



**2025**  
**CORPORATE**  
**ENGAGEMENT**  
**MENU**

[loveSTEMsd.org](http://loveSTEMsd.org)





# **CALLING ALL**

## ***TINKERERS, EXPLORERS, STARGAZERS, DREAMERS, AND ADVENTURERS!***

The San Diego Festival of Science and Engineering is one of the largest event of its kind in California. It's a collective effort between the science, technology, and engineering industries, business leaders, government, community organizations, public outreach centers, academia, schools and school districts, and parents. The Festival began 17 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 San Diego Festival of Science & Engineering will be held at Petco Park on March 1, 2025 from 10 AM – 5 PM!



# ***RETURNING TO PETCO PARK: MARCH 1, 2025 10 AM- 5 PM***

The 17th annual San Diego Festival of Science & Engineering is returning to a familiar place for 2025. San Diego's beautiful MLB stadium, Petco Park, is no stranger to the Festival. With 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 180 local businesses, corporations, and community organizations provide interactive and hands-on STEAM activities and performances for the entire community. This event is for anyone, or as we say, "pre-K to gray!"

# WHY STEAM MATTERS



## JOB GROWTH AND DEMAND

### **THE STEM WORKFORCE NOW TRANSLATES TO 36.8 MILLION**

people across the country, and the Department of Labor projects growth in STEM occupations through 2032 will outpace non-STEM positions by annual rates of 7% and 2% respectively. (National Science Foundation 2024)

### **IN THE US, STEM JOBS HAVE GROWN 79 PERCENT SINCE 1990.**

The growth rate of STEM occupations has been 2X higher than non-STEM occupations. STEM contributes to 69% of the US GDP and \$2.3 trillion in federal tax revenue. (National Center for Science and Engineering Statistics)

### **STEM JOBS ARE PROJECTED TO GROW 10.8 PERCENT**

between 2022 and 2032, almost 4x faster than non-STEM jobs. (Code Wizard HQ)

## SKILLS GAP AND ECONOMIC IMPACT

### **THE U.S. WILL NEED TO FILL ABOUT 3.5 MILLION JOBS BY 2025,**

but 2 million may be unfilled due to a skills gap. (Code Wizard HQ)

### **THE LIFE SCIENCE INDUSTRY IN SAN DIEGO SUPPORTS 178,143 JOBS**

with an average yearly salary of \$163,177. (San Diego Economic Impact Report)

## WAGES AND DISPARITY

### **WOMEN REMAIN UNDERREPRESENTED IN STEM OCCUPATIONS,**

65% of those employed in STEM occupations were men and about 35% were women between 2011-2021. (Code Wizard HQ)

### **STEM WORKERS EARN MORE.**

The median annual wage for all STEM occupations is \$97,980 compared with \$44,670 for non-STEM jobs. (Code Wizard HQ)

# WAYS TO 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 17 years!



**HOST A BOOTH**



**SPONSOR A SPECIALTY AREA**



**PROMOTE THE FESTIVAL**



**FUND BUS TRANSPORTATION**



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



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



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



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

## SOCIAL MEDIA REACH:



**5,107 IMPRESSIONS**
**111.7K IMPRESSIONS**
**27.0K IMPRESSIONS**
**2,672 IMPRESSIONS**
**180.7K IMPRESSIONS**

## MEDIA SHOUT-OUTS:



**325 MILLION  
IN VIEWERSHIP**



and many more!

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

loveSTEMsd.org

# TELL YOUR STORY

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



# SPONSOR BENEFITS: PRESENTING (RESERVED)

illumina<sup>®</sup>  
CORPORATE FOUNDATION

Thank you to Illumina Corporate 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 location naming rights at Festival: section of Petco Park and Map reflect naming
- Custom Exhibit Space (with 20 amps of electricity)
- Custom recognition in emcee script at Festival stages
- Premium placement of logo on Festival program handed out to attendees
- Premium placement of logo on posters distributed to community partners
- Premium placement of logo on Sponsor Signs
- Premium placement of logo on screens throughout the stadium
- 10 VIP Parking Spots
- 20-minute segment on the Future Innovators Stage
- Unique advertisement on Jumbotron and screens throughout the stadium
- Table in one specialty area
- Advertisement/unique slide on the Jumbotron + screens
- 15 tickets to MVP Lunch



- Opportunity to provide article in Festival e-newsletter
- Name listing in all press releases
- Fun, meaningful volunteer and community engagement opportunities for employees
- Logo recognition on [lovestemsd.org](http://lovestemsd.org) homepage with link
- Logo recognition in Festival e-newsletter (12.4K+ reach)
- Logo recognition in Biocom California e-newsletter (7k+ reach)



- Facebook mentions (x3)
- X 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 Festival stages
- Logo on Festival program handed out to attendees
- Logo on posters distributed to community partners
- Logo on Sponsor Sign
- Logo placement on screens throughout stadium
- 12-14 tickets to MVP Lunch



- Opportunity to provide article in Festival e-newsletter
- Name listing in all press releases
- Fun, meaningful volunteer and community engagement opportunities for employees
- Logo recognition on [lovestemsd.org](http://lovestemsd.org) homepage with link
- Logo recognition in Festival e-newsletter (12.4K+ reach)
- Logo recognition in Biocom California e-newsletter (7k+ reach)



- Facebook mentions (x2)
- X 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 Festival stages
- Logo on Festival program handed out to attendees
- Logo on posters distributed to community partners
- Logo on Sponsor Sign
- Logo placement on screens throughout stadium
- 10-12 tickets to MVP Lunch



- Opportunity to provide article in Festival e-newsletter
- Name listing in all press releases
- Fun, meaningful volunteer and community engagement opportunities for employees
- Listing on [lovestemsd.org](http://lovestemsd.org) website with logo and link
- Logo recognition in Festival e-newsletter (12.4K+ reach)
- Logo recognition in Biocom California e-newsletter (7k+ reach)



- Facebook mentions (x2)
- X 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 Festival program handed out to attendees
- Name on posters distributed to community partners
- Name on Sponsor Signs
- Logo placement on screens throughout stadium
- 8 tickets to MVP Lunch



- Opportunity to provide article in Festival e-newsletter
- Fun, meaningful volunteer & community engagement opportunities for employees
- Listing on lovestemsd.org website with logo and link
- Name recognition in Festival e-newsletter (12.4K+ reach)
- Name recognition in Biocom California e-newsletter (7k+ reach)



- Facebook mentions (x1)
- X 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 Festival program handed out to attendees
- Name on posters distributed to community partners
- Name on Sponsor Signs
- Logo placement on screens throughout stadium
- 5 tickets to MVP Lunch



- Opportunity to provide article in Festival e-newsletter
- Fun and meaningful volunteer & community engagement opportunities for employees
- Listing on lovestemsd.org website with logo and link
- Name recognition in Festival e-newsletter (12.4K+ reach)
- Name recognition in Biocom California e-newsletter (7k+ reach)



- Facebook mentions (x1)
- X 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 Festival program handed out to attendees
- Name on posters distributed to community partners
- Name on Sponsor Signs
- Logo placement on screens throughout stadium
- 3 tickets to MVP Lunch



- Opportunity to provide article in Festival e-newsletter
- Fun, meaningful volunteer and community engagement opportunities for employees
- Listing on Festival website with logo and link
- Name recognition in Festival e-newsletter (12.4K+ reach)
- Name recognition in Biocom California e-newsletter (7k+ reach)



- X 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 the Festival in one of Petco Park's business clubs. This lunch is for the leadership and key employees of our Sponsor companies, as well as community leaders and elected officials. MVP Lunch includes a short program and is primarily designed for networking.

Lead Sponsor – \$15,000



- Logo on MVP Lunch invitations to go out to all Sponsors and VIP guests
- Onsite branding at MVP Lunch:
  - Option to provide pull-up banners inside the venue and at registration
  - Logo on all MVP Lunch signage
  - Opportunity for Sponsor collateral on tables or at registration
- Sponsor to provide welcome remarks and introduce elected official to speak
- 10x10 Exhibit Space
- Logo recognition inside Petco Park on available screens
- Option to provide branded giveaways to MVP Lunch attendees
- Recognition at the level of a Krypton Sponsor on signage
- Name on Festival program handed out to attendees



- Facebook mentions (x1)
- X mentions (x1)
- Instagram mentions (x1)



- 12 tickets reserved for Sponsor guest list

Supporting Sponsor (2 available) - \$5,000



- Logo on MVP Lunch invitations to go out to all Sponsors and VIP guests
- Onsite branding at MVP Lunch:
  - Logo on all MVP Lunch signage
  - Option for Sponsor collateral on tables or at registration
- Sponsor to provide brief remarks and introduce student speaker (1-2 minutes)
- Logo recognition inside Petco Park on available screens
- Option to provide branded giveaways to MVP Lunch attendees
- Recognition at the level of a Titanium Sponsor
- Name on Festival program handed out to attendees



- 8 tickets reserved for Sponsor guest list



## PRE-K ZONE

The Pre-K Zone is a specially curated space designed to engage and inspire our youngest learners. Tailored for preschool-aged children, this interactive zone offers a variety of hands-on activities and age-appropriate experiments, fostering a love for exploration and discovery.

Pre-K Zone Sponsor – \$5,000



- 10x10 space in the Pre-K Zone
- Onsite branding at designated Pre-K Zone:
  - Logo on all signage that can include banners, A-frames, directional signage, and more.
  - Option to provide pull-up banners to display
- Logo or branding designated on Map for Pre-K Zone
- Custom naming on specialty area
- Logo recognition inside Petco Park on available screens
- Recognition at the level of a Titanium Sponsor on Sponsor Signs
- Name on Festival program handed out to attendees
- Name on posters distributed to community partners
- 3 tickets reserved for MVP Lunch



- Opportunity to provide article in Festival e-newsletter (12.4K+ reach)
- Listing on [lovestemsd.org](http://lovestemsd.org) website with logo and link
- Name recognition in Biocom California e-newsletter (7k+ reach)

## ART PAVILION

The Art Pavilion serves as a vibrant canvas for students and community groups to showcase their creative expressions, infusing the STEM experience with artistic flair. Here, the A in STEAM takes center stage, enriching the STEAM narrative and reinforcing the Festival's commitment to fostering innovation and inclusivity.

Art Pavilion Sponsor – \$5,000



- 10x10 space in the Art Pavilion
- Onsite branding at designated Art Pavilion Area:
  - Logo on all signage that can include banners, A-frames, directional signage, and more.
  - Option to provide pull-up banners to display
- Logo or branding designated on Map for Art Pavilion Area
- Custom naming on specialty area
- Logo recognition inside Petco Park on available screens
- Recognition at the level of a Titanium Sponsor on Sponsor Signs
- Name on Festival program handed out to attendees
- Name on posters distributed to community partners
- 3 tickets reserved for MVP Lunch



- Opportunity to provide article in Festival e-newsletter (12.4K+ reach)
- Listing on Festival website with logo and link
- Name recognition in Biocom California e-newsletter (7k+ reach)

## ROBOTICS ROUND UP

A crowd favorite: a designated space for student and community groups to exhibit robotics! So whether you're an aspiring engineer, a lifelong learner, or simply a curious soul seeking inspiration, the Robotics Round Up invites you to step into a realm where the future is on display today.

Robotics Round Up Sponsor – \$5,000



- 10x10 space in the Robotics Round Up
- Onsite branding at designated Robotics Round Up area:
  - Logo on all signage that can include banners, A-frames, directional signage, and more.
  - Option to provide pull-up banners to display
- Logo or branding designated on Map for Robotics Round Up Area
- Custom naming on specialty area
- Logo recognition inside Petco Park on available screens
- Recognition at the level of a Titanium Sponsor on Sponsor Signs
- Name on Festival program handed out to attendees
- Name on posters distributed to community partners
- 3 tickets reserved for MVP Lunch



- Opportunity to provide article in Festival e-newsletter (12.4K+ reach)
- Listing on [lovestemsd.org](http://lovestemsd.org) website with logo and link
- Name recognition in Biocom California e-newsletter (7k+ reach)

## TEACHER WORKSHOP

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

Teacher Workshop Sponsor - \$3,500 (1 available)



- Logo on teacher workshop invitations to go out to teachers and administrators
- Onsite branding at workshop:
  - Logo on all workshop signage
  - Option for Sponsor collateral on tables or at registration
- Sponsor to provide brief welcome remarks (2-3 minutes)
- Option to provide branded giveaways to workshop attendees
- Logo recognition inside Petco Park on available screens
- Recognition at the level of a Titanium Sponsor on signage
- 3 tickets reserved for MVP Lunch

## COLLEGE AND CAREER CORNER

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.

College and Career Corner Sponsor – \$7,000



- 8ft table in the College and Career Corner
- Onsite branding at designated College and Career Corner area:
  - Logo on all signage that can include banners, A-frames, directional signage, and more.
  - Option to provide pull-up banners to display
- Logo or branding designated on Map for College and Career Corner
- Custom naming on specialty area
- Logo recognition inside Petco Park on available screens
- Recognition at the level of a Krypton Sponsor on Sponsor Signs
- Name on Festival program handed out to attendees
- Name on posters distributed to community partners
- 5 tickets reserved for MVP Lunch



- Opportunity to provide article in Festival e-newsletter (12.4K+ reach)
- Listing on [lovestemsd.org](http://lovestemsd.org) website with logo and link
- Name recognition in Biocom California e-newsletter (7k+ reach)

**loveSTEMsd.org**

## ALTERNATIVE SPONSORSHIP & UNDERWRITING OPPORTUNITIES

Other opportunities include:

- Bus transportation for students
- Wifi
- Charging stations
- Parking
- Stage
- Name your category

Contact Annie Warner at [awarner@biocom.org](mailto:awarner@biocom.org) to learn more about these options and their corresponding recognition benefits.



## Women Who Inspire Conference

A girl-focused exposure program for Title 1 high schools highlighting women in STEAM careers. This program sends an inclusive message about what makes a successful STEAM professional, and exposes students to careers and career paths they may not have known existed. Watch our 2023 recap video: [bit.ly/wwi2023](https://bit.ly/wwi2023)



## Girls Who Lead Externship

A week-long summer externship 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](https://bit.ly/gwl2023)



## 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.



## San Diego Festival of Science and Engineering

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 Petco Park 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.



## 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. Students will explore their strengths and interests then align them with potential careers in the life science and biotechnology sectors.



**Generation  
STEAM**

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 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](https://generationSTEAM.org).

# WE ♥ OUR SPONSORS

**THANK YOU TO OUR 2024 SPONSORS FOR THEIR SUPPORT!**

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CORPORATE FOUNDATION

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For more information about partnering,  
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