



## 2015 PHILADELPHIA SCIENCE FESTIVAL

Created by Philadelphia's science, cultural, and educational institutions and organized by The Franklin Institute.

## DEVELOPING A SCIENTIFICALLY LITERATE SOCIETY

- American students rank **17<sup>th</sup>** in the world in science and **25<sup>th</sup>** in math – concerning results as the country aims to remain competitive in a global economy.
- In Pennsylvania, students consistently **rank lower on the science** section of standardized tests than they do on the reading, writing, and math sections.
- Only **61%** of students statewide ranked “proficient” or “advanced” in science in 2012.
- Results from the School District of Philadelphia are especially bleak: of fourth-grade students, **37%** tested at a proficient level in 2012, which fell to **18%** for eighth graders and to **less than 11%** for eleventh graders.
- Across all grade levels, **marked achievement gaps** along racial and ethnic lines further underscore the troubling reality of science education: while 51% of Philadelphia’s white students scored “proficient” or “advanced” in science, only 29% of Hispanic students and 24% of black students achieved the same.



## THE FRANKLIN INSTITUTE'S SUCCESS AND IMPACT

*In the spirit of inquiry and discovery embodied by Benjamin Franklin, the mission of The Franklin Institute is to inspire a passion for learning about science and technology.*



- The Franklin Institute directly impacts an audience of nearly **1,200,000** children and adults each year through visits to the museum and mission-related programming in the community.
- On average, nearly **200,000** schoolchildren visit the Institute annually – including almost **25,000** students from under-resourced schools who are admitted for free.
- **14,000,000** children and adults visit the Institute's website each year.
- Through the 189-year-old Franklin Institute Awards Program, the Institute recognizes extraordinary scientific, technological, and entrepreneurial achievements. To date, **115** Franklin Laureates have also been awarded Nobel Prizes.
- The Franklin Institute organizes the annual Philadelphia Science Festival featuring over **108** events and programs reaching more than **100,000** people.



# PHILADELPHIA SCIENCE FESTIVAL

## What is the Philadelphia Science Festival?

The Philadelphia Science Festival, a ten-day, community-wide celebration of science that takes place annually each spring, featuring lectures, debates, hands-on activities, special exhibitions, and a variety of informal science education experiences for Philadelphians of all ages.

Since its inauguration in 2011, the Festival has successfully united the region's science, cultural, and educational institutions as a single voice to put science in the spotlight. PSF engages children, families, and adults in hundreds of activities taking place in venues in every neighborhood of the city. It is estimated that more than **100,000** individuals participate in the Festival's many events and activities on an annual basis.

## 2014 Impact At A Glance

- 108 events planned
- 200 city-wide partners
- 40,000 Science Carnival attendees
- 175 Carnival booths
- 9 days of hands-on science learning



# PHILADELPHIA SCIENCE FESTIVAL – A REGIONAL COLLABORATION

## What are the benefits of sponsorship?

### BRAND DEVELOPMENT AND EXPOSURE

The Festival leverages partnerships with local media outlets to secure well-timed paid and trade advertising and public relations efforts that reached **99%** of the target market\* approximately **20 times**.

### CONSUMER EDUCATION AND INTERACTION

Sponsors engage with the public in a variety of venues and formats. Festival staff assists sponsor representatives in developing engaging, hands-on programming that illuminates the role of science and technology in your products and services.

### CAMPUS PHILLY CAREER NETWORKING OPPORTUNITIES

Sponsor representatives may attend special events selected for the “Campus Philly College Track” (a list of events specifically targeted to students) to network directly with potential employees. And by promoting a resume drop at the Carnival, sponsors connect with students at the region’s top STEM schools and build relationships that promote innovation and new opportunities.

### CORPORATE CITIZENSHIP

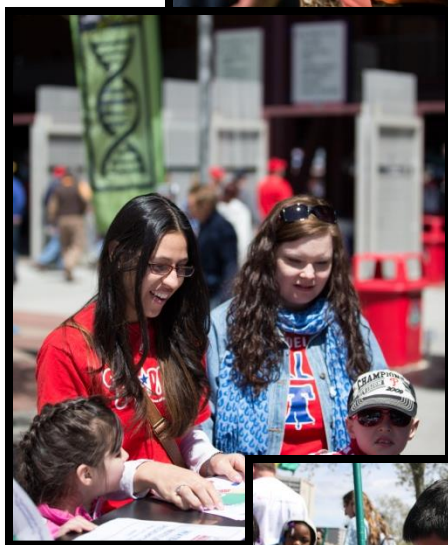
The Festival provides the public with opportunities to explore science topics relevant to their daily lives and the critical issues of our time. Working together, we are able to provide higher-impact, higher-value experiences to foster science learning and emphasize the prevalence of science and technology in our community.

*\*Target market includes adults ages 25 – 54*





## PHILADELPHIA SCIENCE FESTIVAL PROGRAMS – OPPORTUNITIES FOR INVOLVEMENT



The Philadelphia Science Festival features more than a week of programs taking place throughout the Philadelphia region, inspiring and engaging the next generation of Greater Philadelphia's scientists, doctors, engineers, and entrepreneurs.

The majority of the events slated for 2015 are interactive in nature, providing opportunities for hands-on experiences, an approach that has quickly become the hallmark of Festival programming in Philadelphia.

Collaboration is essential to the success of the Philadelphia Science Festival. Local museums, educational institutions, non-profit organizations, and businesses come together as a community to provide numerous opportunities to explore science topics relevant to our daily lives and the critical issues of our time. Working together, we are able to provide higher-impact, higher-value experiences to foster science learning and emphasize the prevalence of science and scientists in our community.

There are many different opportunities for to be involved in the 5<sup>th</sup> Annual Philadelphia Science Festival. The Franklin Institute's Philadelphia Science Festival staff would be happy to customize a sponsorship proposal depending upon your interest in the available programs.

# PHILADELPHIA SCIENCE FESTIVAL PROGRAMS – OPPORTUNITIES FOR INVOLVEMENT

## SCIENCE CARNIVAL ON THE PARKWAY

*Saturday, May 2*

- 40,000 people attended in 2014
- Over 175 exhibitors featuring hands-on science activities
- Science entertainment & food trucks
- Location: Benjamin Franklin Parkway
- **Registration opens on January 12, 2015**





## Science Carnival After Hours

*Friday, April 24<sup>th</sup>*

- Official Kick-Off Party will be held at The Franklin Institute
- 21+ Audience
- 1,100+ in attendance in 2014
- Dozens of interactive hands on activities and demonstrations throughout the museum.
- **Registration open Now!**



## DISCOVERY DAY

*Saturday, April 25*

- Each program takes place in different free, geographically-diverse, easily accessible outdoor spaces (locations will be announced soon!)
- 15+ hands-on activities for family audiences
- Great place to test the activities prepared for the Carnival
- **Registration open Now!**



## 2015 PHILADELPHIA SCIENCE FESTIVAL – SPONSORSHIP LEVELS

### Gold Level \$50,000

- **Logo recognition** on official PSF volunteer and staff t-shirts
- **Naming opportunity** for specific festival program or event series
- **Participation in up to five (5)** additional programs or events during the Philadelphia Science Festival
- Opportunity to provide **branded tent for Science Carnival** or choose standard customized tent with choice location within the Carnival footprint
- **Opportunity to host a signature event** within the Festival
- **Ground graphic logo** placement designating exhibitor space at the Science Carnival
- **Logo placement** on Science Carnival sponsor signage, official Festival homepage, Festival e-newsletters, and print materials including overview brochure, carnival maps, and program book
- **Customized discount code** for staff to purchase Festival program tickets
- **Free or reserved tickets** (35) for select Festival Adult Programs for staff/stakeholders
- **Invitations** (10) to select press or promotional events
- **Up to 10 complimentary parking spaces** within The Franklin Institute Parking Garage for Science Carnival volunteers

### Silver Level \$25,000

- **Opportunity to host a signature event** within the Festival
- **Participation in up to three (3)** additional activities during the Philadelphia Science Festival
- **Four (4) spaces** at the Science Carnival (use of standard 10x10 tenting)
- **Ground graphic logo** placement designating exhibitor space at the Science Carnival
- **Logo placement** on Science Carnival sponsor signage, official Festival homepage, Festival e-newsletters, and print materials including event calendars, carnival maps, and select additional collateral
- **Customized discount code** for staff to purchase Festival program tickets
- **Free or reserved tickets** (30) for select Festival Adult Programs for staff/stakeholders
- **Invitations** (10) to select press or promotional events
- **Up to five (5) complimentary parking spaces** within The Franklin Institute Parking Garage for Science Carnival volunteers

## 2015 PHILADELPHIA SCIENCE FESTIVAL – SPONSORSHIP LEVELS

### Bronze Level \$15,000

- **Participation in up to two (2)** additional activities during the Philadelphia Science Festival
- **Two (2) spaces** at the Science Carnival (use of standard 10x10 tenting)
- **Logo placement** on Science Carnival sponsor signage
- **Logo placement** on print materials including event calendars, carnival maps, and select additional collateral
- **Logo recognition** on Festival newsletters
- **Customized discount code** for staff to purchase Festival program tickets
- **Free or reserved tickets (25)** for select Festival Adult Programs for staff/stakeholders
- **Up to three (3) complimentary parking spaces** within The Franklin Institute Parking Garage for Science Carnival volunteers

### Copper Level \$7,500

- **Participation in up to one (1)** additional activity during the Philadelphia Science Festival
- **One (1) space** at the Science Carnival (use of standard 10x10 tenting)
- **Logo placement** on Science Carnival sponsor signage
- **Text recognition** on print materials including event calendars, carnival maps, and select additional collateral
- **Text recognition** on Festival e-newsletters
- **Free or reserved tickets (15)** for select Festival Adult Programs for staff/stakeholders
- **One (1) complimentary parking space** within The Franklin Institute Parking Garage for Science Carnival volunteers

### All sponsors at Copper Level and above receive:

- Preferred exhibitor space at the Science Carnival on the Parkway
- Logo placement on PSF custom posters and postcards for distribution
- Free training and support for interested researchers/staff in creating hands on, accessible activities for the Carnival
- Listing on official sponsor page of event website with logo recognition and a link
- Name listing in all press releases and public relations efforts
- Invitation to media events



# THANK YOU!

Each year, the Philadelphia Science Festival unites the region's science, cultural, and educational institutions as a single voice to put science in the spotlight. With such enormous strength in the Greater Philadelphia region in STEM fields, collaboration is one of the Festival's primary goals.

The Philadelphia Science Festival presents an opportunity for STEM organizations, companies, researchers, and educators to feature the work they do on a daily basis.

*It would be an honor to partner with you in 2015 to showcase the science and innovation behind your work.  
Thank you for your consideration.*



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