

**N C**  
**SCIFEST**

PRESENTED BY BIOGEN FOUNDATION

# EVENT HOST GUIDE



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# Welcome, Event Hosts!

Welcome to the community of North Carolina Science Festival (NCSciFest) partners, and thank you for hosting an event as part of our state's annual celebration of science! In 2021 - perhaps more than ever - we have a unique opportunity to promote scientific literacy and public health.

Presented by the Biogen Foundation, NCSciFest is a trusted connector for events that link North Carolinians to science, technology, engineering and mathematics in our state. It's important for each event host partner (that's you!) to help strengthen NCSciFest as a "brand" that delivers fun, engaging, well-organized events.

We want North Carolinians to see your event and think, "I've got to go to that event because I know North Carolina Science Festival events are always great!"

**This Event Host Guide** will serve as a tool for you to brand and promote your event.

## Promotional Resources

Go to this Festival web page to download free materials!  
[www.ncscifest.org/EventToolkit](http://www.ncscifest.org/EventToolkit)

- + News Release Template: Use this as a guide to create a clean, formal news release about your event. This can be widely distributed to local news outlets in your community and posted via your website.
- + Boilerplate Text: "Boilerplate" is a term used in public relations to describe standardized, ready-to-print language that is used frequently.
- + Flyer Template
- + Coloring Pages (2) for participants
- + Festival Logos: To maintain legibility, the NC Science Festival logo should never be smaller than 0.7" in print or 60px in digital. Please make sure the logo has the minimum allowable amount of clear space around it on all sides.



If you need Festival materials that you cannot find on the website, please email your request to: [ncscifest@unc.edu](mailto:ncscifest@unc.edu).

## 2 EVENT HOST GUIDE

North Carolina Science Festival presented by the Biogen Foundation

# Before Your Event



## Use the promotional items in your event host kit.

Your event host kit will ship to you, complete with swag to use to promote your events.



## Spread the news about your event.

Start with creating a news advisory or press release. You can find templates on the Festival website. If you do not use this template, please include the standard North Carolina Science Festival “boilerplate” text at the end of your release. (You’ll find the “boilerplate” text on the Festival website, too.) Include the North Carolina Science Festival logo on your website. Link the logo to [www.ncscifest.org](http://www.ncscifest.org) so that everyone knows that you are hosting an official event. Send your press items to your regular media contacts and to the Festival ([ncscifest@unc.edu](mailto:ncscifest@unc.edu)).



## Use free online communications tools.

Post your event to community event calendars and include a link to your event page on the North Carolina Science Festival webpage. Include the phrase “A North Carolina Science Festival event” at the end of your calendar listing. Share your event news through your favorite social media tools, too!

**PRO-TIP:** Add NCSciFest as a co-host to your event on Facebook. This will give you additional visibility and we’ll be sure to share it with our audiences!



## Display your Festival banner and posters in your lobby, elevator, café or other public space.



## Create a custom North Carolina Science Festival flyer for your event.

You can download a template from the Festival website. You may also create a flyer using your branding. If you create an original flyer, please include the “North Carolina Science Festival Official Event” logo.



## Advertise your event with your local media (optional).

If your budget permits, you may choose to support your event with additional paid advertising. The Festival staff can provide you with templates for print advertising upon request ([ncscifest@unc.edu](mailto:ncscifest@unc.edu)). You are welcome to develop print advertising using your own branding. If you choose to use your own branding, please include the “North Carolina Science Festival Official Event” logo. If you use radio advertising, please include the language “A North Carolina Science Festival Official Event” in the spot. If you do online or broadcast advertising, please include the “North Carolina Science Festival Official Event” logo. Include the Festival web address ([www.ncscifest.org](http://www.ncscifest.org)) in all communications. You may also include your website.



## Call local media outlets to pitch your event as a story idea (optional).

Editors receive lots of news releases. Making personal contact with an editor or reporter can make the difference between getting coverage or not. Many media outlets will cover the event “as it happens,” so the audience will not see and hear that coverage until the event has already happened. Be sure to promote your event BEFORE it happens!

### 3 EVENT HOST GUIDE

North Carolina Science Festival presented by the Biogen Foundation

# During Your Event

As an event host, you'll enjoy the prestige that comes with being a North Carolina Science Festival Official Event. You'll also benefit from our statewide network of promotion.

Thousands of participants will visit the Festival website and look for events to attend. The Festival network is most effective when every event host participates. Let everyone know about your North Carolina Science Festival affiliation! Your event host kit contains lots of items that you can use.



**Wear the Festival t-shirts or use them as giveaways!**



**Hang the Festival banner in a prominent location near the entry point for your event.**



**Use Festival PowerPoint slides as a “pre-show” before your in-person or virtual event. (You can download these from the Festival website.)**



**During opening remarks, please tell participants that they are attending an “official North Carolina Science Festival event.”**



**Ask everyone who is posting on social media to tag your organization and use the Festival hashtags #NCSciFest, #HomegrownScience, and #GoKelvinGo\***

\*Notice the upper case letters in these hashtags? This formatting is called CamelCase! We are asking that you use this as we strive to be more inclusive of digital accessibility standards.



**Take photos and post to your organization's Facebook, Twitter and Instagram accounts during the event and remember to tag us so we can share the fun!**



**@ncsciencefestival**



**@ncscifest**



**@ncsciencefestival**

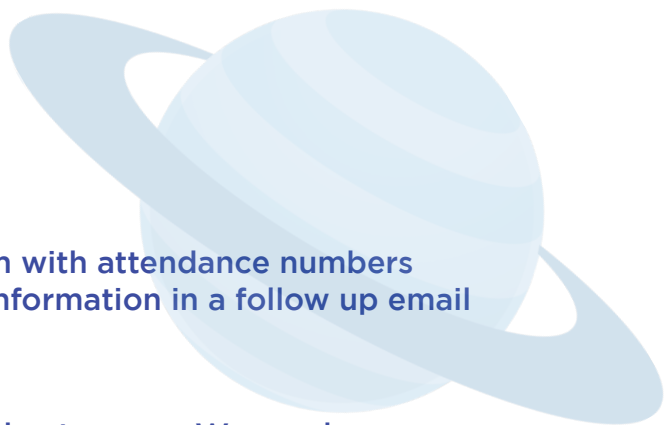


**Close your event by thanking participants for attending “our North Carolina Science Festival event.” Remind participants to visit [www.ncsciencefestival.org](http://www.ncsciencefestival.org) to find other Festival events in your community and across the state.**

**We want to trend on social media during the month of April! When promoting your event online, please use one or more of the following hashtags:**

**#NCSciFest  
#NCSciFest2021  
#HomegrownScience  
#GoKelvinGo  
#ScienceForAll**

# After Your Event



- ✓ Complete the required event information form with attendance numbers from your event. All event hosts receive this information in a follow up email from NCSciFest.
- ✓ Complete the 2021 NC Science Festival event host survey. We need your help to continually improve NCSciFest! You will receive a link by May 1.
- ✓ Send your best high-quality photos (and videos) to [ncscifest@unc.edu](mailto:ncscifest@unc.edu) for a chance to be featured in the 2021 NC Science Festival Annual Report – you may even make it onto the cover!
- ✓ Share brief blurbs/descriptions and quotes from participants. We want to share them via social media and through other print collateral to help illustrate the importance of the Festival.
- ✓ Keep using Flat Kelvin in your activities and events—be sure to tag us and use the #GoKelvinGo hashtag on social media so that we can keep up with all of Kelvin’s adventures!
- ✓ Follow the Festival and Morehead on social media to stay up to date on more engagement opportunities:



**@ncsciencefestival**



**@moreheadplanetarium**



**@ncscifest**



**@moreheadplanet**



**@ncsciencefestival**



**@moreheadplanetarium**

We want to trend on social media during the month of April! When promoting your event online, please use one or more of the following hashtags:

**#NCSciFest**

**#HomegrownScience**

**#GoKelvinGo**

**#ScienceForAll**

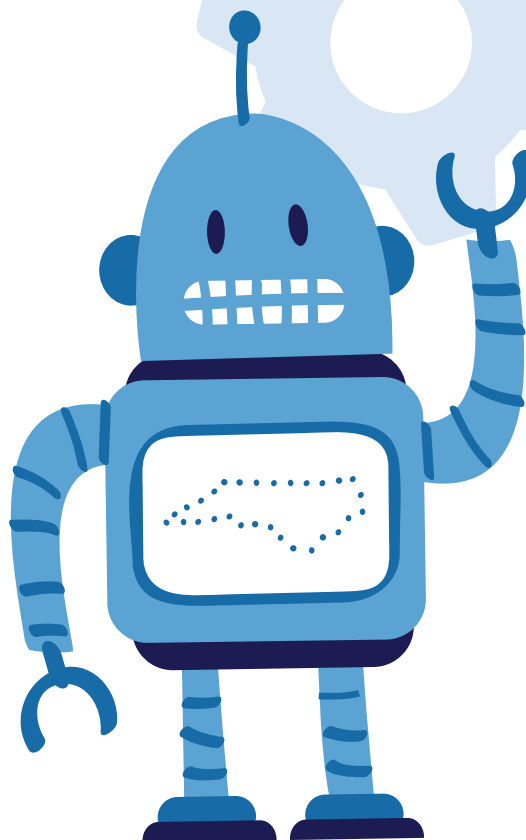
# Flat Kelvin

Introduced in 2012, Kelvin is the official “spokesbot” of the North Carolina Science Festival. We encourage you to have fun with Kelvin—they can be a great tool for promoting your event! Here are a few guidelines and suggestions for how you can use Kelvin. If you have more creative ideas, please share them with us!

- ✓ Take photos of Kelvin at your organization before your event and with participants during your event. Share them on social media — Facebook and Instagram @ncsciencefestival, and Twitter @ncscifest! Be sure to tag us and use the #GoKelvinGo hashtag so the Festival staff can help you share to a larger audience.
- ✓ Encourage guests to take and post pictures of themselves with Kelvin.
- ✓ Download the Kelvin coloring page from the Festival website and distribute copies to the participants [www.ncscifest.org/EventToolkit](http://www.ncscifest.org/EventToolkit).

Looking for more ideas? Check out Kelvin’s ideas for promoting









**Please Note:** Kelvin is gender neutral. We ask that you use nonbinary pronouns (they/ them) in your communication efforts.



Throwback to when President Obama met Kelvin, and loved them so much, he invited them join in on the live event!

# Official Colors and Fonts



	RGB	HEX	CMYK	PANTONE
	75, 156, 211	#4B9CD3	60, 19 1, 4	542 C
	28, 28, 83	#1C1C53	100, 97, 27 39	2766 C
	62, 75, 159	#3E4B9F	89, 82, 0, 0	7685 C
	0, 182, 149	#00B695	76, 0, 55, 0	3268 C
	254, 188, 21	#FEB015	0, 28, 99, 0	129 C
	240, 82, 68	#F05244	0, 84, 77, 0	032 C
	234, 144, 186	#EA90BA	3, 54, 1, 0	1905 C
	23, 106, 167	#176aa7	90, 58, 10, 0	7690 C

## Unsure which color codes to use?

The rule of thumb is that RGB and HEX codes are for screens, CMYK is for print. Pantone (PMS) colors are for specialized print projects — in these cases a vendor may request “spot colors.”

## Official Fonts

### Gotham Bold

Use for major headings.

### Gotham Book

Use for body text.

### DIN CONDENSED REGULAR; UPPERCASE ONLY

Use for secondary headings, sparingly.

## Alternate Fonts

Fonts can be costly. The following fonts are available on most computers and can be used in place of our official typefaces.

### Montserrat Extrabold

Use for major headings.

### Montserrat Regular

Use for body text.







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[www.ncscifest.org](http://www.ncscifest.org)

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