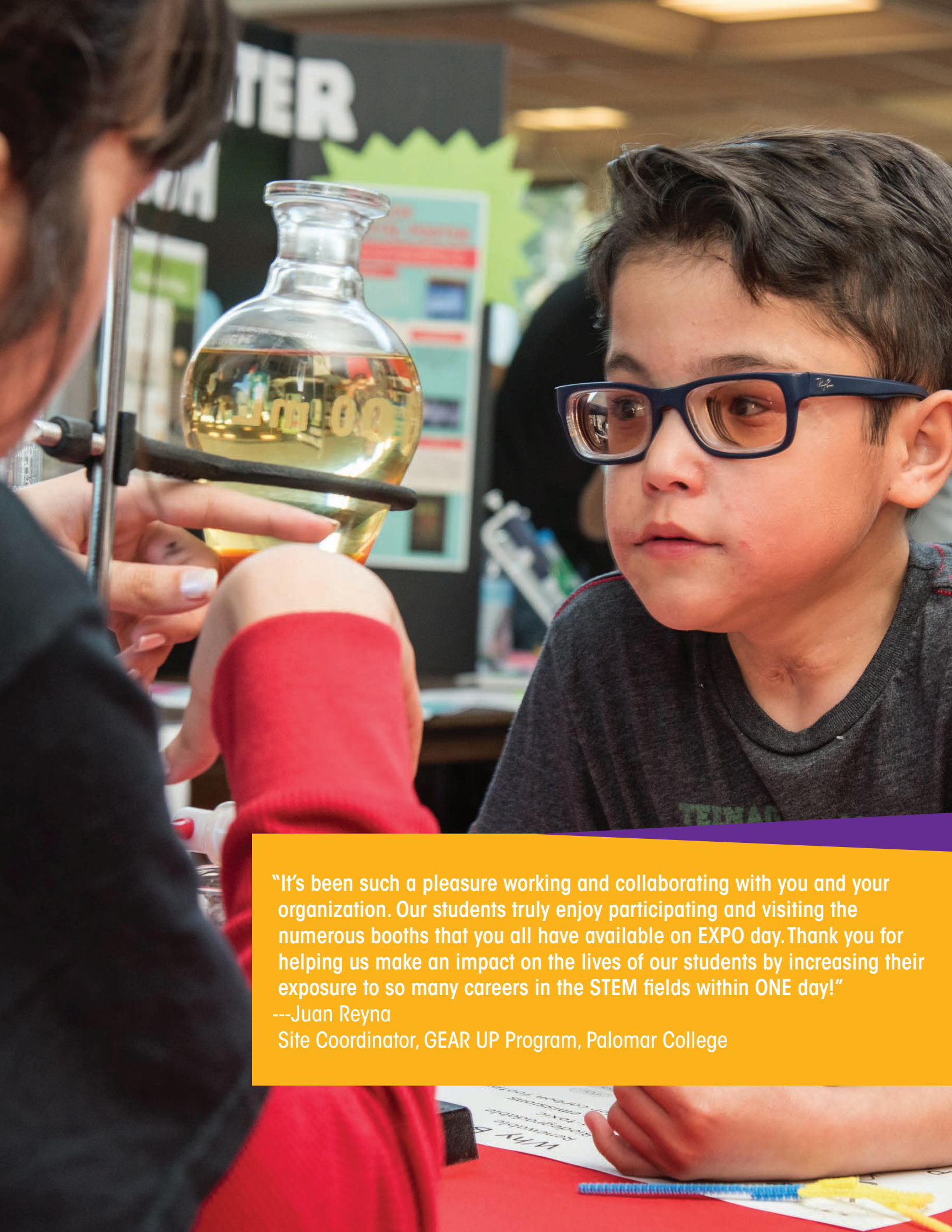
**T**

**E**

**M**







"It's been such a pleasure working and collaborating with you and your organization. Our students truly enjoy participating and visiting the numerous booths that you all have available on EXPO day. Thank you for helping us make an impact on the lives of our students by increasing their exposure to so many careers in the STEM fields within ONE day!"

---Juan Reyna

Site Coordinator, GEAR UP Program, Palomar College

# Making an IMPACT

"It's one thing to learn about science, technology, engineering, and math in school; it's another to see it, up close and personal. I love the way children from all parts of the county have access to rich resources shared by industry partners, schools, and community organizations during Festival Week."

-- Music Watson, Chief Communications Officer,  
San Diego County Office of Education

**53**

SPONSORS

**75**

NON-PROFITS

**29**

SCHOOLS/COLLEGES

**10**

PROFESSIONAL  
ASSOCIATIONS

**8**

COMMUNITY CENTERS /  
LIBRARIES



**73%**

of San Diego zip codes  
represented during Festival  
Week



**291k**

impressions for #lovestemsd



**60**

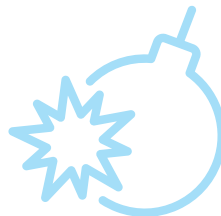
events and  
programs



**90%**

of events are  
completely free

## RECORD BREAKING ATTENDANCE

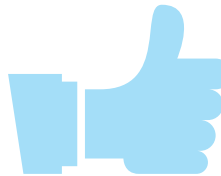


**26,143**

EXPO Day

**12,000**

Super STEM Saturday



**5.1k**

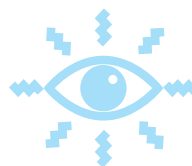
likes on Facebook and  
climbing!



# In the MEDIA



FEATURED ON



More than

# 30.3M

audience reach



# 119

media placements



More than

# 233K

publicity value





# Underwriting Packages

## SPONSORSHIP

### OMNI PREMIERE CLUB (CUSTOM)

- High traffic prominent area within EXPO Day on field level
  - Utilize as red-carpet client experience or transform into a VIP attendee workshop space
  - Additional company branding on EXPO Day map and in Festival Week program
- 

### SUNDECK HEALTHY LIFESTYLES AREA (CUSTOM)

- High traffic prominent area within EXPO Day near main stage
- Position brand as leader of healthy living throughout this exclusive themed location
- Additional company branding on EXPO Day map and in Festival Week program





### **MVP LUNCHEON NAMING (\$20,000)**

- Company name and/or logo on all associated collateral as: "Brought to you by X-Company"
- Opportunity to give opening or closing remarks at podium during luncheon
- Prominent naming and signage in front of a VIP level audience of Life Science and STEM organizations, elected officials and local dignitaries alike

### **STEM IN YOUR BACKYARD (\$15,000)**

- Regional opportunity during Festival Week, offered in the communities of Oceanside, Barrio Logan, Alpine and Chula Vista
- Direct impact for families and schools in underserved neighborhoods
- Hands-on engagement alongside professional development and parent education in a smaller setting to build stronger conversations

### **MEDIA (CUSTOM, STARTING AT \$14,500)**

- Your brand will be positioned to amplify your 2018 Festival's reach through a mix of broadcast (radio, TV, cable) and digital promotions
- The media partners we are working with have been supportive of the Festival for several years, and have proven their ability to increase attendance and brand awareness
- Three packages starting at \$13,000 through \$23,000. Commitments and payment must be in by November 1, 2017 for deliverables.

### **FESTIVAL T-SHIRTS (\$12,000)**

- Company brand in front of 3,000+ employees of Life Science and local STEM specific organizations
- Company logo located on left sleeve of shirts and half page ad in Festival Week program (15K+ distributed)
- Continued visibility as our shirts remain seen throughout San Diego for years forward



# Underwriting Packages

## SPONSORSHIP



### **2018 FESTIVAL PROGRAM (\$9,500)**

- Festival Program distributed throughout the community during the month of February and at the Petco Park gates during EXPO Day (15K+ distributed)
- Brand positioned alongside local Life Science and STEM professionals
- Full page ad prominently featured on back of program

### **SAVE THE DATE POSTCARDS (\$7,500)**

- Hard copy version distributed to school sites throughout San Diego County, reaching over 100K households
- Line enclosure on each postcard to read: "Postcard printing generously provided with support from X company"
- Opportunity to include a tagline or sentence about supporting STEM education

### **CREATIVE WRITING & VINTAGE MASCOT NAMING - STUDENT COMPETITION (\$6,500)**

- Name and logo on contest application materials posted to all school districts within San Diego County and on our website
- Opportunity for employees to serve as judges for the competition
- Deliver awards to students at our MVP Luncheon in front of high level sponsors, elected officials and community dignitaries

### **THE VOLUNTEER EXPERIENCE (\$5,500)**

- Support 400+ volunteers throughout Festival Week
- All volunteers will receive a co-branded note thanking them for their service
- Logo prominently displayed on all volunteer shirts with custom tagline such as "X company, keeping volunteers fueled throughout Festival Week!"



### **DUGOUT STAGE AT EXPO DAY (\$4,000)**

- Prominent location for company signage and option to hand out branded swag to stage guests
- Opportunity to introduce some of the student speakers on the dugout stage throughout EXPO Day
- Additional company branding on EXPO Day map and within Festival Week program

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### **VINTAGE BEACH TOWELS (\$3,000)**

- Company brand in front of families and STEM professionals
- Message aligned with the celebration of the Festival's 10th anniversary
- A sure sell-out to hundreds of outdoor enthusiasts throughout Festival Week

"Watching math come to life, and the students' faces light up through a performance by Music Notes, is just one of the many powerful moments you will witness during Festival Week!"

--Sara DW Pagano, Managing Director, Biocom Institute





# Underwriting Packages

## SPONSORSHIP

### FESTIVAL WEEK POSTERS (\$3,000)

- Over 5,000 distributed county-wide to schools and businesses
- Line enclosure on each poster to read: Poster printing generosity supplied by the support of "X company"
- Opportunity to include a tagline or sentence about supporting STEM education

### CUSTOMER APPRECIATION SUITES AT EXPO DAY (\$2,000)

- Great opportunity for companies who want to participate but don't have the manpower to staff a booth.
- Use as a thank-you for employees or clients. Welcome them, along with their families, for the white glove treatment on EXPO Day
- Catering options available from baseball snacks to full dinners

### STUDENT "FUTURE" BUTTONS (\$1,500)

- Inspire the next generation of STEM innovators and leave an impression throughout the community
- Button branded with your company (e.g. Future "Biocom Institute" Engineer)
- Exclusive offer for each industry letter of STEAM



# We Love Stem FUND-A-BUS

The field trip was fun.  
There were lots of cool things there.  
Like four deadly sharks!

---We Love STEM Thank-You Haiku, submitted by a student  
from Bayshore Preparatory Charter School

## FUND-A-BUS (\$500)

- An opportunity for individuals and small organizations to make a large impact inside local San Diego school classrooms
- This program affords students from all social and economic backgrounds the opportunity to engage in STEM experiences outside the classroom
- More than just a field trip, We Love STEM often proves to be a transformative experience for participating students



"I really enjoyed today because I love science and my favorite thing I learned is that when you touch a sea urchin, it hugs your finger!"

--Cas, middle school student



"Two years ago our students were offered the chance to take a field trip to the Birch Aquarium during Festival Week. The educational content they offered was amazing and they made it so simple for me to find ways to bring it back into the classroom for follow-up. But the most heartfelt portion of the day was when a few students came up to me with smiles from ear to ear because not only was it their first time visiting the aquarium, it was their first time seeing the ocean in real life."

---7th grade teacher, San Diego Unified School District

"We sincerely appreciated the opportunity to expose our students to STEM through this field trip experience. They were able to put their eyes and hands on biology and since in a way that isn't possible in the classroom."

-- Middle school teacher, San Marcos Unified



Making a difference

# 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 2018 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)
- Feature article in Biocom's E-Newsletter (Distributed to 950+ member companies)
- Name listing in all press releases
- Logo placement on TV screens in Biocom lobby
- 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 employees
- Volunteer & community engagement opportunities for employees

ONE EXCLUSIVE OPPORTUNITY; SOLD FOR 2018

	PRESENTING	GOLD 50K	SILVER 25K	COPPER 10K	KRYPTON 5K	TITANIUM 2,500K
Logo on brochure reaching over 500,000 parents and educators		★	★			
Name on brochure reaching over 500,000 parents and educators				★	★	★
Feature in 2018 Festival Program (10K distributed)		Full Page	1/2 Page	1/4 Page	Logo	Name
Logo on 5,000 posters distributed County-wide		★	★			
Name on 5,000 posters distributed County-wide				★	★	★
Exhibit Space (with 20 amps electricity)		Custom	10x40	10x30	10x20	10x10
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		Custom Recognition	Level Recognition			
Logo on Festival week signage (75+ event County-wide)		★	★			
Name on Festival week signage (75+ event County-wide)				★	★	★
Feature article in Biocom's E-Newsletter (Distributed to 950+ member companies)		x2	x1			
Name listing in all press releases		★	★			
Logo placement on TV screens in Biocom lobby		★	★	★		
Logo placement on sponsor t-shirts/partner t-shirts (2,500+ distributed)		★	★			
Name placement on sponsor t-shirts/partner t-shirts (2,500+ distributed)				★	★	★
Sponsor t-shirts		x30	x25	x20	x15	x10
Tickets to exclusive sponsor & partner thank-you event during Festival Week		x10	x8	x6	x4	x2
VIP community engagement opportunities for employees		★	★			
Volunteer & community engagement opportunities for employees				★	★	★

"I just wanted to pass along that of all of the festivals, expo days, community events, etc... we participate in every year, the San Diego Festival has been the most organized, professionally ran and flexible event I have ever been involved with. Your teams have done an incredible job keeping us updated and informed."

- Daniel Sherling, Global Manager, Corporate Responsibility, Community & Partnerships, MilliporeSigma

# Festival Week

## March 3-11, 2018

### WEBSITE & SOCIAL MEDIA

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

Listing on Festival website with logo and link

Targeted Facebook posts to 5,100+ 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)

SOLD FOR 2018 PRESENTING

	GOLD 50K	SILVER 25K	COPPER 10K	KRYPTON 5K	TITANIUM 2,500K
Logo recognition on Festival homepage w/ link (100K+impressions)	★	★	★	★	★
Listing on Festival website with logo and link		★	★	★	★
Targeted Facebook posts to 5,100+ followers	x10	x8	x6	x4	x2
Company specific tweets to 4,300+ followers	x10	x8	x6	x4	x2
Logo recognition in Festival monthly e-newsletters (5K+ reach)	★	★	★	★	★
Name recognition in Biocom e-newsletters (15K+ reach)	x5	x4	x3	x2	x1

# Presenting Sponsor 2018

**illumina**® FOUNDATION

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.





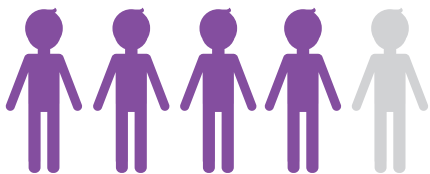
# Why Invest

"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, Inc.

Between 2008 and 2018, the number of jobs in STEM fields is projected to grow by 17 percent as compared to 10 percent for all U.S. jobs. In this era of rapid scientific discovery and technological change, we must continue to build a pipeline of highly skilled, STEM-literate employees. 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.

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 platform for all students to experience their own potential to be the next STEM innovators!



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

## Build a steady economic environment

The national average wage for all STEM occupations was **\$87,570**, nearly double the national average wage for non-STEM occupations (\$45,700).



**26 MILLION**  
STEM jobs in the U.S.

## Help inspire STEM career interest early

In California, there are approximately five people searching for every available job. Meanwhile, there are 1.5 STEM jobs available for every job seeker.

## Widen access to STEM for underserved communities

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



Providing inspiration and meaningful moments from pre-K through gray





# Thank You 2017 SPONSORS

## **PRESENTING**

Illumina Foundation

## **GOLD**

ABC 10 & Azteca  
CBS Radio  
City of San Diego  
DiversityComm, Inc.  
Qualcomm Foundation  
ViaSat

## **SILVER**

Fleet Science Center  
Hologic  
San Diego Padres  
San Diego County Office of  
Education  
Cox Communications

## **COPPER**

Cubic  
Cymer, An ASML company  
Ferring  
Geek Girl  
Genentech  
Live Well San Diego  
San Diego County Board of  
Supervisors  
Thermo Fisher Scientific  
Toyota Mirai  
Univision  
UTC Areospace Systems  
Vertex Pharmaceuticals Inc

## **KRYPTON**

Anthem Blue Cross Foundation  
Ardea Biosciences  
BP America  
Microsoft

## **KRYPTON CONT.**

MilliporeSigma  
Pfizer Inc  
San Diego County Credit Union  
Sony Playstation  
Westpak

## **TITANIUM**

Barnes & Noble  
BOSEbuild  
Conatus Pharmaceuticals  
General Atomics  
International Bridge Technologies  
Nanoimaging  
Northrop Grumman  
Point Loma Nazarene University  
Raytheon  
San Diego National Defence  
Industry Association

## **WE LOVE STEM**

Carollo Engineers  
Promo Shop  
San Diego Financial Literacy  
Center  
UTC Areospace Systems  
Vertex Pharmaceuticals

## **STEM CHAMPIONS**

iD Tech  
Lakeshore Learning  
Play-Well TEKnologies  
Russian School of Mathematics  
Tech Know How





EXPO Day at Petco Park

**Sat, March 3rd**

Festival Week all over San Diego County

**March 4th-11th**

*Celebrating our  
10th anniversary!*

10 years and growing! Join us as we reflect on 10 years of innovation, inspiration and transformation at the San Diego Festival of Science and Engineering. Join us March 3-11, 2018 and help honor the past, celebrate the present and strengthen the future for the next 10 years of the San Diego Festival of Science and Engineering!

[www.lovestemsd.org](http://www.lovestemsd.org)







**Silvana DelPiccolo,**  
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**LOVESTEMSD.ORG**