



2024 CORPORATE ENGAGEMENT MENU

loveSTEMsd.org





CALLING ALL TINKERERS, EXPLORERS, STARGAZERS, DREAMERS, AND ADVENTURERS!

The San Diego Festival of Science and Engineering is the largest event of its kind in 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 16 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. Free and open to the public, the Festival's popular Expo Day will be at Snapdragon Stadium on March 2, 2024 from 11 AM – 5 PM!



***NEW VENUE!
SNAPDRAGON
STADIUM
MARCH 2, 2024
11 AM – 5 PM***

The 16th annual San Diego Festival of Science & Engineering will be held at a new location in 2024! Snapdragon Stadium is a hub of community engagement located in the heart of Mission Valley. With ample parking and easy access to public transportation, we invite the entire community to join us for this free event and ignite a passion for STEAM! The Festival is a day-long STEAM event at which 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. This event is for anyone, or as we say, "pre-K to gray!"

***Christy Radecic for Snapdragon Stadium" as the photographer

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WHY STEAM MATTERS



STEAM AS A HIGH-GROWTH, HIGH-PAY INDUSTRY:

IN 2019, 19.1 MILLION

workers age 25 and older were employed in STEM occupations in the U.S., an increase of 1.8 million since 2016. (Pew Research Center)

PROFESSIONALS BELIEVE THAT 85%

of STEM jobs that don't exist yet will be needed in 2030. (Dell Technologies and Institute for the Future)

IN SAN DIEGO COUNTY, THERE ARE 178,426

current life science-supported jobs with an average wage of \$144,000. (Biocom California 2023 Life Science Economic Impact Report)

DIVERSITY GAPS IN STEAM:

COLLECTIVELY, HISPANIC, BLACK, AMERICAN INDIAN, AND ALASKA NATIVE

people made up 31% of the U.S. population, but 24% of the STEM workforce in 2021. (National Center for Science and Engineering Statistics (NCSES))

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). (Pew Research Center)

IMPORTANCE OF STEAM ROLE MODELS:

81% MAJORITY OF HISPANIC ADULTS

say that seeing more examples of high achievers in STEM who are Hispanic would help to encourage more young Hispanic people to pursue college degrees in STEM fields. (Pew Research Center)

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. (Pew Research Center)

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 16 years!



92%

of Festival attendees became more aware of how STEM is a part of their life because of the Festival.



90%

of Festival attendees rated the experience overall as excellent or very good.



82%

of Festival attendees indicated that they felt inspired by something they did



500+

bus scholarships provided



700+

students elected into the Bright Idea Society



100,000

volunteer hours committed



1 MILLION+

community members served



**FESTIVAL
ATTENDEES**

HISPANIC OR LATINO/A 27%
WHITE 27%
ASIAN 22%
MIXED 16%
BLACK 5%
AMERICAN INDIAN/ALASKA NATIVE >1%

SOCIAL MEDIA REACH:

Biocom California @BiocomCA · Mar 4

We are so honored to welcome @MayorToddGloria at today's MVP Luncheon - a champion of #STEAM education and a long time supporter of #loveSTEMsd's Festival of Science & Engineering. Together, we are working to ensure diverse representation for the future of life science.



Biocom California @BiocomCA · Mar 4

Kicking off #EXPOday with presenting sponsor @illumina. Come on out to @PetcoPark to celebrate STEAM with us - a free, family fun day of activities that goes until 5pm. #loveSTEMsd



@loveSTEMsd.org

 **47,447**
IMPRESSIONS

 **98,752**
IMPRESSIONS

 **3,368**
IMPRESSIONS

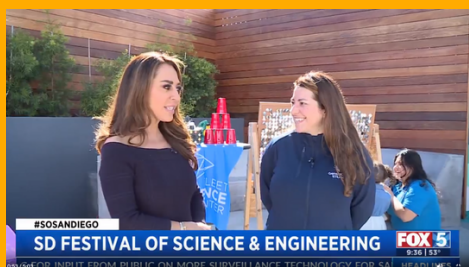
 **15,823**
IMPRESSIONS

MEDIA SHOUT-OUTS:



6 BILLION
IN VIEWERSHIP

Includes impressions across multiple media and press platforms - both paid ad organic in the 30 days surrounding the Festival
*Includes national coverage on yahoo.com



and many more!

loveSTEMsd.org

TELL YOUR STORY

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



SPONSOR BENEFITS: PRESENTING (RESERVED)

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CORPORATE 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.

loveSTEMsd.org



PLATINUM \$75,000



- Custom Corporate Social Responsibility (CSR) Video
- Custom Media Package
- Custom location naming rights at Expo Day: section of Snapdragon Stadium 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 leaflet handed out to all attendees at Expo Day
- Premium placement of logo on posters distributed through community partners
- Logo displayed on the San Diego County Office of Education website, with a reach of ~75,000
- Premium placement of logo on Sponsor Signs
- Premium placement of logo on screens throughout the stadium



- Opportunity to provide article in Festival e-newsletter
- Name listing in all press releases
- Logo placement on TV screens in Biocom California lobby
- Fun, meaningful volunteer and community engagement opportunities for employees
- Logo recognition on lovestemsd.org homepage with link
- Logo recognition in Festival e-newsletters (11.5K+ reach)
- Logo recognition in Biocom California San Diego Regional e-newsletter (7k+ reach)



- 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 leaflet handed out to all attendees at Expo Day
- Logo on posters distributed through community partners
- Logo displayed on the San Diego County Office of Education website, with a reach of ~75,000
- Logo on Sponsor Sign
- Logo placement on screens throughout stadium



- Opportunity to provide article in Festival e-newsletter
- Name listing in all press releases
- Logo placement on TV screens in Biocom California lobby
- Fun, meaningful volunteer and community engagement opportunities for employees
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- Logo recognition in Festival e-newsletters (11.5K+ reach)
- Logo recognition in Biocom California San Diego Regional e-newsletter (7k+ reach)



- 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

SILVER \$30,000




- 10'x40' Exhibit Space (with 20 amps electricity)
- Level recognition in emcee script at Expo Day stages
- Logo on leaflet handed out to all attendees at Expo Day
- Logo on posters distributed through community partners
- Logo displayed on the San Diego County Office of Education website, with a reach of ~75,000
- Logo on Sponsor Sign
- Logo placement on screens throughout stadium



- Opportunity to provide article in Festival e-newsletter
- Name listing in all press releases
- Logo placement on TV screens in Biocom California lobby
- Fun, meaningful volunteer and community engagement opportunities for employees
- Listing on lovestemsd.org website with logo and link
- Logo recognition in Festival e-newsletters (11.5K+ reach)
- Logo recognition in Biocom California San Diego Regional e-newsletter (7k+ reach)



- 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 leaflet handed out to all attendees at Expo Day
- Name on posters distributed through community partners
- Name displayed on the San Diego County Office of Education website, with a reach of ~75,000
- Name on Sponsor Sign
- Logo placement on screens throughout stadium



- Opportunity to provide article in Festival e-newsletter
- Logo placement on TV screens in Biocom California lobby
- Fun, meaningful volunteer & community engagement opportunities for employees
- Listing on lovestemsd.org website with logo and link
- Logo recognition in Festival e-newsletters (11.5K+ reach)
- Name recognition in Biocom California San Diego Regional e-newsletter (7k+ reach)



- 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 leaflet handed out to all attendees at Expo Day
- Name on posters distributed through community partners
- Name displayed on the San Diego County Office of Education website, with a reach of ~75,000
- Name on Sponsor Sign
- Logo placement on screens throughout stadium



- Opportunity to provide article in Festival e-newsletter
- Name placement on TV screens in Biocom California lobby
- Fun and meaningful volunteer & community engagement opportunities for employees
- Listing on lovestemsd.org website with logo and link
- Name recognition in Biocom California San Diego Regional e-newsletter (7k+ reach)



- 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 leaflet handed out to all attendees at Expo Day
- Name on posters distributed through community partners
- Name displayed on the San Diego County Office of Education website, with a reach of ~75,000
- Name on Sponsor Sign
- Logo placement on screens throughout stadium



- Opportunity to provide article in Festival e-newsletter
- Name placement on TV screens in Biocom California lobby
- Fun, meaningful volunteer and community engagement opportunities for employees
- Listing on Festival website with logo and link
- Name recognition in Biocom California San Diego Regional e-newsletter (7k+ reach)



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



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

MVP LUNCH:

The MVP Lunch takes place during Expo Day in one of Snapdragon Stadium's business club. This lunch is for the leadership and key employees of our sponsor companies, as well as community leaders and elected officials. It includes a short program but is mostly designed for networking.

- Lead Sponsor – \$20,000
- Supporting Sponsor (2 available) - \$5,000
 - Introduce a student speaker

TRANSPORTATION SPONSOR/FUND-A-BUS:

Supports bussing students and community groups to Expo Day.

- (2 available) \$5,000

ROBOTICS ROUND-UP:

A crowd favorite: a designated space for student and community groups to exhibit robotics!

- \$5,000

COLLEGE & CAREER CONNECTIONS:

Held in a suite in Snapdragon Stadium, this area allows students to engage with representatives that can outline and assist with their post-high school options, including community colleges, universities, available financial resources, apprenticeships, internships, and other career pathway options.

- \$5,000

PRE-K ZONE:

A place for our littlest innovators to tinker and explore STEAM!

- \$5,000

TEACHER WORKSHOPS:

Support the professional development of our region's teachers. The Festival is proud to offer teacher workshops free of charge to our educators during Expo Day!

- \$5,000

ALTERNATIVE SPONSORSHIP OPTIONS AND UNDERWRITING OPPORTUNITIES

Please inquire if you are interested!

Contact Annie Warner at
awarner@biocom.org to learn
more about these options and
their corresponding recognition
benefits.

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 high-quality curriculum, meaningful career exploration opportunities and work-based learning experiences for students throughout California, and we provide training, externships and certifications for educators across the state. Learn more about our year-round K-12 STEAM education programming at generationSTEAM.org. Contact awarner@biocom.org to get involved.

WOMEN WHO *Inspire*

A girl-focused exposure program for Title 1 high schools highlighting women in STEAM careers. Women Who Inspire sends an inclusive message about what makes a successful STEAM professional, exposes students to careers and career paths they may not have known existed and empowers them to envision themselves in these roles, and helps students recognize career-relevant STEAM skills. [Watch our 2023 recap video: bit.ly/wwi2023](http://bit.ly/wwi2023)



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.

Life Science Innov8ed

A multifaceted program that delivers hands-on science labs, kits, and lessons to schools. It also provides teacher trainings, connections to local life science professionals, company tours for teachers and students, and internship opportunities for more than 250 high school students each year.



A week-long summer camp for high school girls to tour local STEAM companies, receive leadership training and participate in career exposure workshops. [Watch our 2023 recap video: bit.ly/gwl2023](http://bit.ly/gwl2023)



Generation STEAM



The San Diego Festival of Science and Engineering is the largest STEAM Festival in Southern California. A collective effort between industry, school districts, community organizations, and government, this free annual event is held at Snapdragon Stadium each March. Hands-on, interactive activities, stimulating demonstrations, and all types of STEAM entertainment help to excite the minds of all ages!



Pathways to STEAM

Our year-round high school mentorship and internship programming includes virtual and in-person summer internships and year-round mentorship with resume guidance, interview preparation, steps to land internships and jobs, and more. The program also provides STEAM career connections in the form of company tours for teachers and students, career panels, and teacher professional development and externships.

WE ♥ OUR SPONSORS

THANK YOU TO OUR 2023 SPONSORS FOR THEIR SUPPORT!

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KRYPTON

LILLY • MARAVAI LIFESCIENCES AND TRILINK BIOTECHNOLOGIES • NEUROCRINE BIOSCIENCES, INC. • PFIZER • SAN DIEGO GAS & ELECTRIC (SDG&E)

TITANIUM

CHARLES R. DREW UNIVERSITY OF SCIENCE AND MEDICINE • CUBIC • DPR CONSTRUCTION • DROYD • DRS DAYLIGHT SOLUTIONS • GENENTECH • GENERAL ATOMICS • HANDS-ON TECHNOLOGY EDUCATION • METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA • MILLENNIUM HEALTH • NATIONAL DEFENSE INDUSTRIAL ASSOCIATION SAN DIEGO CHAPTER • SAN DIEGO COUNTY CREDIT UNION • SYSTRA IBT • TAYLORMADE GOLF COMPANY • U.S. ARMY • VIASAT

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For more information about partnering,
please contact.

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