



Bay Area
**SCIENCE
FESTIVAL**
October 25, 2025

The **Bay Area Science Festival** brings together STEM role models, families, youth, and adults to experience and share the wonder of science. It draws more than 10,000 attendees, making it one of the largest public STEM events in the nation. The Bay Area Science Festival empowers the region's leading scientific, educational, and cultural institutions to collaborate and create an event that inspires interest in and celebrates STEM.

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



Discovery Day at UCSF Mission Bay

Discovery Day will be Northern California's largest free science event that connects STEM organizations with people of all background and ages. Join us for a super-charged, super-fun celebration of science! This event will feature hundreds of dynamic demonstrations, engaging experiments, and geeky games. We expect 10,000 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



Top 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, newsletter, print materials and at Discovery Day. In 2022, television and radio coverage reached more than an estimated 1.7 million viewers and listeners, and print and online coverage reached 1.1 million readers.

Corporate Citizenship

In partnership, we can provide high-impact, high-value experiences to foster science learning and emphasize the importance of science and technology in our community, and demonstrate the value 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	\$10,000	\$25,000	\$50,000	\$100,000
High visibility exhibit space	10' wide	20' wide	Custom	Custom
Logo displayed on booth signage	✓	✓	✓	✓
Break room for company volunteers		Shared	Shared	Private
Naming rights for signature area				✓
Logo on Festival website (28,000 visitors)	Sponsor page	Sponsor page	Homepage & sponsor page	Homepage & sponsor page
Logo in Festival e-newsletter (25,000 subscribers)	✓	✓	+ Sponsor highlight	+ Sponsor highlight
Highlight on Social Media			✓	✓



Questions? Ready to support the BASF?

Contact Katherine Nielsen at Katherine.nielsen@ucsf.edu