



Dear Sponsor,

The Jacksonville Science Festival (JSF) would like to partner with your businesses because you are a powerful positive influence in the lives of our community.

JSF provides K-12 students in Duval County & surrounding regions, regardless of the school they attend, a collaborative event featuring industry experts, universities, & local businesses. This student-driven citywide festival showcases the student presenters gained knowledge, research skills & presentation abilities on the subject they chose for their booth. JSF opens doors to STEAM – Science. Technology. Engineering. Arts. Mathematics - education, engaging students that may believe STEAM related opportunities are inaccessible to them.

JSF is one of many science festivals in major cities around the country. Cities with a similar population base as Jacksonville have experienced attendance exceeding 50,000 including tourists from surrounding counties. JSF will benefit the city with:

- more high school graduates interested in STEAM fields where logistics is a key component
- increased tourism
- new businesses seeking STEAM qualified employees
- better education for students from all backgrounds

JSF 2015 saw **over 5,000** people during the 3-day event, increasing foot traffic significantly around the MOSH, Friendship Fountain & the Jacksonville Zoo. It was an opportunity for local businesses & food trucks to benefit from the event.

I am pleased to submit this sponsorship appeal to your company for the upcoming 4th Annual JSF. This year's festival will be held on **Thursday & Friday, February 25th – 26th at FSCJ South Campus & at MOSH/Friendship Fountain Park on Saturday, February 27th.**

With the support of the City of Jacksonville, local businesses, colleges & universities, state agencies & industry experts, our projections for 2016 is a reach of **8,000-10,000+ attendees**. The attendee demographics include families, students, educators, industry professionals, & local businesses gathered to experience the innovative work of Jacksonville's youth effected by a multigenerational exchange of skills & knowledge.

Enclosed you will find details for sponsorship opportunities for the **2016 JSF** along with the exciting NEW opportunity: **Jacksonville Science Festival After-School Enrichment Program & Jacksonville Science Festival Arts & Exploration Summer Camp**. These are great opportunities for your company to contribute to &/or educate our local youth at with your expertise. Please contact our team as soon as possible to join other community supporters of science, arts & technology innovation whose enthusiasm & commitment will continue to make this student centered festival a great tradition for our city.

Sincerely,
Nadia Hionides, Founder & Supporter



We ask for YOUR support as The Jacksonville Science Festival (JSF) is moving FULL **STEAM** AHEAD....

Strengthening our desire to bring STEAM - Science. Technology. Engineering. Arts. Mathematics - to all the members of our community through collaboration with K-12th grade students, major arts, science, & environmental organizations, the city of Jacksonville, local businesses, universities & the public, JSF is proud to announce our **NEW Jacksonville Science Festival After-School Enrichment Program** & our **Jacksonville Science Festival Arts & Exploration Summer Camp**.

The purpose of the after-school program & camp is to promote K-12 STEAM education to all members of the community, including *at-risk youth*. These two new programs will focus on project-based learning, arts & physical education. Scholarships are available to at-risk & low-income students in the community to encourage equity & justice in quality STEAM education. ***And we are asking for your financial support to help make this possible.***

JSF Helping to Educate **Responsible, Outstanding, & Enlightened Students**, (HEROES), JSF & its JSF After-School Enrichment Program & JSF Arts & Exploration Summer Camp, will strengthen our local & national economy by stimulating new interest & careers in 21st century jobs.

Thank You,

Victor Toribio, Executive Director of the Jacksonville Science Festival

Our Mission

To serve as a vehicle for educational equity and justice for K-12 students by providing an annual science festival, summer camps and after-school programs using strategic collaboration with teachers, experts in STEAM fields, mentors and local businesses.

Jacksonville Science Festival Outreach

Total Impressions: 2-4 Million

- Every principal, teacher & board director of every private, public, & charter school in Duval County will be informed of & asked to participate in the festival
- 2,000 posters will be distributed to the public
- 10 billboards in the Jacksonville region
- 630+ Votes were received at One Spark 2015
- Press coverage via web, print, & television

2013 Florida State College of Jacksonville & The Foundation Academy	2014 Museum of Science & History, Jacksonville University, Hemming Plaza & The Foundation Academy	2015 Jacksonville Zoo & Gardens, Museum of Science & History & Friendship Fountain
<ul style="list-style-type: none"> • 2,000+ attendees • 200 booth participants • 40 interactive booths 	<ul style="list-style-type: none"> • 4,000+ attendees • 300 booth participants • 50 interactive booths 	<ul style="list-style-type: none"> • 5,000 + attendees • 400 booth participants • 60 interactive booths

50 experts have collaborated with over 14 schools to create student-driven booths.

Demographics

Jacksonville Population: Total: 879,600
 K-12 Students: 143,300

Region: Northeast Florida; population 1,476,700

Visitor Demographics: 50.5% male, 49.5% female visitors
 Ethnicity: W - 57.3 %, B – 32.5%, Hispanic – 8.2%, Other –2%
 52% of festival visitors obtained an Associates or higher degree
 \$100,000+: 4%, \$60,000-100,000: 16%, \$40,000-60,000: 29%,
 \$25,000-40,000: 22%, \$10,000-25,000: 16%, No answer: 13%
 Festival visitors primarily came from Duval County followed by Nassau, St. Johns, Clay, and Baker County. Cities also include Orlando, Kingsland and St. Augustine.

Visitor/Expert Comments

\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Pt	Au	Ag	Cu	Kr	Ti
Platinum SPONSOR	Gold SPONSOR	Silver SPONSOR	Copper SPONSOR	Krypton SPONSOR	Titanium SPONSOR
78 195.084	79 196.967	47 107.868	29 63.546	36 83.798	22 47.867

We enjoyed the opportunity to meaningfully interact with K-12 students and help them show off their work to the community.

Why haven't we held an event like this before in Jacksonville? It's an excellent way to connect children with STEAM related industries in a fun and engaging way.

I was impressed by the collaboration among such a variety of partners to accomplish this common goal.



JACKSONVILLE
Science
festival

Festival Sponsorship Benefits

equity and justice in education

General Festival Recognition

<u>Top billing on 2016 Festival materials</u>	X					
<u>Exclusive billing on specific Festival special event</u>	X	X				
<u>Special recognition at opening ceremony</u>	X	X	X			
<u>Logo on homepage of JSF website linked to donor site</u>	X	X	X			
<u>Name recognition on event materials</u>	X	X	X	X	X	X

On-Site Event Recognition

<u>Logo placement on stages</u>	X					
<u>Logo placement on banners & schedule signage</u>	X	X				
<u>Logo placement on sponsor signage displayed at event</u>	X	X	X			
<u>Name listing on banners & schedule signage</u>	X	X	X	X		
<u>Name listing on sponsor signage displayed at event</u>	X	X	X	X	X	X
<u>Customized exhibit space</u>	X	X				
<u>Preferred exhibit space</u>	X	X	X	X		
<u>Reserved exhibit space</u>	X	X	X	X	X	X

Public Relations & Media Recognition

- Recognition as sponsor on radio ads/spots
- Recognition as sponsor on TV ads/spots

	X						
	X						
<u>Logo placement on digital billboards</u>	X	X					
<u>Print Ads – Logo Inclusion</u>	X	X	X				
<u>Special “Sponsor Spotlight” recognition on Facebook</u>	X	X	X				
<u>Logo on Festival T-shirt</u>	X	X	X	X			
<u>Logo recognition & mention on press releases</u>	X	X	X	X			
<u>Logo on all printed material to be distributed</u>	X	X	X	X			
<u>Name listing on Festival T-shirt</u>	X	X	X	X	X		
<u>Name listing in all press releases and PR efforts</u>	X	X	X	X	X		
<u>Name listing on all printed materials to be distributed</u>	X	X	X	X	X	X	
<u>Listing on JSF website with logo recognition & link</u>	X	X	X	X	X	X	X

Hospitality

<u>Speaking opportunities at high profile event</u>	X						
<u>Reserved VIP Parking Passes</u>	X	X					
<u>Reserved tickets to high profile event</u>	X	X	X	X	X	X	X
<u>Customized benefits to be mutually agreed upon</u>	X	X	X				

4th Annual Jacksonville Science Festival Event Timeline including Workshops

Oct 7, 2015	Orientation & Networking Catered Event
Nov 4, 2015	Workshop 1 – The Foundation Academy (TFA) campus – What Are Essential Questions? & Information on Jacksonville Science Festival
Nov 18, 2015	Workshop 2 – MOSH campus – What Is a Mind Map? & Information on Jacksonville Science Festival
Nov 20, 2015	Deadline for Intent Form to be a booth presenter
Dec 9, 2015	Workshop 3 – MOSH campus – Utilizing Project Inquiry Based Learning for a successful JSF booth & Information on Jacksonville Science Festival
Jan 15, 2016	Deadline for final booth participation registration
Feb 5, 2016	Deadline to sign up for Chalk Walk
Feb 25-26, 2016	Jacksonville Science Festival at Cox Amphitheatre at UNF
Feb 27, 2016	Jacksonville Science Festival at MOSH & Friendship Fountain Park
TBD	Celebration & fundraiser at Casa Marina

Past Sponsors included below





Sponsorship Form

To confirm your chosen sponsorship package, please complete this form. If you have question please reach us @ 904-4933535. Completed forms can be return by mail: Jacksonville Science Festival, 3675 San Pablo Rd. S., Jacksonville, FL 32224 or email to: outreach@jacksonvillesciencefestival.org

Sponsor contact information:

Company Name

Contact Person

Contact E-mail Address

Contact Phone Number

Mailing Address City/State/Zip Code

Thank you for your generous support of this educational initiative!

Once we receive your completed sponsorship form, our Public Relations & Marketing Director, Tia Unthank, will contact you to discuss event arrangements, sponsorship benefits, recognition, & if applicable, customization options.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to: outreach@foundationacademy.com for use on event materials applicable to your sponsorship level.

Sponsorship packages:

____ \$15,000 Platinum Sponsor

____ \$10,000 Gold Sponsor

____ \$5,000 Silver Sponsor

____ \$2,500 Copper Sponsor

____ \$1,000 Krypton Sponsor

____ \$500 Titanium Sponsor

All sponsorship packages include tickets to our Live + Silent

Auction (May 2016) at the beautiful Casa Marina Hotel.

Payment information:

____ Please send an invoice. (If not to you then to the attention of: _____.)

____ I have enclosed a check made payable to the Jacksonville Science Festival

____ I will use/have used the online link for secure donations at JacksonvilleScienceFestival.org

____ Please charge my credit card (Please circle one) Card Type: Visa / MC / AmEx / Discover

_____ Card Number

Expiration Date

Security Code

Signature

Date