



# Bay Area SCIENCE FESTIVAL 10.24-11.02



The **Bay Area Science Festival** is a weeklong celebration of the unique science and technology of the Bay Area. Scientists from our local universities, companies, and museums will share their stories, passion and science at over 50 events. Programs will feature hundreds of hands-on-activities, provocative conversations, electrifying performances, and tours of cutting-edge facilities. Are you ready to unleash your inner scientist?



## Festival Highlights

### Discovery Days

It's always festival time in the Bay Area! The Discovery Days program brings the fun and excitement of science to a huge crowd. In conjunction with local science outreach groups, Discovery Days will have over 200 hands-on-activities, dozens of exhibits, numerous performances, and family-oriented science entertainment. Attendees are families generally with children aged 0-14, with a special emphasis on those who traditionally do not have access to quality science education resources. In 2013, Discovery Days will be held at AT&T Park on 11/2/13 (>30,000 expected), Cal State East Bay on 10/26/13 (>10,000 expected), and North Bay on 10/26/13 (>10,000 expected).



## Festival Results

### Attendance

- >60,000/year (average)
- 54 Total Events in 2012
- 4th largest Science Festival in U.S.
- Largest free education event in Bay Area History
- Events stretched from Santa Rosa to San Jose

### Festival Ratings (out of 5)

- 2012 Average: 4.26 (highest amongst peer group)
- Discovery Days at AT&T Park: 4.22
- Discovery Days – North Bay: 4.26

### Attendee Feedback

- 80% Made Science/Engineering/Math Learning Fun
- 73% Learned something new about Science
- 63% Increased interest in Science
- 60% Connected with ongoing Science events in their local area

### OpenLabs

Dozens of the Bay Area's leading science organizations will provide exclusive opportunities to see science-in-action at the region's research laboratories. These unique behind-the-scenes tours showcase the region's amazing scientific resources - all in one day. In 2013, over 25 tours, hikes, and adventures will be coordinated across the Bay Area.

### Signature Performances

High profile science acts from around the country anchor evening programming during the festival. Past performers include NPR's Radiolab, Food Network's Alton Brown, and famous scientists from around the world.

### Lab Equipment Giveaways

Leveraging excess stock/equipment/materials from labs/companies across the area, teachers will be invited to take supplies back to K-12 classrooms. Scientist volunteers would be on hand during giveaways to answer any questions about the equipment. This builds upon existing infrastructure of current giveaway programs and extends their reach to more teachers.



**Our Mission** is to engage Bay Area residents in a region-wide celebration of its scientific wonders, resources, and opportunities by exploring the role of science, engineering, and technology locally & in the world.



## History

The Bay Area Science Festival is a collaborative public education initiative that brings together our leading academic, scientific, corporate, and non-profit institutions to showcase the region as an international leader in science and innovation. Organized by UC San Francisco, the festival's home is the Science & Health Education Partnership (SEP), a 25 year old department dedicated to quality science instruction and outreach in San Francisco. The festival was brought to Bay Area through the leadership of UCSF Professor Bruce Alberts, editor-in-chief of Science, and past president of the National Academy of Sciences.



The festival was initially seed funded by the National Science Foundation in 2009 along with 3 other sites across the nation: San Diego, Cambridge, and Philadelphia. Since 2009, the festival movement has grown rapidly across the nation with over 35 science festivals planned in 2013. The NSF has renewed its support of the Bay Area Science Festival through 2015.

## Audience

### PRIMARY

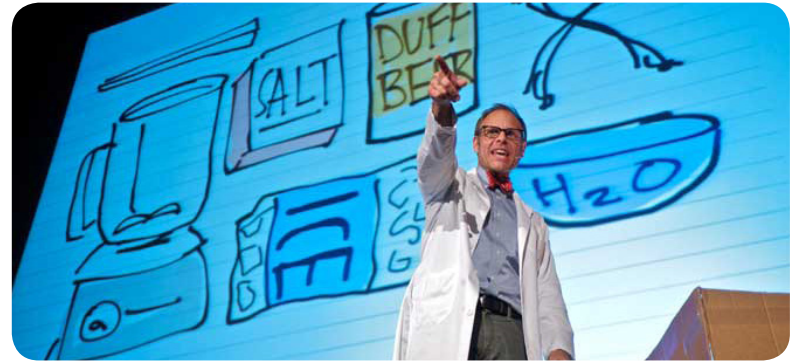
**Families**, primarily with children aged 5-16. Emphasis on families living in historically underserved communities.

### SECONDARY

**Adults**, particularly those residing in communities where scientific research and science-based innovation takes place, but who are not themselves professionally involved or even aware of these activities. Largely focused on a younger adult audience, traditionally underserved by science.

## Engage

Making science engaging for the diverse region requires the entire scientific community. The benefits of participating are countless—the ways to participate are limitless! Please contact Bay Area Science Festival Director **Kishore Hari** ( Kishore.Hari@ucsf.edu ) to get started.



## Festival Partners



## Why a Festival?

**Festivals unite.** Science Festivals bring together institutions and individuals dedicated to public understanding of science and establishing new collaborations.

**Science should be celebrated.** Our culture celebrates sports, music, food, shared history, and cultural icons. Science is a cornerstone of our society and festivals provide a way to honor scientists for their ongoing efforts.

**Bridging science and society.** Festivals create new opportunities for the kind of face-to-face interactions and dialogue that allow the public to learn about and provide input into new developments.

**Workforce development.** Festivals show our community that STEM careers are interesting, fun, cool, lucrative, and the jobs of the future.

**Regional pride.** The festival emphasizes ongoing innovation and development in the Bay Area, bolstering our identity as an international science hub.





Bay Area  
**SCIENCE**  
FESTIVAL  
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Sponsorship Assets  
& Entitlements



|  | Platinum<br>\$100K | Gold<br>\$50K  | Silver<br>\$25K | Copper<br>\$10K | Krypton<br>\$5K | Titanium<br>\$2.5K |
|--|--------------------|----------------|-----------------|-----------------|-----------------|--------------------|
| <b>General Festival Recognition</b>  |                    |                |                 |                 |                 |                    |
| Top billing on all 2013 Materials  | ●                  |                |                 |                 |                 |                    |
| Appointment of Advisory Board Member   | ●                  | ●              | ●               |                 |                 |                    |
| <b>Discovery Days Onsite Recognition</b>   |                    |                |                 |                 |                 |                    |
| Exhibit Space  | Custom             | Custom         | 30' x 30'       | 20'x30'         | 20'x20'         | 10'x20'            |
| Placement (# of Discovery Day Events)  | 3<br>Preferred     | 3<br>Preferred | 3<br>Preferred  | 3               | 2               | 1                  |
| Dedicated Event Signage at all Discovery Day Events                                  | 3                  | 2              | 1               |                 |                 |                    |
| Logo Recognition on sponsor appreciation signage (4 Banners)                         | ●                  | ●              | ●               | ●               | Name Only       | Name Only          |
| Name/Logo on On-Site Map   | ●                  | ●              | ●               | ●               | Name Only       | Name Only          |
| Attendee Giveaway/Collateral Distribution at Information Booths                      | ●                  | ●              | ●               |                 |                 |                    |
| Logo Placement on Stage Signage (AT&T Park Only)                                     | ●                  | ●              | ●               |                 |                 |                    |
| <b>Marketing</b>   |                    |                |                 |                 |                 |                    |
| Radio Spot Mentions  | ●                  | ●              |                 |                 |                 |                    |
| Print Ads - Logo Inclusion   | ●                  | ●              | ●               | ●               |                 |                    |
| Television Ads - Logo Inclusion  | ●                  | ●              |                 |                 |                 |                    |
| Name/Logo inclusion on 1,000 posters to be distributed to venues throughout Bay Area | ●                  | ●              | ●               | ●               | Name Only       | Name Only          |
| Programs - Name/Logo inclusion (25,000 Minimum Print Run)                            | ●                  | ●              | ●               | ●               | Name Only       | Name Only          |
| Premium Recognition on official Festival Homepage                                    | ●                  | ●              | ●               |                 |                 |                    |
| Listing on official event website with logo recognition and link                     | ●                  | ●              | ●               | ●               | ●               | ●                  |
| Logo Recognition on Festival e-newsletters   | ●                  | ●              | ●               | ●               |                 |                    |
| Feature in all press releases and public relations efforts                           | ●                  | ●              | ●               |                 |                 |                    |
| Mention in all press releases and public relations efforts                           |                    |                |                 | ●               | ●               | ●                  |
| <b>Hospitality</b>   |                    |                |                 |                 |                 |                    |
| Host a Reception (Suite at AT&T Park)  | ●                  | ●              |                 |                 |                 |                    |
| Tickets to private sponsor event   | 16                 | 12             | 10              | 8               | 6               | 4                  |
| Reserved tickets to select high profile events                                       | ●                  | ●              | ●               | ●               | ●               | ●                  |
| <b>Additional Benefits</b>   |                    |                |                 |                 |                 |                    |
| Speaking opportunities at high profile events  | 3                  | 2              | 1               |                 |                 |                    |
| Final Report   | ●                  | ●              | ●               | ●               |                 |                    |

