



2023

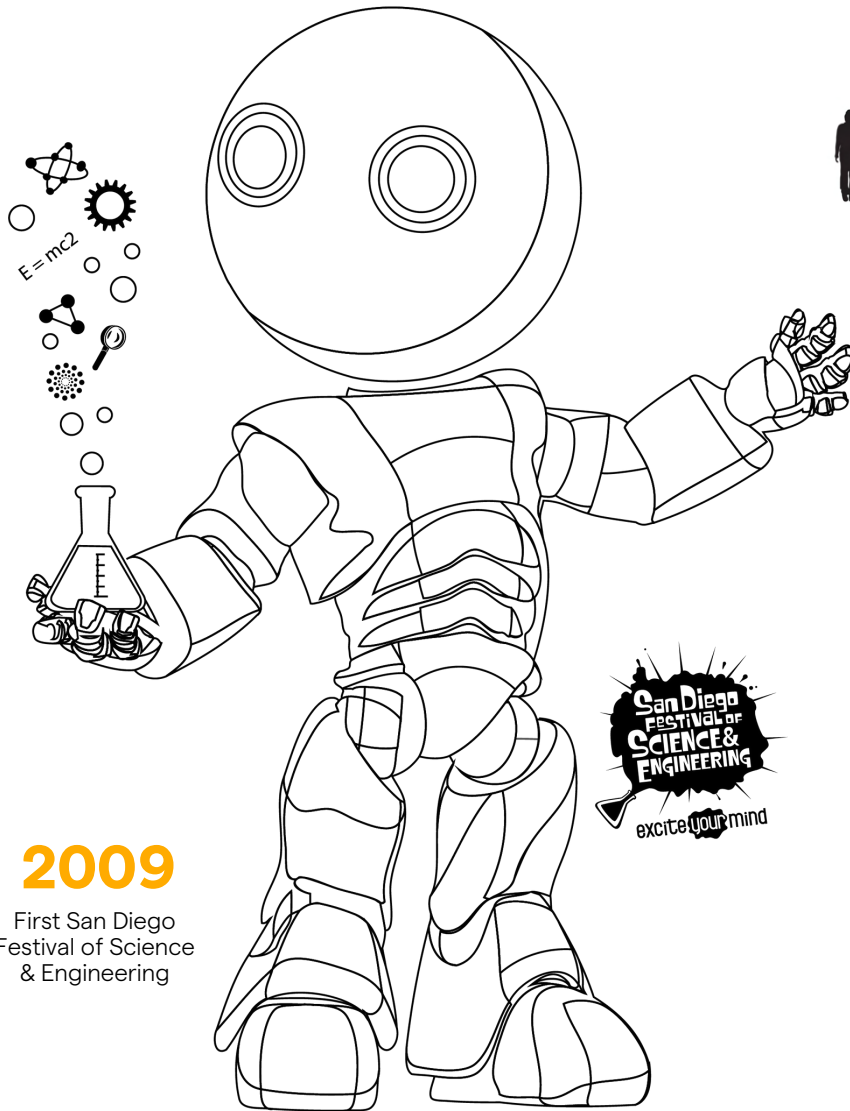
CORPORATE ENGAGEMENT MENU

LOVESTEMS.D.ORG





REFLECTING ON YEARS OF IMPACT



2009

First San Diego
Festival of Science
& Engineering

1st official SDFSE mascot

1 million+

community members
served



100,000+

volunteer hours
committed



700+

students elected into the
Bright Idea Society



500+

bus scholarships
provided

**Endless sparks ignited in our
future visionaries**



"Our daughter has a bulletin board full of sentimental treasures. It includes the button, "Ask A Scientist (Me)." Isabella picked it up during one of our many family trips to the San Diego Festival of Science and Engineering, our most recent was the STEAM Block party in Barrio Logan. These events allow her to experience a myriad of activities while exposing her to new ideas and opportunities. She makes a point to speak to college students and professionals about their academic journeys. We've made STEAM a priority in Isabella's life because she loves to create and discover. The future is getting brighter for Black girls who want to ask an engineer, artist, or scientist about a future she can be part of."

—Karen & Reggie Bonner

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CALLING ALL

TINKERERS, EXPLORERS, STARGAZERS, DREAMERS, AND ADVENTURERS!

The San Diego Festival of Science and Engineering is the largest event of its kind in Southern California. It's a collective effort between the science, tech, and engineering industries, business leaders, government, community organizations, public outreach centers, academia, schools and school districts, and parents. The Festival began 15 years ago, primarily with a science and engineering focus, with the goal of providing 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 countywide 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 science, technology, engineering, arts, and math (STEAM) leaders. After a two-year hiatus, the Festival's popular Expo Day will be back at Petco Park in 2023. Save the date and join us on March 4 for its return!



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EXPO DAY AT PETCO PARK: MARCH 4, 2023 10 A.M.- 5 P.M.

Expo Day is back! The San Diego Festival of Science & Engineering kicks off with a day-long STEAM-filled event at Petco Park. More than 130 local businesses, corporations, and community organizations provide interactive and hands-on science, technology, engineering, art, and math exhibits and activities for the entire community. Anyone "pre-K to gray"—students, families, young professionals, and passersby—are all invited and welcome to join us for this free event and ignite their passion for STEAM.

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WHY STEAM MATTERS

The San Diego Festival of Science & Engineering provides community and industry leaders with a platform to highlight the opportunities in San Diego's burgeoning STEAM industries. The Festival gets adults and kids alike excited about these fields, and allows all attendees to experience their own potential to be tomorrow's STEAM innovators.

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BY THE NUMBERS: DIVERSITY GAPS IN STEAM

%

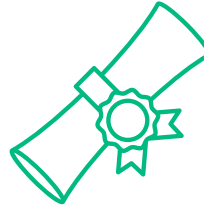
Hispanic workers make up 17% of total employment across all occupations, but just 8% of all STEM workers.



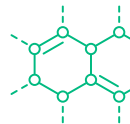
A typical STEM worker earns two-thirds more than those employed in other fields.

\$

Men in STEM earn nearly \$15K more per year than women (\$85K compared to \$60K). Latina and Black women in STEM earn around \$33K less (at an average of \$52K a year).



The share of STEM degrees is even smaller for women of color in the United States. In 2017–2018, women of color earned a small percentage (14.1%) of bachelor's degrees across all STEM fields, including: Asian women: 5.3%; Black women: 2.9%; Latinas: 4.3%; and American Indian/Alaska Native women: 0.1%.



About half of adults (52%) say the main reason young people don't pursue STEM degrees is they think these subjects are too hard.



It's estimated that 3.5 million life science jobs will need to be filled by 2025. The need to encourage a generation of STEAM professionals is present: 74% of middle school girls express an interest in engineering, science, and math, however 2 out of 3 women in the U.S. say they were not encouraged to pursue a career in STEM.

73%

of those girls who personally know women in STEM understand the relevancy of STEM, and 72% know how to pursue a STEM career. This is compared to 51% and 47% of those who don't personally know women in STEM, respectively.

*SOURCE:
PEW RESEARCH
CENTER, 2018 REPORT



MAKE AN IMPACT

Reach and connect with diverse youth from all corners of San Diego County. Bring STEAM to life and help grow what we've been building for 15 years!



74%

of attendees felt inspired by something they did during Festival.



90%

of Festival attendees had fun with STEM during the event.



80%

of attendees rated their Expo Day experience as "excellent" or "very good."



75%

of attendees learned something new at Expo Day.



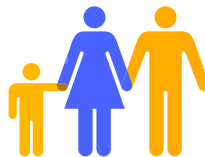
84%

of Festival attendees said the programs and events made them more aware of how STEM plays a role in their daily lives.



58%

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



80%

of Festival 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%



45

school districts represented.



7,178
IMPRESSIONS



167,249
IMPRESSIONS



6,061
IMPRESSIONS



5,853
IMPRESSIONS

TELL YOUR STORY

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



515 MILLION impressions across all digital platforms—both paid and organic—in the 30 days around Festival Week



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SPONSOR BENEFITS: PRESENTING (RESERVED)

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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.

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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 20 amps 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 countywide
- 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 countywide)



- Opportunity to provide article in Festival e-newsletter
- Name listing in all press releases
- Logo placement on TV screens in Biocom California lobby
- Invitations to exclusive STEM Week events
- Fun, meaningful volunteer and 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)
- Instagram mentions (x3)
- LinkedIn mentions (x2)



- Logo placement on sponsor T-shirts (2,500+ distributed)
- 50 Sponsor T-shirts



GOLD \$50,000



- Custom Exhibit Space (with 20 amps 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 countywide
- 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 countywide)



- Opportunity to provide article in Festival e-newsletter
- Name listing in all press releases
- Logo placement on TV screens in Biocom California lobby
- Invitations to exclusive STEM Week events
- Fun, meaningful volunteer and 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 (x2)
- Twitter mentions (x2)
- Instagram mentions (x2)
- LinkedIn mentions (x1)



- Logo placement on sponsor T-shirts (2,500+ distributed)
- 30 Sponsor T-shirts

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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 countywide
- 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 countywide)



- Opportunity to provide article in Festival e-newsletter
- Name listing in all press releases
- Logo placement on TV screens in Biocom California lobby
- Invitations to exclusive STEM Week events
- Fun, meaningful volunteer and 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)
- Instagram mentions (x2)
- LinkedIn mentions (x1)



- Logo placement on sponsor T-shirts (2,500+ distributed)
- 25 Sponsor T-shirts



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 countywide
- 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 countywide)



- Opportunity to provide article in Festival e-newsletter
- Logo placement on TV screens in Biocom California lobby
- Invitations to exclusive STEM Week events
- Fun, 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)
- Instagram mentions (x1)



- Name placement on sponsor T-shirts (2,500+ distributed)
- 20 Sponsor T-shirts

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 countywide
- 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 countywide)



- Opportunity to provide article in Festival e-newsletter
- 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)
- Instagram mentions (x1)



- Name placement on sponsor T-shirts (2,500+ distributed)
- 15 Sponsor T-shirts

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 countywide
- 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 countywide)



- Opportunity to provide article in Festival e-newsletter
- Invitations to exclusive STEM Week events
- Fun, meaningful volunteer and community engagement opportunities for employees
- Listing on Festival website with logo and link



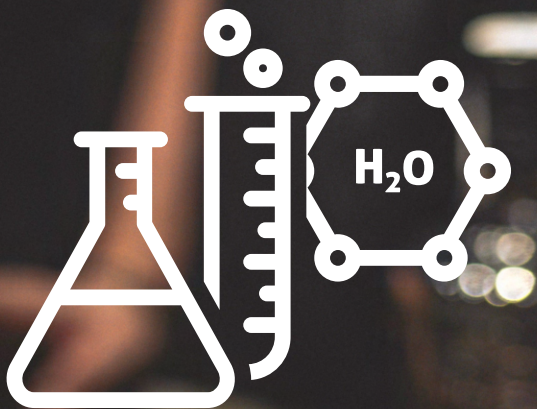
- Twitter mentions (x1)
- Instagram mentions (x1)



- Name placement on sponsor T-shirts (2,500+ distributed)
- 10 Sponsor T-shirts



vs



BATTLE OF THE BARTENDERS: JOIN US FOR A CAREER FAIR RE-IMAGINED

You won't want to miss this recruitment event that's shaking up the average science career fair! It's a friendly competition where the city's top bartenders team up with five local scientists to create the best new cocktails that are visually stunning, flavorful, and innovative. Recent and soon-to-be-graduates and industry professionals in attendance will decide the winners in a variety of categories, all while learning about your company!

Generation STEAM's mission is to empower the next generation of STEAM visionaries through education and exploration. Our goal is to spark a love of science, technology, engineering, art, and math (STEAM) in K-12 students and expose them to careers in which their unique strengths can be utilized. We offer meaningful educational resources and experiences rooted in curriculum, and delivered with ease of access for all students and their families in mind. Learn more about our year-round K-12 STEAM education programming at generationSTEAM.org. Contact sdelpiccolo@biocom.org to get involved.

WOMEN WHO

Inspire

A girl-focused, boy-inclusive career exposure program for Title 1 high schools highlighting women in STEAM careers.



Spanish STEAM Sessions:

Working in partnership with California's Migrant Education Program, industry professionals help bring STEAM curriculum to life by showcasing their careers to students and their families. Held exclusively in Spanish for K-12 children of migrant workers.



Life Science Station:

In partnership with Chula Vista Elementary School District, this experience allows 4th grade students to become immersed in the life science industry in a hands-on, interactive field trip.



Girls Who Lead Summer STEAM Camp:
A week-long summer camp for high school girls to tour local STEAM companies, receive leadership training and participate in career exposure workshops.



Generation STEAM



San Diego Festival of Science & Engineering: The largest STEAM Festival in Southern California, held the first Saturday of March at Petco Park. Free for all families, this is a fun community engagement opportunity for STEAM companies of all sizes.



High School Mentorship Program: Year-round program pairing high school students with industry professionals to mentor students on a variety of career relevant topics, including resume guidance, interview preparation, steps to land internships, and more.



Classroom Connections:

STEAM professionals visit classrooms for career talks and Q&A sessions, creating inspiration through exposure to widely diverse fields.

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