

# TENNESSEE STEAM! FESTIVAL

BE BRILLIANT!

CELEBRATING SCIENCE, TECHNOLOGY, ENGINEERING, ART & MATH  
OCTOBER 11TH-27TH, 2024

## PARTNER WITH US!

Founded by the Discovery Center, the Tennessee STEAM Festival is a 10-day statewide celebration designed to build interest and excitement in STEAM (Science, Technology, Engineering, Art, and Mathematics).

The vision for this festival is to facilitate connections between experts and curious minds through hands-on experiences, promote a fast-growing and diversifying workforce, and boost the economy by highlighting industries and tourist destinations across the state.

### WAYS TO GET INVOLVED

#### Become a Program Partner

Program Partners are organizations that help guide programming by creating and delivering engaging and fun STEAM events for the public either at their own venue or in another location. Program Partners will be recognized on the Festival website, booklet, and in conjunction with the events they produce.

#### Become a Sponsor

Sponsors can expect to engage with new audiences and build positive brand associations, engage with the public in a variety of venues and formats, and increase their investment in the communities where their employees live, work, and learn.





#### Provide an Expert

Collaborate with an event that needs an expert in Science, Technology, Engineering, Art or Math. Sign up to be a professional (or send someone from your team) and Discovery Center will help connect you!

#### Volunteer

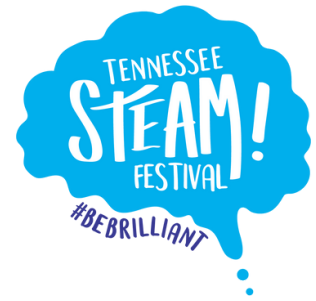
Join the volunteer team! Get together a group or fly solo as a volunteer during the Festival. Help event organizers at individual events. Join Discovery Center before the Festival to help manage delivery and other logistics.

### 2017-2022\* FESTIVAL BY THE NUMBERS \*Virtual Attendees Unknown

Event Hosts	Attendees	Counties Participating	Unique Events
411	100K	25	720+
			



# WHY SUPPORT TSF?



## ACCESS

The Festival broadens access to science learning opportunities for all, emphasizing inclusion and reducing barriers to equitable participation.

## ENGAGE

The Festival offers opportunities for employees to mentor youth and engage with community members to share their passion for STEM careers.

## REACH

Each year, the Festival reaches more than 35K people in person plus additional reach through social media and other channels.

## CONNECT

The Festival collaborates with more than 160 science, cultural, and educational institutions to strengthen the STEAM ecosystem in Tennessee.

# SPONSOR BENEFITS

BENEFITS	INNOVATE	CREATE	EXPLORE	INSPIRE	ENGAGE
	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Ad in Festival program booklet	Full	Half	Qtr	Qtr	Qtr
Top billing on Festival materials	•				
Top billing on STEAM-a-Palooza page	•				
Logo recognition on STEAM Festival homepage	•	•			
Logo on sponsor page of website with link	•	•	•	Name only	Name only
Sponsor mention in any radio spots	•				
Logo inclusion on print ads	•	•	•	•	•
Shout-out on social media and newsletter	Feature/Logo	Feature/Logo	Logo	Logo	
Event recognition	All	All	Specific event	Specific event	

GIVE YOUR SUPPORT AT: **TNSTEAM.ORG**

or contact Lindsey Jennings at (615) 890-2300 x221 or [ljennings@exploredc.org](mailto:ljennings@exploredc.org)

The National Science Festival Alliance reports that brands participating in festivals are able to engage new customers and deepen loyalty with existing consumers. [sciencefestivals.org](http://sciencefestivals.org)