



Bay Area  
**SCIENCE  
FESTIVAL**  
4.21-4.30.2022

The **Bay Area Science Festival** is one of the nation's largest annual events that brings together STEM role models, families, youth and adults to experience the wonder of science. It empowers the region's leading scientific, educational, and cultural institutions to collaborate to create events that inspire interest in and celebrate STEM.

**Let's Discover Science Together!**

## Support the Festival

Be recognized as a leader in STEM that gives back to Bay Area families and opens opportunities for all. With your help, we can:

- **Raise awareness** of science in everyday life.
- **Engage young people** in the fun, excitement and awe of science and inspire them to pursue careers in STEM.
- **Encourage collaboration** between the science and technology community and the public.
- **Increase dialogue** about science and technology throughout the region.



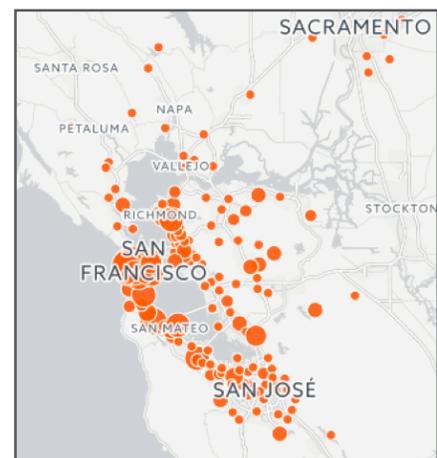
## Festival Kickoff

### Discovery Day at Oracle Park

Discovery Day at Oracle Park is Northern California's largest free science event that connects STEM organizations with people of all backgrounds and ages. The result? Super-charged, super-fun celebrations of science! This event features hundreds of dynamic demonstrations, engaging experiments, and geeky games in every part of the ballpark. It has consistently drawn upwards of 25,000+ attendees from all around the Bay Area.

“

**I really love that Discovery Day gives scientists the opportunity to engage with the community in a way that a lot of other events do not.” - Festival Sponsor**



Discovery Day at Oracle Park draws attendees from the entire Bay Area.



# Reasons to Participate

## Branding and Exposure

Deepen and extend your brand’s reach. Your branding will be seen by tens of thousands of people through our website, social media, YouTube channel, newsletter, print materials, and on the ballpark’s jumbotron at Discovery Day.

## Corporate Citizenship

In partnership, we can provide high-impact, high-value experiences to foster science learning, emphasize the importance of science and technology in our community, and demonstrate the importance of science to our region’s economic well-being.

## Consumer Engagement

The Festival is an excellent opportunity to connect the public to your products or services and drive excitement around your brand.

## Employee Engagement

It feels great to be a part of the Festival! Give your employees the opportunity to give back together and share your work. The personal connection between employees and attendees will make a lasting impression.



“ I love seeing that spark light up. It reminds me of when I was starting out and learning about science.” - Festival Sponsor

### Sponsor benefits

#### Discovery Day at Oracle Park

	\$5,000	\$10,000	\$25,000	\$50,000	\$100,000
High visibility exhibit space	10' wide	20' wide	On field 20' wide	On field Custom	On field Custom
Logo displayed on booth signage & jumbotron	✓	✓	✓	✓	✓
Break room for company volunteers			Shared	Shared	Private
Video featuring company on jumbotron			pre-recorded	pre-recorded & live	pre-recorded & live
Early Access for company employee's families			✓	✓	✓
Naming rights for signature area				✓	✓

#### Festival

Logo on Festival website	Sponsor page	Sponsor page	Sponsor page	Homepage	Homepage
Festival print program	Logo	Logo	Logo & half page add	Logo & full page add	Logo & full page add
Festival e-newsletter	✓	✓	✓	+ Sponsor highlight	+ Sponsor highlight
Highlight on Social Media		✓	✓	✓	✓
Naming right for signature event series				✓	✓
Highlight an Sponsor's employee					✓

## Ready to support the BASF?

Contact Katherine Nielsen at [Katherine.nielsen@ucsf.edu](mailto:Katherine.nielsen@ucsf.edu)