



MAINE SCIENCE FESTIVAL



SPONSORSHIP OPPORTUNITIES 2020



Why sponsor?

The **Maine Science Festival** (MSF), an independently funded program of the Maine Discovery Museum, is the first and only science festival in Maine. The MSF launched in 2015 and is a celebration of the national and world leading science by the Mainers who do it. We host more than 70+ activities and events throughout Downtown Bangor and the Cross Insurance Center over five days. With talks in bars, forums, shows, art exhibits, and an array of workshops and hands-on activities we bring Maine science to the public.

The MSF is the only multi-day event in Maine that brings together a vast array of science AND Mainers of all ages and interests. At the MSF, festival-goers can expect an innovative approach to celebrating and understanding the remarkable science happening all over Maine, by both individuals and organizations.



In addition to the festival in March, we also have **MSF Pop-up events** throughout the year in locations around the state, oftentimes partnering with others. These events are a sample of what to expect at the full Maine Science Festival.

Collaboration: The Maine Science Festival provides a unique opportunity for science-based organizations throughout the state to work together to showcase the vast science, engineering, and innovation in Maine.

Audiences: Evaluation data from the MSF and other science festivals has illustrated an increase in engagement of traditionally hard to reach audiences (adults ages 18-35 and low-income families). In addition, the MSF audience reaches across economic and educational lines, with representation from all groups attending MSF events. By sponsoring the MSF, your organization will be part of our mission: celebrating and highlighting the world-leading science happening in Maine. Your support will allow us to continue to move Maine forward and inspire new audiences of all kinds to engage with science, engineering, technology, and innovation in a multitude of ways.

Sponsoring the MSF is an ideal way to support innovation across science, engineering, and technology in Maine and help provide inspiration and understanding to all Mainers.

For more information contact

Kate Dickerson, Director

kdickerson@mainesciencefestival.org or visit: www.mainesciencefestival.org

Sponsorship Levels

Presenting Sponsor:

\$50,000 (Limit one)

The top-level sponsorship of \$50,000 identifies you as the **Presenting Sponsor of the MSF** ("The 2020 Maine Science Festival, presented by ABC, Inc.") **AND an exhibit sponsor with the Maine Discovery Museum.** The promotional material for the MSF will identify you within the MSF logo (as "presented by" with your name or logo). The Presenting Sponsor also receives specific sponsorship identification with an exhibit at the Maine Discovery Museum (our parent organization), as well as all LEAD SUPPORT SPONSOR benefits available to MDM sponsors.

Atmospheric Sponsor:

\$20,000 (Limit two)

An Atmospheric Sponsor level identifies you as a sponsor of the **five day March festival** and **all MSF Pop-Up events** held throughout the year¹. MSF Pop-Up events are MSF-type programming (one event rather than 70+) that happen throughout Maine, generally from September through June. We produced 12 MSF Pop-up events in 2018-2019, and have new organizations and researchers initiating partnerships with us to produce MSF Pop-up events for 2019-2020. We expect to produce at least 12 MSF Pop-up events for 2019-2020.

¹Please note: MSF Pop-up Events sponsorships are only available to those atmospheric sponsors who provide monetary support.

Giga Sponsor:

\$15,000 (Limit one)

A Giga Sponsor supports the **MSF headliner event**. The 2020 headliner is the world premiere of the MSF-commissioned piece *The Warming Sea*, in conjunction with the Bangor Symphony Orchestra's March Masterworks IV concert Sounds of the Sea; a Maine Bicentennial event. The Giga Sponsor is also the **MSF App sponsor**, which provides programming information about the five day festival in March and MSF Pop-up events throughout the year.

Metamorphic Sponsor:

\$10,000 (Limit one)

A Metamorphic Sponsor supports the **Friday Field Trip Day**. This is a half-day+ of MSF programming, geared specifically to 7th and 8th grade students, allows them to learn about Maine science, engineering, and technology from the companies and people doing it. In past years, the Field Trip day has filled up within three weeks of registration opening necessitating a waiting list for the following year, and has included students from Presque Isle to York.

Evolutionary Sponsor:

\$8,000 (Limit six)

An Evolutionary Sponsor supports one of the following **MSF Showcase Events**²: MSF Science Trivia, Science on Tap, 5 Minute Genius, Tech Night, Exploration Station, and Science Board Gaming.

²Please note: MSF Showcase events happen every year, with new presenters, activities, and experiences for festival goers. These events provide a sample of the different kinds of events available to experience at the MSF.

Genetic Sponsor:

\$5,000 (Limit 10)

A Genetic Sponsor supports **one specific event** during the MSF weekend. The Director will work with each Genetic Sponsor to align with an MSF event that matches the area/interest of the Sponsor.

Catalyst Sponsor:

\$3,000

A Catalyst Sponsor donation supports **transportation** for families from around the state who otherwise wouldn't be able to attend, and/or bus scholarships for the Friday Field Trip Day, as well as providing support for event expenses.

Momentum Sponsor:

\$1,500

A Momentum Sponsor donation supports overall event expenses; advertising, entertainment, venues, equipment, etc.

Integral Sponsor:

\$500

An Integral Sponsor donation supports overall event expenses, including advertising, materials, etc.

Elemental Sponsor:

\$250 and below

An Elemental Sponsor donation supports overall event expenses.



Sponsorship Levels - Details

Festival Recognition	Presenting \$50,000+	Atmospheric \$20,000	Giga \$15,000	Metamorphic \$10,000	Evolutionary \$8,000	Genetic \$5,000	Catalyst \$3,000	Momentum \$1,500	Integral \$500	Elemental \$250
Top billing on Festival materials and exclusive logo recognition on all Festival banners and posters; sponsorship identification with MDM exhibit	•									
Sponsor recognition throughout the 5 day March festival and all MSF Pop-Up events throughout the year		•								
Recognition at MSF Headliner event and MSF App sponsor			•							
Recognition as sponsor of Friday Field Trip Day				•						
Recognition at one MSF Showcase event					•					
Recognition at one MSF event						•				
Recognition for supporting family and/or student transportation							•			
Print Material Recognition*										
Logo recognition on Festival promotional poster	•	•	•	•						
Logo and/or text recognition on print materials which may include programs, maps, and select additional materials	•	•	•	•	•	•	•	•		
Recognition on the MSF website, in social media, public relations, marketing, and other media *										
Invitation to media events	•	•								
Name listing in all press releases and public relations efforts	•	•								
Opportunity for a quote in targeted press releases	•	•								
Recognition in all print advertisements	•	•	•	•	•					
Logo recognition on official Festival front page	•	•	•	•	•	•				
Social network recognition	•	•	•	•	•	•	•			
Listing on official sponsor page with logo recognition and a link out	•	•	•	•	•	•	•	•	•	
Listing on official sponsor page										•
General event Benefits*										
Tickets to headliner event	25	15	10							
Black & white quarter page advertisement in official (paper) program	•	•	•	•	•	•				
Opportunity to have a programmatic presence at festival events	•	•	•	•	•	•	•			
15% off advertisement rate in official (paper) program							•	•	•	



For more information contact: Kate Dickerson, *Director*
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