

# N C SCIFEST

PRESENTED BY BIOGEN FOUNDATION



## Sponsorship Guide 2023



MOREHEAD  
PLANETARIUM +  
SCIENCE CENTER



## NCSciFest

NCSciFest is the first statewide celebration of its kind in the nation. Every April we celebrate a showcase of STEM—science, technology, engineering, and mathematics—with community-based events hosted by museums, science centers, libraries, colleges, universities, businesses, parks, and hundreds of K-12 schools.

Founded in 2010 by Morehead Planetarium and Science Center, NCSciFest has served more than 3 million participants of all ages from all 100 NC counties since its inception.

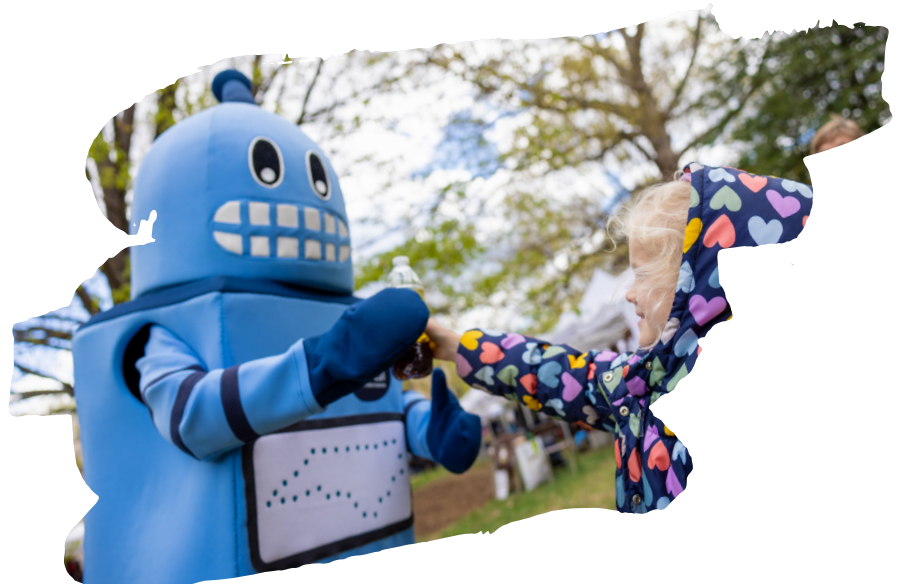
Generous sponsors make NCSciFest possible. Join a growing list of the state's leading corporations and foundations that recognize the importance of science and its impact on our state.

## Why Support NCSciFest?

- **Support STEM Access**—NCSciFest's primary goal is to promote science literacy and engagement across North Carolina, with an emphasis on accessibility and equity.
- **Expand Reach**—As a month-long festival, NCSciFest hosts more than 300,000 participants at 500+ public events, maximizing sponsor visibility.
- **Engage Directly in the Community**—NCSciFest offers opportunities for company employees to engage on a local, grassroots level to share company mission, goals, and love of STEM.
- **Connect with Education Influencers**—NCSciFest collaborates with more than 150 science, cultural, and educational institutions across the state.
- **Leverage Science Education Expertise**—As leaders in experiential STEM education, we work with sponsors to develop K-12 public events that meet community engagement goals.

## Science For All™

Science for All is not just a tagline. It's our mission and our promise to the people of North Carolina. We strive to reach all 100 counties, delivering programming for audiences of all ages and backgrounds to ensure everyone is given a chance to explore the wonders of science. We work intentionally to ensure curriculum and materials are representative of and designed specifically for the audiences we serve.





# 2023 Sponsorship Benefits

Presenting<sup>1</sup>  
\$125,000+

Platinum  
\$50,000

Gold  
\$25,000

Silver  
\$15,000

Bronze  
\$7,500

## FESTIVAL RECOGNITION

Logo on signage, t-shirts, and selected marketing collateral	•	•	•	•	•
Top billing on all 2023 materials	•				
Named title sponsor recognition on Festival logo	•				

## VENUE RECOGNITION

Logo placement on expo stages and sponsor signage	•	•	•		
Pre-show signage recognition for signature events	•	•	•		
Preferred exhibit space for expos and signature events <sup>2</sup>	•	•	•		
Logo signage onsite at Morehead Planetarium	•	•	•		

## PRINT MATERIAL RECOGNITION

Logo on printed collateral <sup>3</sup>	•	•	•	•	•
Logo on Festival banner (statewide distribution to all event partners)	•	•	•	•	•
Logo on Festival poster (statewide distribution to all event partners)	•	•	•	•	•

## WEBSITE RECOGNITION

Recognition on Festival sponsor webpage	•	•	•	•	•
Recognition on Festival homepage	•	•	•		
Logo on Festival e-newsletter	•	•	•	•	•
Logo + feature on Festival e-newsletter	•	•	•		
Blog feature on Morehead Planetarium website	•	•			
Logo recognition on every Festival website page	•	•			

## PUBLIC RELATIONS & MARKETING RECOGNITION

Employee volunteer opportunities	•	•	•	•	•
Recognition in Festival print advertising	•	•	•		
Featured social media posts	6	4	2		
Name listing in news releases and public relations efforts	•	•	•		
Video campaign "Why I Support STEM" with leadership	•	•			
Recognition in Festival digital, TV, and radio advertising	•				

## EVENT RECOGNITION AND BENEFITS

Invitation to Event Host reception	•	•	•	•	•
Reserved tickets to select signature events	10	8	6	4	2
Tickets to "meet & greet" events	6	4	2		
Opportunity to include collateral in Event Host kits <sup>3</sup>	•	•			
Curation of custom sponsor event	•	•			
Sponsorship of special initiatives + programs (1/sponsor)	•	•			
Recognition in emcee script at Morehead-produced events	•	•			
Opening Ceremony remarks for Event Host reception	•				

<sup>1</sup> One sponsor opportunity at Presenting level

<sup>2</sup> Upon request and based on availability

<sup>3</sup> To the extent practical

Commitments must be received by  
December 16, 2022 to guarantee full benefits.

# 2022 Marketing Metrics

## Advertising Impressions

- Media spend included a mix of digital, print, TV, and radio across key event locales throughout NC, resulting in 8M+ impressions
- Additional impressions delivered through media coverage

## 100K Website Pageviews

March 15 - April 15

- Event search was a top call to action, yielding pre-pandemic engagement, despite fewer events in 2022

## Digital Engagement

- 45% NCSciFest eNews open rate
- 200% increase in Facebook and Instagram profile visits
- Increased followers on all social platforms

# 2023 Goals

## Event Reach

- Produce 150 elementary school science nights focusing on underserved and economically distressed counties
- Facilitate 100 scientist-led programs in middle schools
- Recruit and co-produce 500 public STEM events in April 2023
- Produce 35 public skywatching events throughout the state as part of Statewide Star Party program
- Reach 300,000 participants via in-person engagement

## Programming

- Host regional meetings to directly work with partners to drive innovation and collaboration
- Reduce barriers, increase accessibility and inclusivity through MiniGrant Program
- Leverage FUTURES Program to highlight NC Community College System
- Host inaugural symposium on Equity and Inclusion in STEM

## Branding

- Develop additional communication resources to support partner events
- Diversify media spend with regional focus
- Expand multicultural marketing opportunities



To become a sponsor of NCSciFest or learn more, please contact:

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