



A free to attend, family-friendly, celebration of the wonders of Science, Technology, Engineering, & Mathematics. Designed to engage and inspire a new generation of scientists, technologists, engineers and mathematicians.

# TAURANGA **STEM** FESTIVAL



20  
19

## SPONSORSHIP OPPORTUNITIES

Events September to October 2019

SUPPORTED BY



Version 1.0

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# Key facts

FREE to attend and family-friendly series of events during September and October 2019.

Main Festival day on Sat 12th October.

Expected visitors 500+ (indoor event) or 2,000+ (indoor + outdoor event).

A world-class festival as part of international Ada Lovelace Day celebrations.

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## Event overview

STEMFest will be a world class festival, held in Tauranga, made up of a series of events throughout the second half of 2019, culminating in a main festival day on 12th October 2019 that will be free to attend.

Designed to be a celebratory experience that is engaging and inspiring. The approach will be audacious, exciting and fun, and its strength will be in bringing together groups of people who may not necessarily engage with each other in their day-to-day life with the aim of fostering a new love and passion for STEM.

- A series of STEM events and activities throughout 2019 for families and children all ages and held in Tauranga, Bay of Plenty.
- Main festival on Saturday 12th October 2019. A free to attend, day of fun activities to celebrate and experience the wonders of science, technology, engineering, and mathematics.
- STEMFest is a celebration of the wonders of STEM, it is not intended as a traditional careers event.
- Deploying a practical hands-on and learning-by-doing approach will promote and establish the relevance of STEM in everyday lives.
- Designed to engage and inspire a new generation of scientists, technologists, engineers and mathematicians.



# Target audience

## For families and whanau

It's a recognised fact that parents, extended family and caregivers have an important role in influencing their children and their choices. By offering families and whanau the opportunity to learn and share in the experience of STEM together we can activate the seed even before children are exposed to any STEM activities at school.

## For communities

STEMFest will have a broad appeal with a focus on engaging with communities that might not necessarily have access or fewer opportunities to learn about and experience the wonders of science, technology, engineering and mathematics in a literal sense. We will be collaborating and working in partnership with iwi community leaders and outreach representatives to ensure that there is content which will be relevant to the Maori and Pacific communities. We will demonstrate how STEM can link directly to Māori language, culture and identity through local tikanga, whakapapa, stories, and hands on demonstrations.

## For girls & young women

STEMFest will be built around the key theme of making STEM inclusive and relevant to girls. They will be presented with opportunities to try new things and explore ideas and meet with role-models in a safe and inspiring environment.



# Why should we have a Tauranga STEM Festival?

- There is currently a gap in the region.
- Women and girls are underrepresented in STEM.
- Create opportunities for community groups to engage with STEM.
- STEMfest will bring together a variety of existing advocates and STEM providers.
- Creating new young STEM ambassadors.

There are no FREE public events or STEM activities that are designed to engage with families and whanau, girls, women, and community groups all together. This will be the first STEM event of its kind in the City.

We need to change perceptions and challenge stereotypes by showing the huge number of possibilities and how broad STEM career options can be. Girls and young women will have an opportunity to meet real female role models currently working in STEM fields so that they can be inspired to follow the same path.

Under-represented communities face substantial barriers such as family situation, cultural barriers, feeling of exclusion, and lack of resources to provide STEM enrichment outside of what schools have to offer. STEMfest will be an opportunity for these groups to take part in an event that is inclusive regardless of socioeconomic backgrounds.

STEM engagement activities in the region are currently siloed with many organisations working independently of each other and not together. This collaboration will allow an opportunity for various agencies to be part of a focused effort and help to magnify their impact and create a cohesive, harmonised message.

Young people relate better with their peers. STEMfest will encourage and enable young people already engaged in STEM to become communicators by equipping them with the skills and opportunity to inspire and influence their peers through public engagement work as part of the STEMfest programme.

# Number of people attending & potential reach

Our dedicated and strategic marketing and promotional campaign will run from Dec 2018 through to Oct 2019, via the following channels and target reach:

Channels	Potential Reach
Social media - twitter, facebook, and instagram	250,000
Print, radio and television	1,000,000
Digital mailings to primary and Intermediate schools in the City	6,700 families
Digital mailings to primary and Intermediate schools in Western Bay	25,000 families

*Our conservative estimate of visitors for the main festival day will be around 500+ people for an indoor event or 2,000+ for an indoor and outdoor event.*

*Potential visitors numbers could reach 3,000 in total if all the fringe events are delivered.*

*We anticipate visitors staying for 2-3 hours at the main festival event.*

*We will be working in partnership with the following organisations and companies to maximise on industry reach:*

*Venture Centre / Basestation  
University of Waikato  
Priority1 / TCC  
CreativeBOP  
Downtown Tauranga  
Think Technology Group*

# Why we need your support

Tauranga STEM Festival is about celebrating and showcasing STEM, in particular the inspirational and innovative work that is happening in our City and on our very doorstep.

*We invite you to support STEMFest so that you can:*

- Deepen relationships with staff, clients, stakeholders and demonstrate your role as a good corporate citizen by giving back to your customers and community.
- Raise your profile with a wide range of audiences of all ages and economic backgrounds.
- Nurturing and retaining talent in the region by demonstrating STEM innovations and opportunities that are available right here, right now, and in the future.
- Demonstrate your commitment to encourage girls, women, and under-represented groups into STEM fields and ultimately onto a STEM career.

# Sponsorship packages



Terabyte

\$10,000

2 of 2 available

## Pre-event Promotion

- Logo and company displayed on main posters and banners in the lead up to the event
- Press release & media mentions at interviews
- Dedicated custom blog post announcing your sponsorship - timed for maximum impact
- Individual social media posts from the official accounts announcing your sponsorship
- Logo, link, and long company bio on the Tauranga STEM Festival site

## On the day

- Logo on the back of official volunteer t-shirts and entry wristbands/lanyards
- Venue space decoration – allows great visibility to your brand
- Dedicated space at main event to undergo demos, answer questions, and meet visitors
- Multiple social media posts during the main event day
- Inclusion of your logo on internal posters and banners
- Thank you mention in event-related attendee emails
- Your logo, URL and short bio in the main event printed programme/App

## Post-event

- Individual thank you mention in post-event related attendee emails and surveys
- Individual thank you mention in post-event related blog post

Gigabyte

\$5000

1 of 2 remaining

## Pre-event Promotion

- Dedicated custom blog post announcing your sponsorship
- Paired social media posts from the official accounts announcing your sponsorship
- Logo, link, and medium company bio on the Tauranga STEM Festival site

## On the day

- Venue space decoration – allows great visibility to your brand
- Dedicated space at main event to undergo demos, answer questions, and meet visitors
- Multiple social media posts during the main event day
- Inclusion of your logo (small) on internal posters and banners
- Thank you mention in event-related attendee emails
- Your logo and URL in the main event printed programme/App

## Post-event

- Paired thank you mention in post-event related attendee emails and surveys
- Paired thank you mention in post-event related blog post

Megabyte

\$1000

5 of 5 available

## Pre-event Promotion

- Inclusion in blog post announcing your sponsorship
- Grouped social media posts from the official accounts announcing your sponsorship
- Logo, link, and short company bio on the Tauranga STEM Festival site

## On the day

- Venue space decoration and swag area – allows great visibility to your brand
- Minimum of five social media posts during the main event day
- Inclusion of your logo (small) on internal posters and banners
- Your logo and URL in the main event printed programme/App

## Post-event

- Thank you mention in post-event related blog post

Custom Sponsorship

Please contact us to discuss your requirements.



# Dedicated sponsorship

Alongside the main festival day, STEM Fest aims to deliver four 'fringe/supporting' events culminating in a main festival day. Each of these events is available for dedicated sponsorship and on an exclusive basis.



## STEM Challenge Day

\$5,000

Designed for primary and secondary school aged children. We will be inviting eight schools to take part in four activities, each challenge will relate to an area of STEM. Each school will send up to eight children per group. We will run two sessions during the day. At the end of each session a winner will be announced and crowned STEM Champions 2019.

**Reach:**

4 primary schools  
4 secondary schools  
80 children + parents + teachers

*There is an opportunity for the dedicated sponsor to assist in developing/providing the challenges and theme in partnership with our organising team.*

## STEM Diversity Debate

\$6,000

We will be hosting an open debate lead by Founder of Ada Lovelace Day as well as homegrown and international high profile STEM champions and advocates and inviting stakeholders from industry through to academia to take part.

**Reach:**

High profile International and National STEM advocates and experts  
Business & Industry Leaders  
Academia  
Students

*There is an opportunity for the dedicated sponsor to support exciting event.*

## STEM Treasure Hunt

\$3,000

This activity will be run in collaboration with Downtown Tauranga and their business members. An interactive activity that will be suitable for people of all ages to engage and explore hidden STEM messages that will be incorporated into various participating shops and business within the CBD.

**Reach:**

500+ members of the public  
Participating local businesses in the CBD

*There is an opportunity for the dedicated sponsor to develop and help create this exciting activity.*

## STEM Champions

\$5,000

Recruit, develop, and create up and coming STEM advocates from high school through to university students. These young people will be working alongside mentors and STEM experts They will be offered the chance to learn the skills required to help them be communicators and champions so that they are able to inspire their peers. They will be tasked with ensuring that any activities we develop and deliver are relevant and appropriate to the target age groups.

**Reach:**

Graduates  
12 senior schools in the City and Western Bay areas + parents + teachers

*There is an opportunity for the dedicated sponsor to develop the scheme and program in partnership with our organising team.*

*Delivery of these supporting events will be dependent on securing sufficient sponsorship and funding.*

# Background

STEMFest has been founded by Tia Lush. A graphic designer and technologist with a passion for inspiring young people and their families through shared learning experiences. In 2016, Tia founded and co-organised the first ever (and subsequent) STEM festivals in the City of Peterborough, UK.



The Peterborough STEM festival is now in its third successful year and continues to grow in impact and strength, welcoming 600 visitors in the first year to over 3,000 visitors in the third year.

The concept for STEMFest was inspired by Ada Lovelace Day (ALD). Ada Lovelace was a mathematician who worked with Charles Babbage and was considered the first female computer programmer, before computers even existed, back in 1843.

ALD is an international celebration of the achievements of women in science, technology, engineering and maths. It aims to increase the profile of women in STEM and, in doing so, create new role models who will encourage more girls into STEM careers and support women already working in STEM.

In 2018 there were ALD events held in:

Towns/cities: 109

Countries: 18

Continents: 6

with a total of 182 events around the world.

**In 2019, Tauranga STEM Festival will be the first official ALD event to be held in New Zealand as part of the global celebration of Ada Lovelace Day.**



*For further information, please contact:*

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