



Bay Area
**SCIENCE
FESTIVAL**
10.29-11.06



The **Bay Area Science Festival** is a weeklong celebration of the unique science and technology of the Bay Area. Scientists from our local universities, companies, and museums will share their stories, passion and science at over 50 events. Programs will feature hundreds of hands-on activities, provocative conversations, electrifying performances, and tours of cutting-edge facilities. Science is heading out of the lab and into our community!



Why a Festival?

Festivals unite. Science Festivals bring together institutions and individuals dedicated to public understanding of science and establishing new collaborations.

Science should be celebrated. Our culture celebrates sports, music, food, shared history, and cultural icons. Science is a cornerstone of our society and festivals provide a way to honor scientists for their ongoing efforts.

Bridging science and society. Festivals create new opportunities for the kind of face-to-face interactions and dialogue that allow the public to learn about and provide input into new developments.

Workforce development. Festivals show our community that STEM careers are interesting, fun, cool, lucrative, and the jobs of the future.

Regional pride. The festival emphasizes ongoing innovation and development in the Bay Area, bolstering our identity as an international science hub.

Festival Highlights

Science Carnivals

Three large scale science celebrations, one day each in San Francisco, East Bay, and the North Bay, with hundreds of hands-on experiments, demos, exhibits, and theatrical & musical performances. Headline science acts from around the country will highlight each carnival day. Opening Day celebration at Cal State East Bay (10/29) with culminating events at Infineon Raceway (11/5) and AT&T Park (11/6).

Citizen Science in Schools

A region wide science experiment coordinated with local school districts. Scientists will train teachers on the experiment, teachers will supervise students, and students will execute the experiment. Data will be analyzed and published via a media partner. This research project will be replicated at 3 other festival sites in 2011 (Cambridge, Philadelphia, and San Diego).

OpenLabs

Dozens of the Bay Area's leading science organizations will provide exclusive opportunities to see science-in-action at the region's research laboratories. These unique behind-the-scenes tours will be targeted to local area high school students.

One City One Science Book

A citywide celebration with author events, book clubs, and discussions at public library branches all over the city. Festival will provide additional science programming to complement library events.

Wonder Dialogues

Conversations on science and culture between accomplished researchers and compelling individuals. Discussions and debates revolve around the questions at the edge of scientific understanding.



Our Mission is to engage Bay Area residents in a region-wide celebration of its scientific wonders, resources, and opportunities by exploring the role of science, engineering, and technology locally & in the world.



Key Goals

- **Raise awareness** of the importance of science in everyday life in the minds of our local community
- **Increase dialogue** about science and technology throughout the region
- **Enlighten Bay Area** residents to the region's vast science and technology assets
- **Engage young people** in the fun, excitement and awe of science and inspire them to careers in science and technology fields
- **Encourage partnership** and collaboration between and among the science and technology community and our target audience



Become a Partner

Making science engaging for the diverse region requires the entire scientific community. By becoming a partner, you can be part of a unique civic initiative that is part of a growing international movement. The benefits of participating are countless—the ways to participate are limitless! Please contact Bay Area Science Festival Director **Kishore Hari** (Kishore.Hari@ucsf.edu) to get started.

Audience

PRIMARY

Families (1-3 adults + 1 or more children aged 5-16), including those from underserved communities.

Children & Youth (5-18), particularly public school students and those involved with community organizations in underserved communities.

SECONDARY

Adults, particularly those residing in communities where scientific research and science-based innovation takes place, but who are not themselves professionally involved or even aware of these activities. Largely focused on a younger adult audience, traditionally underserved by science.

TERTIARY

Science Professionals. This festival is the largest science outreach event in the history of the Bay Area, requiring a tremendous mobilization of scientists, science educators, and communicators.

Leadership Structure

The Bay Area Science Festival is organized by the Science & Health Education Partnership (SEP) at UCSF. A core group of strategic partners including universities, museums, professional laboratories, and civic groups will lead the collaborative effort. A two-committee system will be used to guide the overall direction of the festival, with day-to-day decisions being managed by the Festival Director.

Advisory committee: High level stakeholders across the science outreach spectrum including university chancellors, museum directors, and corporate CEOs. Chaired by Bruce Alberts.

Steering Committee: Representatives from partner organizations responsible for developing signature programs of the festival. Quarterly meetings starting in June 2010. Chaired by Festival Director.



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Sponsorship Benefits

| | Platinum \$100,000 | Gold \$50,000 | Silver \$25,000 | Copper \$10,000 | Krypton \$5,000 | Titanium \$2,500 |
|--|-----------------------|------------------|--------------------|--------------------|--------------------|---------------------|
| General Festival Recognition | | | | | | |
| Top billing on all 2011 Materials | ● | | | | | |
| Appointment of Advisory Board Member | ● | ● | ● | | | |
| Logo recognition on location branding at all Festival events | ● | ● | | | | |
| Logo on sponsor recognition posters displayed at all Festival events * | ● | ● | ● | | | |
| Name recognition on sponsor recognition posters displayed at all Festival events * | | | | ● | ● | ● |
| Science Carnival Days Recognition | | | | | | |
| Logo placement on Carnival stages | ● | ● | ● | | | |
| Logo placement on Carnival Day sponsor signage* | ● | ● | ● | | | |
| Customized exhibit space | ● | ● | | | | |
| Preferred exhibit space | | | ● | ● | ● | ● |
| Print Material Recognition | | | | | | |
| Logo on Festival T-shirts | ● | ● | | | | |
| Logo on all Posters distributed throughout Bay Area | ● | ● | ● | | | |
| Name recognition all posters to be distributed throughout Bay Area* | | | | ● | ● | ● |
| Website Recognition | | | | | | |
| Logo Recognition on official Festival Homepage | ● | ● | ● | | | |
| Listing on official event website with logo recognition and link | ● | ● | ● | ● | ● | ● |
| Logo recognition on Festival e-newsletters | ● | ● | ● | ● | | |
| Name recognition on Festival e-newsletters | | | | | ● | ● |
| Special "Sponsor in Focus" recognition in one e-newsletter | ● | ● | ● | | | |
| Public Relations, Marketing, and Media Recognition | | | | | | |
| Recognition through preferred media partners | ● | ● | | | | |
| Name listing in all press releases and public relations efforts | ● | ● | ● | | | |
| Invitation to select media events | ● | ● | ● | ● | | |
| Special Events | | | | | | |
| Tickets to private sponsor event | 16 | 12 | 10 | 8 | 6 | 4 |
| Reserved tickets to select high profile events | ● | ● | ● | ● | ● | ● |
| Speaking opportunities at high profile event | ● | ● | | | | |
| Additional Benefits | | | | | | |
| Customized benefits to be mutually agreed upon | ● | | | | | |

