



Bay Area **SCIENCE** FESTIVAL

4.21- 4.30.2022



2022 Collaborator Guide

www.bayareasciencefestival.org

Organized by

UCSF

Presented by



human energy®

Festival Collaboration



The success of the Bay Area Science Festival depends upon collaboration. Working together, we can develop events to encourage conversations, inspire curiosity and reach new audiences, all as we highlight the Bay Area's rich assets in research and innovation.

BENEFITS OF PARTICIPATION



GAIN COMMUNITY VISIBILITY

A core objective of BASF is to showcase the impressive advances in STEM in our region. This may include research at our colleges and universities, developments at our locally-based companies, or education initiatives at our cultural institutions. We want to highlight all the amazing science in our region, including the work your organization is doing!



ACCESS NEW AUDIENCES

Over the course of the first 10 years of the Festival, we reached more than half a million people. Evaluations illustrated a high level of engagement across a diverse community, with a race/ethnicity distribution reflective of the San Francisco Bay Area. By offering an event during the Festival, you and your organization will be able to reach new diverse audiences across our region, drawing them to your venue, and advertising for your year-round efforts.



CONNECT WITH OTHER SCIENCE, CULTURAL & EDUCATIONAL INSTITUTIONS

Over the years the Festival has proven to be a central point of connection for people and organizations in the Bay Area who are passionate about STEAM education. As a collaborator, there are a multitude of opportunities to plug into these connections, together growing new ideas for exciting events to share our mutual love of STEAM with the public. Many of our partners are making connections through BASF resulting in new professional collaborations. So, join us and make some new friends!

PROGRAM COLLABORATORS

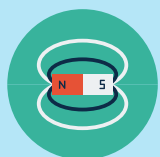
Program Collaborators are organizations that help guide BASF programming by creating and delivering engaging STEAM events for the public, either in person, at their own venue or in another location or virtually. Program Collaborators will be recognized on the BASF website, the online Festival calendar and on social media.

COLLABORATOR ROLES & RESPONSIBILITIES



PRODUCE AN EVENT

Organize and lead an event during the Festival, April 21st - April 30th.



PROMOTE YOUR OWN EVENT AND THE WHOLE FESTIVAL

- Link to BASF from your organization's website.
- Like and follow BASF social media accounts, sharing our relevant posts. We will also follow you and promote your organization and posts throughout the year.
- Promote your BASF events in email and social media blasts to staff and constituents.
- Post signage, postcards, etc. for BASF in public areas.



COMPLETE EVENT REGISTRATION

- Complete program proposal by the deadline: February 7, 2022
- Provide final event details (event description, photo, location and time) by the deadline: February 25, 2022



JOIN COLLABORATOR MEETINGS AND/OR WEBINARS

- Join optional collaborator meetings to get Festival updates, event planning support and networking opportunities.



Event Planning

EVENT TYPES

Each year, the Bay Area Science Festival offers a wide variety of events that are designed to attract audiences of different ages and interests, as well as bring in new audiences who do not usually attend science-related events. BASF Collaborators are invited to propose event ideas that meet these goals. We encourage you to think outside the box and experiment with a new concept. We're scientists after all! We invite both in-person events (with health measures in place) and virtual events. Some event types you may consider include...

EXPLORER TOURS: Dozens of the Bay Area's leading science institutions provide exclusive opportunities to step into their labs, their production floors, their museum collections or join them in the field. At these exclusive, fun-filled, intimate events, people will learn from you and your team about what makes STEM so incredible and what you love about your job!

TALKS, DISCUSSIONS & CONVERSATIONS: These more traditional formats for science events put scientists, makers and writers on a stage (bars count as stages!) to talk about their work. The key is the presenter must be engaging! No long powerpoint presentations. Think fun! Think hands-on elements! Explore a single topic from different perspectives! The more interdisciplinary, the better. Get an evolutionary biologist on stage with a priest and an artist, and who knows what will happen!

PERFORMANCES & EXHIBITIONS: One of the goals of the BASF is to highlight the way science is connected to other disciplines, such as the arts. We encourage programming that highlights these connections. So, find a scientist with a talent for rapping and put them on stage with a beat-boxer and you just might have the most highly attended event out there.

WORKSHOPS & MAKER EVENTS: A workshop, or maker event can be a fun way to offer an introduction to different art mediums and a deep dive into the science behind the process, object or technique such as painting brains, dichroic fused glass jewelry, or lighting in photography.

FAMILY SCIENCE: Family fun with science! What could be better than making liquid nitrogen ice cream with your 6-year-old or building a rocket with your preteen? Parents eat up these fun activities they can do with their kids.

STEM STORYTIME: STEM professionals read aloud a childrens' STEM picture book followed by a conversation about how their work relates to the story and a chance for attendees to ask the STEM professional about their career!

REGIONAL EVENTS: Partner with multiple local organizations to offer a unique event highlighting regional STEM non-profits, museums, companies or universities. Engage the public throughout an entire city or region, past examples include citizen science events and stargazing parties.



EVENT GUIDELINES

- Inspire **CURIOSITY** and take risks! Events should be fun, clever, interactive, experiential, and meaningful, sparking a sense of awe and wonder in our world!
- Event logistics and costs are provided entirely by the collaborating institution.
- Event must take place between April 21 through April 30. No events may compete with the Discovery Day on April 24th.
- Collaborators will promote their own event, including linking to event details on the BASF website.
- The event may be free (or free with admission) or ticketed to cover production costs *only*. BASF emphasizes free or low-cost events.
- The event must be co-branded with materials provided by BASF (see FAQs).
- All events should include a local scientist or professional who uses STEM in their career.
- BASF may be able to provide volunteers and scientists to help onsite at your event.
- Submit your event proposal at www.bayareasciencefestival.org



OTHER WAYS TO GET INVOLVED

SHARE A RESOURCE

- Collaborate with an event that needs an expert scientist. We'll help connect you!
- Provide a space or collaborate on an event. Let us know what you can offer or need and we will help connect you to others.

VOLUNTEER

Join our volunteer team!

- Get together a group or fly solo as a volunteer at a Discovery Day.
- Help event organizers at individual events.

Sign up at:

<http://www.bayareasciencefestival.org>

WHAT DOES BASF PROVIDE?

We are so thankful for all that our collaborators do to make BASF so memorable. We would like to support your efforts as much as possible, and will provide the following:

- **AUDIENCE:** Through our broader BASF marketing, we'll help connect you to new audiences.
- **SOCIAL FOLLOWING:** You'll have access to BASF's growing social media following through general Festival promotion, as well as opportunities to participate in specific social media campaigns leading up to the Festival and year-round.
- **SUPPORT WITH SETTING UP ONLINE REGISTRATION OR TICKETING FOR YOUR EVENT**
- **BASF PROMOTIONAL MATERIALS**
- **SIGNAGE FOR YOUR EVENT**
- **PHOTOGRAPHY** (at select events)
- **VOLUNTEERS:** If needed, we can help with logistics and BASF branding at your event.
- **EXPERT SCIENTISTS:** Need a connection to the science community? We've got you covered!
- **EXHIBITOR FEE WAIVER** at Discovery Day at Oracle Park in San Francisco, for one standard size booth, when you hold a free event as part of the BASF.

HOW WE PROMOTE YOUR EVENT/INSTITUTION



Media Mentions

Not only do we promote your event in the many media hits we get, we may invite you to join us on television or radio to talk about your event and your organization. Many partners have appeared with us on KTVU, KCBS-AM, KGO-TV, KPIX - TV/KBCW's Bay Area Focus, KQED radio, and more!



Social Posts

Once the schedule of events is released, we devote our social posts to promoting your events. These posts get a lot of attention from our Facebook fans and Instagram and Twitter followers.



Event Listed on our Website Calendar

Your event will be part of our BASF calendar listings on our website.

Discovery Days



The Discovery Days engage a large audience in the fun of science, technology, engineering, and math in many forms, with hands-on activities and interactive demonstrations, providing STEM-themed entertainment for the whole family. These events are scheduled for Sunday, April 24th in San Francisco and on Saturday, April 30th in Hayward.

WAYS TO GET INVOLVED

- Propose an exhibit booth, vehicle, or roving activity.
- Sponsor the Festival to receive numerous benefits, including a Discovery Day exhibit booth.

PRICING

There are fees associated with exhibiting at the Discovery Days. This fee covers a portion of the hard costs associated with creating the booth space (BASF will cover the remainder).

DISCOVERY DAY AT ORACLE PARK

Fees for a standard booth start at \$500 for non-profit organizations and \$1000 for small businesses. The fee for established businesses (>25 employees) is \$2000. Fee waivers/discounts are available for those who lead a Festival event, smaller non-profits unable to afford exhibitor fees, and public K-12 schools.

See the website for more information on pricing and details on how to register to exhibit: <http://www.bayareasciencefestival.org/get-involved/apply/>

Sponsorship packages begin at \$5000 with various additional benefits; contact katherine.nielsen@ucsf.edu to learn more.

DISCOVERY DAY CSU EAST BAY - HAYWARD

All exhibits are free. Exhibit space is available both indoors (in classrooms) and outdoors in the courtyard. 50+ exhibitors are expected at this event.



Important Dates

JANUARY – FEBRUARY 2022

January 10

- Submission portal opens for Collaborator event proposal

February 1

- Submission portal opens for Discovery Day exhibitor registration

February 7

- Draft Event Proposals due February 7

February 14

- Collaborator programs notified of approval

February 25

- Final Collaborator program dates, time, locations, images and descriptions due

MARCH – APRIL 2022

March 18

- Discovery Day Exhibitor Registration Deadline

March 25

- Final Discovery Day registrations approved

APRIL 1

- Website launches with calendar of events
- For tours and ticketed events, links will be live 2 weeks before tour or event

April 21 - April 30

- **Bay Area Science Festival 2022!**

April 24

- Discovery Day at Oracle Park in San Francisco

April 30

- Discovery Day at CSU-East Bay in Hayward

FAQs

How do I submit an event idea?

Hop on our website and fill out the event proposal form. If you are submitting for both Discovery Days and Events, these are two separate portals reviewed by separate committees, so you will need to enter the information in each portal. For events, you won't have to have all your details finalized right now; you will just need to know your idea.

What if we don't want to be responsible for taking the lead on an event – can we still participate?

We encourage organizations to work together to plan events. The more collaboration, the better! We would be happy to recommend partners with whom you might share responsibility.

Can we host multiple events?

Yes! If you have more than one great idea and have the resources to make it successful, we welcome your proposals. If you have any questions, feel free to discuss with us before submitting.

Are there any guidelines for event types to avoid?

We ask that all BASF events be open to the public and, if possible, free. So please don't submit any ideas that are designed only for specific field trip groups or selected individuals, if others can't join in as well. You may invite whichever groups you like, but we want doors to be open to everyone. You can certainly target specific age groups or audience types (teachers, women, etc), but please be open to any interested party attending.

Can my event target a specific age group?

Yes! Past Festival programming has included events designed for pre-K to adults only. You can indicate the target audience for your event on the Event Host Proposal Application.

Can I have an event that repeats multiple times during the week?

Certainly! If you think you have the ability to reach a strong audience base with each repeat of your program, then feel free to propose a repeating event. Given our space limitations for printing, the event may not appear in the printed guide on each day, but will on our website.

I hosted a free event last year and there were a lot of no-shows. How can we stop this from happening again?

This is a common problem. The solution: Overbook your event. We find that a 30% attrition rate is the norm - and it can often get even higher. Consider releasing many more tickets to account for the drop-outs.

What do you mean by co-branding?

We ask that you use the BASF logo and follow our style guide in mentioning BASF in marketing or press material you create for the event. All BASF logos will be available on our website and we will provide any further material you need to make this easy for your team. We will also recognize each partner in conjunction with their event.

Why do you suggest that a local scientist or science professional be present?

Previous science festival evaluations have shown the experience of participants who interacted with a STEM practitioner was enhanced greatly. In many cases, attendees are interacting with a STEM practitioner asking questions or engaging in hands-on activities, for the first time. In addition, there is benefit to the STEM professional. Evaluations report that 75% of STEM professionals who exhibited and presented at the festivals reported increased confidence interacting with public audiences.



What do you mean by “accessible” location?

We want to be sure participants are easily able to attend events, therefore we request that events be accessible to the public. Ideally, they may be reached by public transportation or have available (and FREE) parking. When possible, we suggest non-academic venues to welcome attendees who do not usually attend science events. In addition, we want to ensure all participants have access to attend BASF events; therefore we request that venues be ADA compliant.

Please also keep time of day in mind for accessibility. An event placed on a Tuesday at 4pm is not likely to bring many people in, even though it may be a convenient time for the presenters. Be sure to think about balancing desired audience, travel time/traffic, meal times and children's bedtimes.



Can we repeat an event we've done in the past?

As scientists, we love experimenting, and that includes experimentation with public science events. We encourage you to think creatively and try something new. That said, we know there were some amazing programs the past years that we would love to see return. We also know that sometimes you need another go-around in order to make the tweaks that will get you to an awesome program. So, if you want to try something you've already done before in order to improve it for this year, go ahead and submit - just be sure to tell us what you plan to do differently to make it a better event. Another idea is to consider placing the event in a different part of town. We're here to talk through ideas with you, so feel free to reach out!

If I have an event during the week, do I still need to submit an exhibitor registration form for a Discovery Day booth if I want to do that too?

Yes, please! Different committees review the two types of applications and we ask for different information.

What if some groups propose similar activities at the Discovery day?

BASF will review submissions to minimize redundancy. When submitting a proposal, please provide as much detail as you have, so we can avoid repetition. If there is overlap, we can either put you in touch with the other organization (we encourage collaboration!) or work with you to develop another activity.

What if it rains on a Discovery Day?

Been there, done that! The event will be rain or shine. But we're putting in an order right now for 70 degrees and sunny!



OTHER QUESTIONS?

CONTACT INFO@BAYAREASCIENCEFESTIVAL.ORG