



San Diego Festival of Science & Engineering

April 24th-May 2nd 2021

The San Diego Festival of Science & Engineering is historically 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. Now in its thirteenth year, the Festival is committed to providing experiential science, technology, engineering, arts, and math (STEAM) activities to diverse populations. It is a comprehensive community event that works to inspire the curious young minds in our community to become tomorrow's STEAM leaders. The San Diego Festival of Science & Engineering strives to ensure the week is ever-evolving and continually responding and meeting the desires and needs of the community. For 2021, in order to meet the demands of the current environment, the Festival will be delivered to an even broader audience virtually. Our custom virtual platform will be accessible to teachers, students, and families across the state of California and beyond for the entire year. We invite you to join us in supporting our community during this time of need and ensuring the health and sustainability of this locally-cherished and nationally-recognized program.

www.lovestemsd.org





Platinum Sponsor | \$75,000

- Customized “Booth” in virtual Expo Hall
- Recognition on Main Stage
- Premium placement of logo & link to website on sponsor listing
- Video submission in “General Sessions” categories – will live on site for a full year: (No Limit)
- Custom direct-to-classroom connections, facilitated by Generation STEAM + Festival Team: (x4)
- Participation in virtual career fair during STEAM Week (Fall 2021)
- Employee engagement opportunity: employees can participate in virtual mentorship program with Cajon Valley middle schoolers, Spring 2021
- Premium placement of logo on Festival website (lovestemsd.org) homepage with link
- Premium placement of logo on Festival e-flyer reaching over 500,000 parents and educators
- Name listing in all press releases
- Opportunity to provide article(s) in Festival e-newsletters - 3
- Logo recognition in Festival e-newsletters (5K+ reach)
- Festival Instagram Take-Over Opportunity – one day in month leading up to Festival
- Facebook mentions (x3)
- Twitter mentions (x3)
- Instagram mentions (x3)
- LinkedIn mentions (x2)

www.lovestemsd.org

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 STEAM in people of all ages.

MAKE AN IMPACT

Reach and connect with diverse youth from all corners of San Diego County and beyond. Bring STEAM to life and help grow what we’ve been building for thirteen years!

TELL YOUR STORY

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





Gold Sponsor | \$50,000

- “Booth” in virtual Expo Hall
 - Recognition on Main Stage
 - Premium placement of logo & link to website on sponsor listing
 - Video submission in “General Sessions” categories – will live on site for a full year: (x6)
 - Custom direct-to-classroom connections, facilitated by Generation STEAM + Festival Team: (x3)
 - Participation in virtual career fair during STEAM Week (Fall 2021)
 - Employee engagement opportunity: employees can participate in virtual mentorship program with Cajon Valley middle schoolers, Spring 2021
 - Premium placement of logo on Festival website (lovestemsd.org) homepage with link
 - Premium placement of logo on Festival e-flyer reaching over 500,000 parents and educators
 - Name listing in all press releases
 - Opportunity to provide article(s) in Festival e-newsletters - 2
 - Logo recognition in Festival e-newsletters (5K+ reach)
 - Festival Instagram Take-Over Opportunity – one day in month leading up to Festival
 - Facebook mentions (x2)
 - Twitter mentions (x2)
 - Instagram mentions (x2)
 - LinkedIn mentions (x1)
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Silver Sponsor | \$30,000

- “Booth” in virtual Expo Hall
- Logo & link to website on sponsor listing
- Video submission in “General Sessions” categories – will live on site for a full year: (x5)
- Custom direct-to-classroom connections, facilitated by Generation STEAM + Festival Team: (x2)
- Participation in virtual career fair during STEAM Week (Fall 2021)
- Employee engagement opportunity: employees can participate in virtual mentorship program with Cajon Valley middle schoolers, Spring 2021
- Logo on Festival website (lovestemsd.org) homepage with link
- Logo on Festival e-flyer reaching over 500,000 parents and educators
- Name listing in all press releases
- Opportunity to provide article(s) in Festival e-newsletters - 1
- Logo recognition in Festival e-newsletters (5K+ reach)
- Facebook mentions (x1)
- Twitter mentions (x1)
- Instagram mentions (x1)
- LinkedIn mentions (x1)



Copper Sponsor | \$13,500

- Logo & link to website on sponsor listing
 - Video submission in “General Sessions” categories – will live on site for a full year: (x4)
 - Custom direct-to-classroom connections, facilitated by Generation STEAM + Festival Team: (x1)
 - Participation in virtual career fair during STEAM Week (Fall 2021)
 - Employee engagement opportunity: employees can participate in virtual mentorship program with Cajon Valley middle schoolers, Spring 2021
 - Name on Festival e-flyer reaching over 500,000 parents and educators
 - Opportunity to provide article(s) in Festival e-newsletters - 1
 - Name recognition in Festival e-newsletters (5K+ reach)
 - Facebook mentions (x1)
 - Twitter mentions (x1)
 - Instagram mentions (x1)
-

Krypton Sponsor | \$7,500

- Logo & link to website on sponsor listing
- Video submission in “General Sessions” categories – will live on site for a full year: (x3)
- Participation in virtual career fair during STEAM Week (Fall 2021)
- Name on Festival e-flyer reaching over 500,000 parents and educators
- Name recognition in Festival e-newsletters (5K+ reach)
- Facebook mentions (x1)
- Twitter mentions (x1)
- Instagram mentions (x1)

www.lovestemsd.org



Custom Classroom Connections

Selecting an engagement level that includes custom classroom connections allows your company/employees to be placed directly into classrooms around San Diego County during the Spring 2021 semester. Choose from Generation STEAM's various year-round programs and we will schedule and prepare your employees for their live virtual classroom visits!



Titanium Sponsor | \$3,500

- Logo & link to website on sponsor listing
 - Video submission in “General Sessions” categories – will live on site for a full year: (x2)
 - Name on Festival e-flyer reaching over 500,000 parents and educators
 - Name recognition in Festival e-newsletters (5K+ reach)
 - Facebook mentions (x1)
 - Twitter mentions (x1)
 - Instagram mentions (x1)
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Mercury Sponsor | \$2,000

- Logo & link to website on sponsor listing
- Video submission in “General Sessions” categories – will live on site for a full year: (x1)

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GENERAL SESSIONS

To promote asynchronous learning during remote and hybrid class schedules, as well as to provide easily accessible resources to supplement curriculum and to bring lessons to life, the virtual Festival will offer pre-recorded workshops and lectures from our partners, to remain on our site for at least one year. Your organization may submit videos in the following categories:

Career Talks

Demonstrate to students the wide range of jobs at your company, and the various strengths and interests of your employees! These videos are intended to be a 2-5 person panel, representing various disciplines/roles within your organization.

Experiments & Activities

Missing the days of old? No need to put your former Expo Day activity on a shelf! Choose this category and lead the audience through an experiment or activity that they can do in the classroom or at home!

Company Tours

What does it mean to work in your company? Bring your work to life by showing off your campus, labs, amenities, employees, etc. in a company tour video.

Leadership Library

This is an opportunity for your colleagues at the VP-level and above to talk about their passion for their roles and the industry at large. They can share their visions for the future or talk about their career paths, goals, etc.

Did You Know?

You're the subject-matter experts! This is a topic-oriented series that allows you and your colleagues to dive deep into an industry-related topic or current event! Whether it's climate change, genomics, or COVID-19, these sessions offer room for creativity and innovation.

Mentor Moments

Whether our audience members are looking for jobs, contemplating the next step in their educational journeys, or looking to be inspired, we could all use a little advice! This is a space for tips, suggestions, and even stories about how you've been helped along the way.



March 2021

Additional Festival Month Programs

In addition to the utilizing the Festival's virtual platform to provide content to educators, students, and families year-round, you and your organization are invited to get involved in other Festival programming, taking place throughout the month of April 2021. Below you will find the list of programs, with sponsorship levels and benefits in the following pages.

Want to spread out your involvement? Ask about our year-round opportunities!

WOMEN IN STEAM

MILITARY FAMILY APPRECIATION STEAM DAY

STEPPING STONES: A VIRTUAL CAREER FAIR

ARTS SPONSOR: MAKING THE "A" COUNT

THANK YOU SPONSOR

PHOTO BOOTH SPONSOR





Women In STEAM

This program provides space for young women to celebrate and exhibit their own achievements and learnings in STEAM and be inspired by a host of women who have moved the needle in STEAM. The Women in STEAM virtual program kicks off with an interactive or otherwise collaborative activity. The highlight of the event is a panel of women leaders in STEAM, from CEOs of biotechnology companies, to award-winning engineers, and beyond. The program sends an inclusive message about what makes a successful STEAM professional as well as helps the young women in attendance recognize career-relevant skills.

We will host three Women in STEAM programs during Spring 2021.

Women in STEAM | Lead Sponsor | \$10,000 (1 available)

- Naming Exclusivity for entire series: “Women in STEAM powered by [Company Name]”
- “Company Takeover” Women in STEAM program: One dedicated Women in STEAM program with speakers made up entirely of your employees, representing different departments/verticals/jobs at your organization
- Speaking opportunity as panelist or moderator, or to provide a brief welcome, for one speaker in front of captive audience of women and girls at two (2) additional Women in STEAM programs during Spring of 2021
- Premium placement of logo on Women in STEAM page of www.lovestemsd.org
- Premium placement of logo on all Women in STEAM promotional material
- Premium placement of logo on all Women in STEAM speaker profiles during STEAM Week
- Premium placement of logo on all Women in STEAM-related on speaker background or chat of virtual panel
- Advertisement on Festival website
- Opportunity to provide article in two (2) Festival e-newsletters
- Logo recognition in Festival e-newsletters (9k+ reach)
- Facebook mentions (x2)
- Twitter mentions (x2)
- Instagram mentions (x2)
- LinkedIn mention (x1)
- Opportunity for company’s employees to participate in social media teasers
- Access to recording of Women in STEAM program for exposure of company’s community relations efforts
- Opportunity to supply one giveaway for gamification/opportunity draw for student participants of Women in STEAM

Women in STEAM | Champion | \$5,000 (3 available)

- Brand recognition on ALL Women in STEAM programming (3)
 - Speaking opportunity as panelist or moderator for one speaker in front of captive audience of women and girls at one (1) Women in STEAM during Spring of 2021
 - Logo on Women in STEAM page of www.lovestemsd.org
 - Logo on Women in STEAM promotional material for all three (3) Women in STEAM programs
 - Logo on all Women in STEAM speaker profiles during STEAM Week
 - Mention in one (1) Festival e-newsletter
 - Facebook mentions (x1)
 - Twitter mentions (x1)
 - Instagram mentions (x1)
 - LinkedIn mention (x1)
 - Access to recording of Women in STEAM program for exposure of company's community relations efforts
 - Opportunity to supply one giveaway for gamification/opportunity draw for student participants of Women in STEAM
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Women in STEAM | Supporter | \$2,500 (3 available)

- Speaking opportunity as panelist or moderator for one speaker in front of captive audience of women and girls at one (1) Women in STEAM during Spring of 2021
- Logo on Women in STEAM page of www.lovestemsd.org
- Logo on your company's speakers' Women in STEAM speaker profile during STEAM Week
- Mention in one (1) Festival e-newsletter
- Twitter mentions (x1)
- Access to recording of Women in STEAM program for exposure of company's community relations efforts
- Access to recording of Women in STEAM program for exposure of company's community relations efforts





Military Family Appreciation STEAM Day

An opportunity to say thanks and give back to our military community. Customized STEAM baskets will be designed for different age groups. Military families will enjoy entertainment and learning all in one! Links to follow-along videos will be provided for the activities.

Military Family | Lead Sponsor | \$10,000 (1 available)

- Naming Exclusivity: “Generation STEAM Military Appreciation powered by [Company Name]”
- Premium placement of logo on STEAM Kits
- Premium logo placement and link on Military STEAM Day webpage
- Premium logo placement on invitation to families/base
- Premium logo placement on all promotional material related to the event
- Premium logo placement on signage at “Pick Up Parties” for the kits
- Opportunity to supply STEAM kits for military families with videos/instructions of how to use the kits/experiments, if company has their own
- Opportunity to link branded curriculum, videos, and other resources on Generation STEAM website
- Opportunity to provide promotional video about event for use on social media, e-newsletters, and other promotions
- Placement of promo item/curriculum/etc. in STEAM kits
- Opportunity for employees to participate in socially-distanced, drive-thru “Pick Up Party” for families, if deemed safe and is allowed
- Mention on Facebook (1)
- Mention on Instagram (1)
- Mention on Twitter (1)
- Mention on LinkedIn (1)
- Recognition in e-newsletter article as Lead Sponsor

Military Family | Champion | \$5,000 (2 available)

- Recognition as a “Champion” of Generation STEAM’s Military Appreciation Day
 - Logo on STEAM Kits
 - Logo and link on Military STEAM Day webpage
 - Logo on invitation to families/base
 - Logo on all promotional material related to the event
 - Logo on signage at on-base “Pick Up Party” for the kits
 - Opportunity to link branded curriculum, videos, and other STEAM Resources on Generation STEAM website
 - Placement of promo item/curriculum/etc. in STEAM kits
 - Mention on Facebook (1)
 - Mention on Instagram (1)
 - Mention on Twitter (1)
 - Recognition in e-newsletter article as Champion
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Military Family | Supporter | \$2,500 (4 available)

- Recognition as a “Supporter” of Generation STEAM’s Military STEAM Day
- Logo on STEAM Kits
- Logo and link on Military STEAM Day webpage
- Logo on invitation to families/base
- Logo on all promotional material related to the event
- Logo on signage at on-base “Pick Up Party” for the kits
- Opportunity to supply STEAM kits for families on the base with videos/instructions of how to use the kits/experiments, if company has their own
- Placement of promo item/curriculum/etc. in STEAM kits
- Recognition in e-newsletter article as Supporter





Stepping Stones

A Virtual Career & Internship Fair (Fall 2021)

This career fair will have two tracks taking place fall 2021: Track One will be geared toward high school students, and Track Two will target soon-to-be college graduates and recent college graduates. Track One will expose high school students to college pathways and alternative career pathways for STEAM fields and learning perspectives from current students. Track Two will help highlight entry level positions in local companies. Students from both tracks will be invited to participate in the virtual workshops focused on: resume building, networking, and interview skills .

Stepping Stones | Advocate | \$5,000 (4 available)

- Virtual booth space at career fair
- Premium placement of logo on career fair page of www.lovestemsd.org
- Premium placement of logo on all career fair promotional material
- Premium placement of logo on all career fair company profiles
- Advertisement on Festival website Stepping Stones webpage
- Opportunity to provide article in one (1) Festival e-newsletter
- Facebook mentions (x1)
- Twitter mentions (x1)
- Instagram mentions (x1)
- LinkedIn mention (x1)
- Opportunity for company's employees to participate in promotional teaser for career fair

Stepping Stones | Participant | \$1,000

- Virtual booth space at career fair
- Logo on career fair page of www.lovestemsd.org
- Logo on all career fair promotional material
- Mention in one (1) Festival e-newsletter



Stepping Stones | Resume Sponsor | \$2,500 (1 available)

- Virtual booth space at career fair – breakout room for resume-writing/review track
 - Logo on career fair page of www.lovestemsd.org
 - Advertisement on Festival website Stepping Stones webpage
 - Opportunity to host 1-2 breakout sessions for resume writing during career fair
 - Employee engagement opportunity reviewing resumes of career fair attendees
 - Opportunity to provide each attendee with a branded resume-writing tips flyer and/or video
 - Opportunity to provide article in one (1) Festival e-newsletter
 - Facebook mentions (x1)
 - Twitter mentions (x1)
 - Instagram mentions (x1)
 - Opportunity to share article on LinkedIn (x1)
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Stepping Stones | Interview Sponsor | \$2,500 (1 available)

- Virtual booth space at career fair – breakout room for resume-writing/review track
 - Logo on career fair page of www.lovestemsd.org
 - Advertisement on Festival website Stepping Stones webpage
 - Opportunity to host 1-2 breakout sessions for interviewing during career fair
 - Employee engagement opportunity doing mock interviews for career fair attendees
 - Opportunity to provide each attendee with a branded interview tips flyer and/or video
 - Opportunity to provide article in one (1) Festival e-newsletter
 - Facebook mentions (x1)
 - Twitter mentions (x1)
 - Instagram mentions (x1)
 - Opportunity to share article on LinkedIn (x1)
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Stepping Stones | Networking Sponsor | \$2,500 (1 available)

- Virtual booth space at career fair – breakout room for networking track
- Logo on career fair page of www.lovestemsd.org Advertisement on Festival website Stepping Stones webpage
- Opportunity to host 1-2 breakout sessions for networking/soft skills/first impressions during career fair
- Opportunity to provide each attendee with a branded networking tips flyer and/or video
- Opportunity to provide article in one (1) Festival e-newsletter
- Facebook mentions (x1)
- Twitter mentions (x1)
- Instagram mentions (x1)
- Opportunity to share article on LinkedIn (x1)



Making the "A" Count in STEAM

Integration of the arts within education has provided a strong foundation for success throughout many educational disciplines. Help us carry this mission forward. Making The "A" Count this year will support student workshops produced by Music Notes, two middle school math teachers from South Central Los Angeles, who have brought music and art to the forefront of education.

Making the "A" Count | Adopt a Classroom | \$10,000 (4 available)

- Company recognized as “Jane Smith Elementary School workshops powered by X” on all program materials
- Speaking opportunity to kickoff the session and introduce Music Notes – live or prerecorded options
- Opportunity to provide classroom with branded activity items
- Opportunity to have a second classroom connection with the adopted class by way of a virtual lesson, company tour or speaking panel
- Logo and link on Making The "A" Count Festival Week website page
- Opportunity to provide article in one (1) Festival e-newsletter
- Facebook mentions (x1)
- Twitter mentions (x1)
- Instagram mentions (x1)
- Opportunity to share article on LinkedIn (x1)





Thank You Network

An opportunity to provide a thank-you gift for colleagues and/or potential clients in industry. Leave a lasting impression with a customized note, while thanking them for their support in building our future generation of leaders.

Thank You Network | \$7,500 (6 available)

- Opportunity to choose 4-6 companies from the Festival Week listing
- Co-branded (your company and Festival branding) thank-you gifts delivered to your company of choice
- Includes personalized thank-you notes to each company
- Customized thank-you email to chosen companies alerting them of gift delivery
- Customized follow-up email and introduction to chosen companies following receipt of gifts
- Opportunity for an article and mention in Biocom's corporate newsletter, Biocommunique (BCQ) (x1)



Photo Booth Sponsor

Leave your company logo on center display! Sponsor the photobooth for a chance to be framed in history on classroom boards, offices spaces, refrigerators, screensavers, and of course, throughout social media with your company hashtag.

Photo Booth Sponsor | \$5,000 (1 available)

- Company logo and/or name and tagline, or hashtag on photo booth frame options
- Extended reach to students, families, teachers and industry professionals
- Heightened social media numbers via hashtag usage with photo postings
- Logo and link on Festival Week website page as Photo Booth Sponsor with sample of photo booth frames
- Facebook mentions (x1)
- Twitter mentions (x1)
- Instagram mentions (x1)
- Opportunity to share article on LinkedIn (x1)