



Spring 2022

# SAN DIEGO FESTIVAL OF SCIENCE & ENGINEERING

Community Engagement & Sponsorship Menu

# **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 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 Spring of 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 Spring is March 15th-May 15th.



# STEAM BLOCK PARTIES

There will be 2 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.



**BARRIO LOGAN | MERCADO DEL BARRIO | APRIL 16 | 10AM - 2PM**

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!

**NORTH COUNTY | SAN DIEGUITO COUNTY PARK | MAY 1 | 12PM - 3PM**

In partnership with Live Well San Diego

- During this outdoor community-facing event, 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.

# 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 15 - May 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.

## **STEAM MOVIE NIGHT | MAY 1**

Family movie night, with a splash of learning! Families will have the chance to gather together at San Diego's iconic Waterfront Park and watch "Encanto." A story of community members supporting each other and the importance of family, attendees will have the chance to participate in STEAM activities related to these themes!

## **21+ ADULT SCIENCE NIGHT**

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.

## **STUMP A STEAM PRO**

Held at a Chula Vista elementary school, this program will give students the opportunity to 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.



# 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"/>	<input checked="" type="checkbox"/>		
Segment on the Live Stage	<input checked="" type="checkbox"/>					
Option for booth at STEAM Block Party events	x3 Events	x3 Events	x2 Events	x2 Events	x1 Event	x1 Event
Sponsor a supply stipend for nonprofit or student organization booth(s) at a STEAM Block Party	5	4	3	2	1	
Participation in Classroom Connections engagement opportunity	<input checked="" type="checkbox"/>					
Sponsor school buses to Barrio Logan & South Bay STEAM Block Parties	3	3	2	2	1	
Recognition in opening credits of The Magic of Movies event	Preview/Video	Preview/Video	Preview/Video	Preview/Video	Logo	Logo
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	Premium Placenment of logo	Premium Placenment of logo	Logo	Logo	Name	Name
Recognition on sponsor listing in event programs throughout STEAM Week	Premium Placenment of logo	Premium Placenment of logo	Logo	Logo	Name	Name
Recognition on posters distributed County-wide	Premium Placenment of logo	Premium Placenment of logo	Logo	Logo	Name	Name
Recognition on event signage at all STEAM Week events	Premium Placenment of logo	Premium Placenment of logo	Logo	Logo	Name	Name
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"/>	<input checked="" type="checkbox"/>		

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	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 ( <a href="http://www.lovestemsd.org">www.lovestemsd.org</a> )	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Logo recognition on Festival website (sponsor page) with link	<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			

# WE ❤ OUR SPONSORS

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



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### STEAM Champions

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