



## 2015 PARTNER GUIDE



[www.PhilaScienceFestival.org](http://www.PhilaScienceFestival.org)





With the support of 200+ organizations, the Philadelphia Science Festival (PSF) depends on collaboration and partnership! In fact, without the help and support of each and every organization involved this science celebration wouldn't occur.

## HOW CAN I GET INVOLVED IN THE 2015 SCIENCE FESTIVAL?

**There are five main ways to get involved with the Festival:**

- 1. Provide a hands-on, STEM-based activity!** Festival events are renowned for their engaging and interactive components. You can contribute to this spirit of inquiry and discovery! Activity providers are needed for Neighborhood Science After School, Discovery Day, Mess Fest, Science Carnival After Hours, Science Night at the Ballpark, and the Science Carnival. Not sure which event to participate in or what sort of activity is right for your organization? Give us a call! We are here to help!
- 2. Host an event!** Festival organizers rely on partners to host Explorer Sunday (p.5) events, Astronomy Night (p. 6) star parties, and to facilitate Educator Workshops (p.7).
- 3. Suggest or serve as an expert!** We will be looking for speakers with specific areas of expertise for Festival programs beginning in mid-October. Please check the website on October 20 for more details!
- 4. Become a volunteer!** PSF needs people who are willing to donate their time and energy to helping the festival go off without a hitch.
- 5. Become a sponsor!** Festival sponsors play a crucial role in making PSF possible. PSF also provides a unique opportunity for corporations and universities to interact directly with the public. Sponsorship packages range in size and scope. We are happy to work with you to maximize your involvement as a sponsor, with opportunities beginning at the \$2,500 level. Please contact Casey Anne Drummond at [cdrummond@fi.edu](mailto:cdrummond@fi.edu) for more information.

## I'VE PARTICIPATED IN THE FESTIVAL IN THE PAST, BUT THIS YEAR I WANT TO BE EVEN *MORE* INVOLVED. HOW CAN I DO THAT?

**There are two levels of programmatic participation in the Science Festival: Core Collaborators and Festival Partners.**

**Core Collaborator:** An institution that guides PSF programming and practice, as well as participates in Festival events and programs. Core Collaborators, also known as the Steering Committee, receive significant benefits related to recognition, promotion, and access. As a result, Core Collaborators are required to contribute to the production and promotion of PSF programs and activities as well as to send at least one representative to the PSF Steering Committee's monthly meetings.

**Festival Partner:** Local museums, educational institutions, non-profit organizations, and businesses that work closely with core collaborating institutions in providing hands-on science learning opportunities and in creating and delivering Festival programs. Festival Partners may also serve as venues for Festival events. A complete list of Festival Partners can be found on the PSF website.



# WHAT'S BEST FOR MY ORGANIZATION?

	FESTIVAL PARTNER	CORE COLLABORATOR
Recognition	<ul style="list-style-type: none"> <li>• Logo on PSF Partner Page</li> <li>• Logo recognition on event specific promotional materials</li> <li>• Listing in program guide under specific events</li> </ul>	<ul style="list-style-type: none"> <li>• Rotating logo recognition on the front of the PSF website</li> <li>• Prominent logo placement on PSF Partner Page</li> <li>• Core Collaborator listing in PSF Program Guide</li> <li>• Listing in program guide under specific events</li> <li>• Logo on 1 TFI building banner during PSF</li> <li>• Additional recognition based on level of participation</li> <li>• Involvement featured in at least 1 PSF eblast</li> </ul>
Benefits	<p><b>FOR NON-PROFITS ONLY:</b></p> <p>Exhibitor fee for 1 space at Science Carnival will be waived when the organization provides activities for Neighborhood Science/Discovery Day Programming</p>	<ul style="list-style-type: none"> <li>• Recognition as outlined above</li> <li>• Help build PSF policies and best practices</li> <li>• 2 free spaces at Science Carnival</li> <li>• Potential for increased event advertising and social media support based on involvement</li> </ul>
Requirements	<ul style="list-style-type: none"> <li>• Completion of partner agreement and Idemnification Form</li> <li>• Registration on partner portal</li> <li>• Send logo in EPS format</li> <li>• Assist with marketing efforts*</li> <li>• Assist with social media efforts*</li> </ul>	<ul style="list-style-type: none"> <li>• Completion of partner agreement and Idemnification Form</li> <li>• Registration on partner portal</li> <li>• Send logo in EPS format</li> <li>• Assist with marketing efforts*</li> <li>• Assist with social media efforts*</li> <li>• Provide trade and/or experiential tickets (when possible)</li> <li>• PR support; assist in pitching local media outlets for coverage</li> <li>• Send delegate to monthly Steering Committee Meetings</li> <li>• Send delegate to Communication Task Force meetings (begins monthly in January)</li> <li>• Participate in either Neighborhood Science After School and/or Discovery Day Programs</li> </ul>
Additional Requests	<ul style="list-style-type: none"> <li>• Contribute trade and/or experiential tickets (if possible)</li> </ul>	

We recommend that all organizations participate as a partner before making a commitment at the Core Collaborator level.

\*See 2015 Partner/Core Collaborator Acknowledgment of Expectations for a complete list.





## PROVIDE AN ACTIVITY FOR A FAMILY PROGRAM

PSF offers a wide variety of programs and events for families. For many of these, partner involvement includes providing a hands-on activity for attendees. From non-Newtonian fluids to dancing robots to model watersheds, there are countless ways to translate research, lab studies, engineering, field work, or medicine to engaging hands-on activities for the general public! For activity ideas, visit [www.howtosmile.org](http://www.howtosmile.org).

### Programs:

#### Neighborhood Science After School

**Monday, April 27 to Thursday, April 30**

Scientists, engineers, and other experts provide hands-on, interactive activities at two hour programs in selected Free Library of Philadelphia locations. Attendance varies by location, but activity providers can generally expect anywhere from 35 to 160 school-aged children.

#### Discovery Day - Saturday, April 25

The Philadelphia Science Festival takes over local parks and nature centers for a day of outdoor hands-on science fun and exploration. These four hour events feature approximately 20 hands-on activities for all ages to enjoy. Attendance varies by location.

#### Mess Fest - Sunday, April 26

Science can be messy and this event celebrates that wonderful fact! From soda explosions to slime, event organizers need partners to provide hands-on activities or demonstrations that explore all that is ooey, gooey, gross, or goopey.

#### Science Day/Night at the Ballpark - TBD

This annual collaboration with the Philadelphia Phillies brings the "Science of Sport" to Citizens Bank Park. Activity providers contribute hands-on activities throughout the concourse. Please note that all activities should explore the science in sports, and must be approved by the Phillies before participation can be confirmed.

#### Science Carnival - Saturday, May 2

The nine-day Festival culminates with this super-charged celebration of science! Your organization can provide engaging science experiences and demonstrations for all ages. This event is tentatively scheduled to run from 10:00 am to 4:00 pm and will feature more than 175 booths. The Carnival draws more than 40,000 visitors annually so activity booths must be appropriately staffed at all times.





## PROVIDE AN ACTIVITY FOR A FAMILY PROGRAM (cont)

### Details:

- Registration for Neighborhood Science, Discovery Day, Science at the Ballpark, and Mess Fest opens on October 20
- Registration for the Carnival opens on January 12 and closes in March
- There is an exhibitor fee associated with the Carnival; no other events require a fee for participation
- Providers are welcome (and encouraged!) to use the same activity at multiple events
- Activities at the Ballpark event are required to explore the science of sport
- Non-profit organizations who provide an activity at a Neighborhood Science or Discovery Day event MAY be eligible to have their Carnival exhibit fee waived. Please contact Ellen Trappey, Community Programming Specialist, (etrappey@fi.edu) for more information
- If you've prepared an activity for any of the aforementioned programs, consider trying it out with an adult audience! See Carnival After Hours (p. 8) for more details

### What is Required of Participating Organizations?

- Return signed Indemnification Form, Acknowledgement of Expectations, and Certificate of Insurance
- All activity tables must feature a hands-on component
- All participants must join any planning calls or walk-throughs
- Activities must provide ample opportunity for participants to interact directly with the activity facilitator

### What does PSF provide?

- Support and guidance throughout the activity planning process
- Training video, which is available at <http://www.philasciencefestival.org/page/5-become-an-exhibitor>
- Event planning checklist(s)
- Marketing support and promotional materials
- Table(s), chair(s), tablecloth(s), and signage for activity providers
- Some financial support may be available to help non-profit activity providers cover the cost of activity materials. Please contact Ellen Trappey, Community Programming Specialist (etrappey@fi.edu) for more information





## HOST AN EXPLORER PROGRAM

### Sunday, April 26

Explorer Programs feature hands-on interactive tours that provide participants with behind-the-scenes access to the region's laboratories, nature centers, hiking trails, factories, and other creative locations. DIY Science events (see p. 9) for families are also encouraged.

#### Details:

- Site registration opens on September 15 and closes on October 31
- Explorer programs can consist of any of the following:
  - Behind-the-scenes lab tour
  - Guided walk
  - Innovative, typically hard-to-access workshops
  - Fieldwork, excavation, or Citizen Science trips
  - Anything else we haven't dreamed up!
- DIY Science events may include a ticket cost that covers activity materials
- These events tend to attract a large family audience, so we request that you keep this in mind while planning your event

### What is Required of Participating Organizations?

- Return signed Indemnification Form, Acknowledgement of Expectations, and Certificate of Insurance
- Event must occur Sunday, April 26
- Event must be free or free with admission
- Have participation from at least one scientist or STEM professional
- Have at least one hands-on activity
- Return signed Indemnification Form and Acknowledgement of Expectations
- Host a site walk through at least one month prior to the Festival
- If event registration is required, must be done onsite the day of the event.
- Any free event with registration can not have a participant cap

### What does PSF provide?

- Support and guidance throughout the planning process
- Event planning checklist
- Connections to other PSF Partners with whom you may collaborate on your event
- Connections to area STEM experts for added event content
- Marketing support and promotional materials
- Event support: volunteer(s) and Festival staff representative
- Event and wayfinding signage (if requested)





## HOST AN ASTRONOMY NIGHT STAR PARTY

### Friday, April 24 (Rain date Friday, May 1)

Simultaneous, region-wide star gazing events that feature astronomers (professional and amateur) with telescopes and binoculars at 20+ sites across the greater Philadelphia area.

#### Details:

- Event must occur on Friday, April 24
- Star party will occur from 7:30 pm to 10:30 pm
- Site registration opens on September 15 and closes on October 31
- PSF Staff will provide each site with at least one astronomer with a telescope(s) or other stargazing equipment
- Sites are encouraged to be creative with additional night time activities

### What is Required of Star Party Hosts?

- Return signed Indemnification Form, Acknowledgement of Expectations, and Certificate of Insurance
- Be accessible (should have some parking or be convenient to public transportation)
- Free admission
- Have restroom facilities
- Have an area for stargazing that is not blocked by trees, street lamps, or buildings
- Adhere to lighting requests (if possible)
- Stay open throughout the duration of the advertised program (though sites are welcome to open earlier or stay later)
- Participate in training sessions and/or planning calls

### What Does PSF Provide?

- Support throughout the event planning process
- Event planning checklist
- “How to Host a Star Party” Guide
- Training for hosts and astronomers
- Marketing support and promotional materials
- Event support volunteer(s)
- Astronomer(s) with observing equipment
- Event and wayfinding signage
- Star Maps and/or other event hand-outs





## PROVIDE AN EDUCATOR WORKSHOP

One of the key goals of the Science Festival is to inspire the next generation of scientists. With that in mind, a special programming area is devoted entirely to educator professional development and field trip opportunities (see Family Programs p.3).

Professional development workshop facilitators are needed to provide a wide range of STEM-focused offerings that help support the work of classroom and informal educators alike.

### Details:

- Registration for workshop facilitators opens on September 15 and closes on October 31
- Educator workshops must provide the opportunity for audiences to interact directly with STEM professionals or educators
- Workshops must be free for educators and offer Act 48 accreditation if possible

### Facilitator Requirements:

- Return signed Indemnification Form, Acknowledgement of Expectations, and Certificate of Insurance
- All activity providers and event hosts must participate in planning calls, event check-ins and/or workshop walk throughs

### What does PSF provide?

- Assistance securing location for workshop (if needed)
- Event planning checklist
- Support with event planning process
- “Goodie Bags” for attendees
- Workshop registration and e-mail reminders to attendees
- Event support volunteers





## PROGRAMS FOR ADULTS

The Philadelphia Science Festival has become known for its innovative programs that attract a diverse and engaged audience. Every year, the Festival Steering Committee works very hard to create a lineup of creative and original events.

# PROVIDE AN ACTIVITY AT THE SCIENCE CARNIVAL AFTER HOURS

### Friday, April 24

The nine-day Festival kicks off with a science celebration for the 21+ crowd! Activity providers are needed to share engaging science experiences and demonstrations for 1000+ attendees.

#### Details:

- Registration for Science Carnival After Hours opens on October 20
- Participants are welcome (and encouraged!) to use the same activity at other Festival events

#### What is Required of Participating Organizations?

- Return signed Indemnification Form, Acknowledgement of Expectations, and Certificate of Insurance
- All activity tables must feature a hands-on component
- All participants must join any scheduled planning calls or walk-throughs
- Activities must provide ample opportunity for participants to interact directly with a STEM professional or educator

#### What does PSF provide?

- Support and guidance throughout the activity planning process
- Training video, which is available at <http://www.philasciencefestival.org/page/5-become-an-exhibitor>
- Event planning checklist
- Marketing support and promotional materials





## PRESENT AT A DIY SCIENCE HAPPY HOUR

These “making and doing” workshops provide an opportunity for participants to deeply engage with science and technology. From fermentation how-to’s to making your own robot, these programs provide the ultimate opportunity for attendees to immerse themselves in the science that surrounds us.

### Details:

- DIY topics are selected by the Steering Committee in the fall
- A call for STEM experts for programs will go out on October 20
- Programs must allow attendees to engage first-hand with science, technology, engineering, or math
- Programs can require an attendance fee, which will be imposed to cover program costs; when this is the case, tickets will be available through TicketLeap
- Interested in a DIY program for families? We’re happy to consider it for inclusion in our Explorer Sunday lineup! Contact Ellen Trappey, Community Programming Specialist, at [etrappey@fi.edu](mailto:etrappey@fi.edu) to share your family program ideas.
- Are you a bar or restaurant that’s interested in serving as a host venue? Contact Josette Hammerstone, Festival Production Manager, at [jhammerstone@fi.edu](mailto:jhammerstone@fi.edu)

### What is Required of Program Partners?

- Return signed Indemnification Form, Acknowledgement of Expectations, and Certificate of Insurance
- A representative from each participating organization must participate in all planning calls and event walk-throughs
- All program presenters must participate in speaker trainings or event walk-throughs

### What Does PSF Provide?

- Support throughout the event planning process
- Event planning checklist
- AV equipment (when necessary)
- Assistance securing a venue to host the event
- Materials for workshops
- Marketing support & promotional materials
- Dinner for speakers. Due to budget constraints, PSF can NOT offer honoraria





## SPEAK AT A SCIENCE HAPPY HOUR

Taking place at bars, cafes, and restaurants, science happy hours provide up close and personal access to the region's STEM researchers and educators. Each event needs experts to provide program support and brief talks at these easily accessible science showcases.

### Details:

- Science Happy Hours will take place throughout the Festival
- The Steering Committee will create the program lineup and will issue a call for topic-specific speakers on Monday, October 20
- Happy Hours are free to the public, unless there is a significant program cost involved
- Are you a bar or restaurant that's interested in serving as a host venue? Contact Josette Hammerstone, Festival Production Manager, at [jhammerstone@fi.edu](mailto:jhammerstone@fi.edu)

### What is Required of Participants?

- Return signed Indemnification Form, Acknowledgement of Expectations, and Certificate of Insurance
- Participation in any budgeting or planning calls
- A representative from each participating organization must participate in all planning calls and event walk-throughs
- All speakers must participate in a training webinar which will be held in spring 2015
- Any PowerPoint presentations to be used in the program must be submitted to PSF for approval prior to the scheduled event

### What Does PSF Provide?

- Support throughout the event planning process
- Event planning checklist
- An assigned moderator (where applicable) to help with planning and content development
- Training for speakers
- AV equipment (where necessary)
- Marketing support and promotional materials
- Dinner for speakers. Due to budget constraints, PSF can NOT offer honoraria





## EXPERIMENTAL PROGRAMS

Experimental Programs take risks with content and format and test the bounds of “normal” science programs. Topics are chosen with the guidance of the Steering Committee, and every effort is made create programs that convey the sense of awe and wonder that is at the heart of science discovery and achievement!

### Details:

- A call for program support and participation will go out on October 20
- Though Experimental Programs for 2015 are well in the works, let us know NOW if you have an idea you'd like to try! We are happy to consider ideas for 2016 and beyond!

### What is Required of Program Partners?

- Return signed Indemnification Form, Acknowledgement of Expectations, and Certificate of Insurance
- Participate in any budgeting or planning calls, as well as program walk-throughs
- All speakers must participate in a training webinar which will be held in spring 2015
- Any PowerPoint presentations to be used in the program must be submitted to PSF for approval prior to the scheduled event

### What Does PSF Provide?

- Support throughout the event planning process
- Event planning checklist
- AV equipment (when necessary)
- Travel and meals for speakers MAY BE reimbursed on a case-by-case basis. Due to budget constraints, PSF can NOT offer honoraria
- Training for speakers
- Marketing support and promotional materials





## BECOME AN EVENT VOLUNTEER

Without the help of individual volunteers, it would be impossible to pull off a nine-day, 75+ event Festival. From event evaluations to set-up and clean-up, volunteers play a crucial role in Festival operations. Each year we look for people who are willing to donate their time, energy, enthusiasm and expertise to our science celebration!

### Details:

- Volunteer registration will begin in January. Please check the website ([www.philasciencefestival.org](http://www.philasciencefestival.org)) for updates
- Hundreds of volunteers are needed to support the numerous events that take place throughout the festival
- Amateur and professional astronomers are needed to serve as guides to the cosmos for our Astronomy Night Star Parties (p. 6)

### What is Required of Volunteers?

- Volunteers are considered representatives of the festival, and as such will hand out festival brochures and event evaluations, as well as provide event support.
- All volunteers should be comfortable interacting with event attendees and willing to evaluate the participants
- Anyone volunteering for PSF events (with the exception of the Carnival) must be willing to pick up their volunteer bag prior to their scheduled volunteer shift

### What does PSF Provide?

- Volunteer t-shirt
- Goodie bag with stickers, buttons, and other give-aways
- Detailed instructions for volunteers based on each event



# IMPORTANT DATES TO REMEMBER

## SEPTEMBER

**15** – Registration Opens for:

- Educator Workshops
- Explorer Sunday Programs
- Astronomy Night Sites

## OCTOBER

**20** – Call for participation in Experimental and Science Happy Hour programs

Activity registration opens for:

- Neighborhood Science After School
- Discovery Days
- MessFest
- Science Day/Night at the Ballpark
- Field Trips at Dilworth Plaza and Drexel SeaPerch
- Science Carnival After Hours

**31** – Registration deadline for:

- Explorer Programs
- Astronomy Night Venues
- Educator Workshops

## DECEMBER

**15** – Final program copy sent for approval to partners participating in Explorer Programs, Educator Workshops, DIY Science, Science Happy Hours and Experimental Programs

Deadline for Core Collaborators to register for Neighborhood Science After School

## JANUARY

**12** – Carnival Registration opens  
All speaker bios due

**15** – Marketing and promotional materials available to order

**31** – Budget calls occur when necessary and participating partners agree on cost and ticket prices

## FEBRUARY

**2** – All speaker travel requests due to PSF staff  
2015 PSF event calendar launches

**15** – Speaker/moderator training sessions begin

## MARCH

**3** – All speaker presentations due for review

**13** – Marketing and promotional material request deadline  
Activity registration closes

**30** – Final planning calls and venue walkthroughs

**TBD** – Carnival registration closes

**TBD** – Event specific calls for activity providers

## APRIL

**1** – Volunteer Training Sessions

**10** – Final logistics emails sent for all events

**TBD** – Astronomy Night training meetings

**24 to May 2** – The Philadelphia Science Festival!

## MAY

**30** – All invoices due for any rentals, material costs, talent expenses, and travel reimbursements

