



2020 STEM INITIATIVE

A programme of STEM engagement for the whole year incorporating...

**Conversations
IN STEM**

+

STEM
Curiosity Day

+



Bringing internationally renowned STEM experts and heroes to Tauranga and New Zealand. Delivering “entertaining STEM” with a student matinee followed by a public event in the evening. Events throughout the year.

Interactive and fun day of STEM activities, creating opportunities to Reach Out, Raise Up, Reinforce, Relate, and Reimagine STEM. Specifically designed for Year 5-8 students and the home-schooled community.

Bring your curiosity!
Community Excellence Award
Finalist and world-class
STEMFest on **Sunday 4th***
October in the heart of
Tauranga's CBD.

*Provisional date

email: hello@stemfest.nz | website: stemfest.nz

Tauranga STEM Festival (STEMFest) is a project of STEM Wana Trust. Registered Charity (Number CC56830) | GST 128-053-433. v1.0

THE WHY



“An outrageous success!”

Professor Chris Battershill
Head of Coastal Marine Group in the Faculty of Science
and Engineering - University of Waikato
Main Sponsor 2019

About us

2020 STEM Initiative is a project of STEM Wana Trust, a registered charity.

Our Board of Trustees are a group of individuals brought together by a shared passion and vision for inspiring and nurturing the amazing potential of talent in our young people through STEM. Our Advisory Group comprises of leading industry experts in education, science, legal, and industry.

Our projects based organising teams are professionals with expertise in areas of business, innovation, project management, training, and youth engagement.

In 2019, the Trust delivered the first ever world-class STEM Festival to Aotearoa and reached thousands of delighted whānau, parents, and children.



Global shortage & crisis

There is a global shortage of people entering STEM study which will ultimately result in a shortage of Scientists, Technologists, and Engineers needed to advance technology and scientific know how to solve the world's problems.

Engaging children at secondary school is too late. At this age children are already choosing elective subjects and their opinions have already begun to be formed. STEM has to inspire children as early on as possible, ideally before they have started formal education.

Influencing the influencers

Inspire people of all ages. Not only do children need to be educated on what jobs can result from STEM subjects, parents and whānau need to be inspired too.

Children, parents, and teachers should be informed about the various aspects and career opportunities so that there's a coordinated response to the STEM skill shortage.

Diversity in STEM

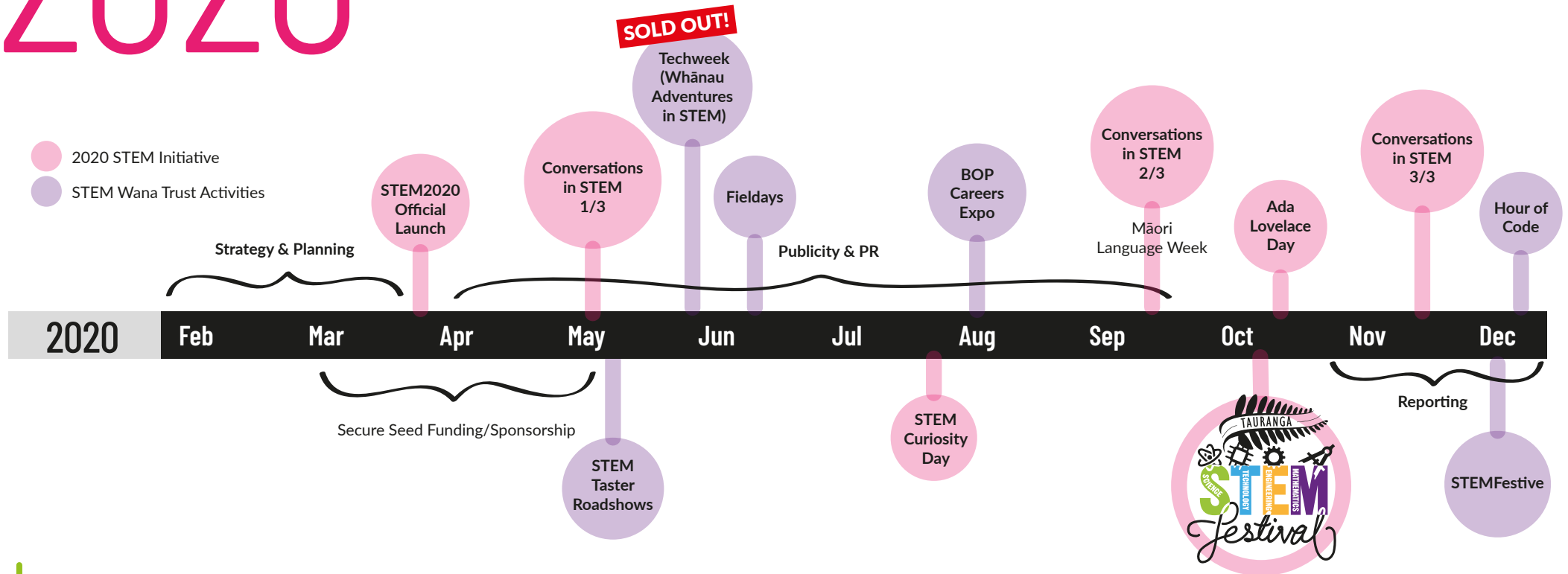
Creating opportunities for diversity. Diversity in STEM refers to cultivating talent and promoting the full inclusion of excellence across the social spectrum.

This includes people from backgrounds that are traditionally under-represented and those from backgrounds that are traditionally well represented.



2020

MORE THAN A ONE DAY FESTIVAL



We incorporate the following elements into all of our activities



Play and explore.

Participants get to visualise, experience and learn by doing. Applying meaningful maths, science, and technology content to solve real-world problems through hands-on learning activities and creative design.



Meeting **STEM heroes** and role-models and making that connection so that STEM comes to life and becomes relevant and not something that is out of reach or out of touch.



Showcasing STEM innovation

with industry partners and to show what's surprising and exciting with the view of sparking curiosity and developing further interest in STEM.





CONVERSATIONS IN STEM

"Entertaining STEM"

Bringing world-renowned STEM experts to Tauranga & New Zealand

MORNING

Student Matinee



EVENING

Public Event





STEM CURIOSITY DAY

"Bring your curiosity" - hands-on learning through play and exploration.



**Hands on learning through play & exploration
300 children (30 teams) from across the Bay of Plenty**

*"To engage, excite & empower young people to embrace
STEM as a way to shape their own future as well as to
make the world a better place."*

The STEM Champions 2019

*"What an amazing event and people! It was fantastic...
Everyone was in such good spirits, and the weather did not
dampen those spirits by the looks of the turn out."*

Andrea Paki - Volunteer 2019

MAIN DAY HIGHLIGHTS 2019

5,000

Tickets 'SOLD
OUT' three weeks
before the event
date

2,000

DNA bracelets and
key-rings made
during the day

600+

Comvita 'magic
potion' scientist
certificates issued

47

Exhibitors and
contributions from
industry and
community

2

Last minute
Tesla cars
(thanks to Barry
and Antony)

WHERE VISITORS CAME FROM

Ticket Orders
(Data from Eventbrite)

Tauranga	1671
Auckland	510
Hamilton	135
Wellington	75
Rotorua	33
Whakatane	27
Te Puke	26
Christchurch	26
Taupo	21
Rest of NZ	152
International	17

AVERAGE TIME SPENT

4-5

Hours
on site

2019

Fringe Events...

Challenge Day 150 children

Curiosity Day 300 children

STEM Debates

Conversations in STEM

Main Festival Day...

Saturday 12th October

Sunday 4th* October 2020

5,000 FREE tickets issued

10,000 FREE tickets (booked)

3,500 visitors on the day

7,000+ visitors

47 exhibitors involved

60+ exhibitors

Seven Food Trucks

10+ Food Trucks

Headline Nanogirl KSCB Show

Nanogirl Mātātoa Show

new! Dedicated quiet/magic hour**

new! Marketplace/Show & Tell**

new! World record attempt**

new! STEMfest App**

* Provisional date.

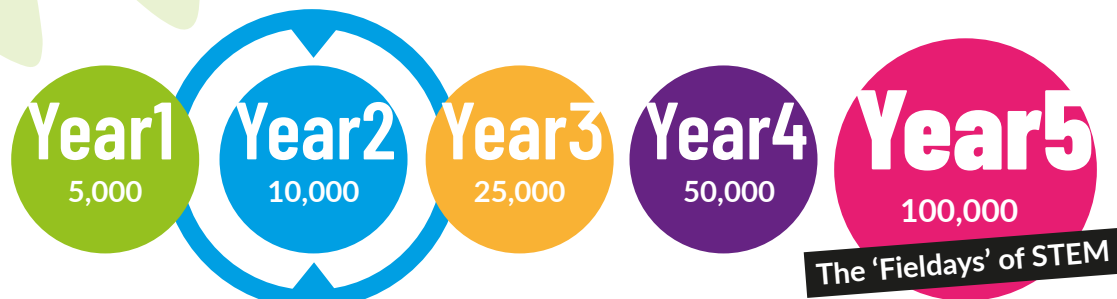
**Delivery subject to securing enough funding.



2020

THE VISION/GROWTH

Steady growth...



Increasing street capacity

In 2020 the main festival day will be held on a Sunday which will enable us to utilise the entire block of Durham Street between Elizabeth and Spring Streets.

Incorporating three iconic venues

Once again our friends at the University of Waikato Tauranga, Trustpower, and Basestation will be opening their doors to the public.

“How lovely it was to be part of such a well-run event! We'd love to come back to STEMfest, so please keep us in mind.”

Dr. Kate Sparks - Nanogirl Labs. Headline Workshop Exhibitor 2019



"Can I just say what an absolutely fantastic event this was! My boy is so inspired by this and I've never seen him so focussed. Congratulations to everyone who was involved!"

Sarah Talbut - Mum and Visitor 2019

FRIENDS & PARTNERS

2020 STEM Initiative is a community driven kaupapa and kindly sponsored, funded and supported by leading STEM organisations in the Bay of Plenty and across Aotearoa.



Be a part of something special

We invite you to be a sponsor 2020 STEM Initiative so that you can:

1

Deepen relationships with staff, clients, stakeholders and demonstrate your role as a good corporate citizen by giving back to your customers and community.

2

Nurture and retain talent in the region by demonstrating STEM innovations and opportunities that are available right here, right now, and in the future.

3

Demonstrate your commitment to encourage girls, women, and under-represented groups into STEM fields and ultimately onto a STEM career.

Contact **hello@stemfest.nz** now to secure your place!



STEM Wana Trust
c/o Basestation,
148 Durham Street Tauranga, 3110,
Bay of Plenty, NZ

Email
hello@stemfest.nz

Festival Website
stemfest.nz

Our kaupapa, mission, and purpose: To engage and inspire a new generation and to be beneficial to the community by providing direction and management of resources to promote awareness of opportunities in STEM to young people and their families.

STEM Wana Trust is a Registered Charity (Number CC56830) | GST 128-053-433.





2020 STEM INITIATIVE SPONSORSHIP PACKAGES

Price are exclusive of GST.



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Contact the team today!
email: hello@stemfest.nz
web: stemfest.nz



Make full payment **BEFORE 31st April 2020** and secure your **chosen** space on the main festival day! Offer applies to **Megabyte** and **Kilobyte** packages.

Sponsorship of 2020 STEM Initiative ensures that you also secure an exhibitor space on the main festival day as well as benefiting from all our other activities throughout the year. Spaces on the Festival day are very limited, especially indoors. General exhibitors registration will open July/August and be subject to availability.

Premium Indoor	Premium Outdoor
Located in University of Waikato or Basestation.	Located outside Basestation on Durham Street (Elizabeth St side).
Access to power source.	Access to generator power source.
Large display board provided.	Outdoor professional gazebo provided (includes setup).
Trestle tables (6x3ft approx.) and chairs provided.	Trestle tables (6x3ft approx.) and chairs provided.

Indoor	Outdoor
Located in University of Waikato or Basestation.	Located on Durham Street.
Access to power source.	NO POWER SOURCE.
Large display board or space for own banners provided.	Own Gazebo (gazebo hire & setup available at additional cost with pref. supplier)
1 x trestle table (6x3ft approx.) and 2 x chairs provided.	Own Furniture (tables and chairs hire available at additional cost with pref. supplier)

Fringe & Outreach
Involvement & presence at Curiosity Day
Logo on signage/banners at all 2020 STEM Initiative events for the year
PR & Comms
Mention in press releases & media interviews
Media feature in lead up to main day (at least one print or radio or online)
Logo on any out-of-home advertising
Logo on digital advertising (including digital badges and email banners)
Logo on print advertising
Logo on mailings/comms to ticket holders
Website blog feature
Social media mentions
Logo on website
Logo on festival printed programme/brochure
Use of 'Proud to be a Sponsor...' digital badges
Merchandise - used throughout the year
Logo on crew/volunteer t-shirts
Logo on official lanyards and official visitor wristbands
On the day
Logo on entrance gateways
Logo on printed street signage/banners
Reserved Entry Tickets for Staff/Clients (includes entry to Magic/Quiet hour)
Main festival space
Choice of multiple indoor AND outdoor spaces
Choice of one premium indoor OR one premium outdoor space
Allocated one indoor OR one outdoor space
Allocated one outdoor space

Terabyte	Gigabyte	Megabyte	Kilobyte	Friend
Space at STEMfest	Choice of Premium Indoor OR Outdoor	Allocated Indoor OR Outdoor	Allocated Outdoor	N/A
By Invitation	\$10,000	\$4,000	\$2,000	\$500
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Prominent	•			
Dedicated	Shared			
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Merchandise - used throughout the year				
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On the day				
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150	100	50	25	10
Main festival space				
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