



**Be part of
something
amazing!**

**Engage & inspire the
next generation with STEM**



“Very successful day and
so many different activities
engaging exactly what
STEM is all about.”

Anglian Water @one Alliance, exhibitor

“Really positive vibe to the whole Festival, with enthusiastic participation. The venue and staff were brilliant - very smooth running of the whole event.”

Cambridge Science Centre, exhibitor

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Our story

“I learned that
turtles breathe
through their bums.”
STEM Adventurer Logan, age 10

“Most outstanding
STEM event I have
ever been a part of!”

EAARO, exhibitor

Peterborough STEM Festival: Sparking Future Innovators, Together

Here at the Peterborough STEM Festival, we're doing more than just organising events – we're building a vibrant, thriving community around Science, Technology, Engineering, and Maths (STEM). We firmly believe in making the wonders of STEM accessible to everyone, which is exactly why we champion free-to-attend events and activities all year round.

Our core mission is to ignite that spark of passion and shout about the incredible opportunities within STEM for young people (our STEM Adventurers) and their families. We achieve this through dynamic community events, powerful collaborations, and genuinely meaningful partnerships with forward-thinking local organisations like yours.

Fancy a look at how we've grown? Our journey began in 2016 with 500 enthusiastic attendees, and since then, we've seen phenomenal growth to over 5000 attendees in 2019. After a brief hiatus during the pandemic, our most recent festival in 2024, hosted at ARU Peterborough, welcomed over 2,500 STEM Adventurers and their families, with visitors spending an impressive five hours on-site, completely immersed in discovering the wonders of STEM. Peterborough STEM Festival isn't just an event; it's an experience that genuinely captivates and educates!

Our audience includes school-aged children, young adults weighing up apprenticeships or higher education, and the dedicated parents and educators who guide them. A key focus for us is to actively encourage children, but especially girls and young women, to explore and pursue STEM subjects and careers – directly helping to address the gender career gap. While our main family day activities are perfectly pitched for 5-17-year-olds, we warmly welcome and engage all ages who come along to support their budding STEM Adventurers. Past attendees have ranged from 8 months - 80 years old!

This is precisely where your company's expertise, innovation, and passion can make a real difference. Just imagine the incredible impact you could have by directly engaging with thousands of curious young minds from in and around Peterborough.



Digital People in Peterborough

The Peterborough STEM Festival isn't just a recent endeavour; it was conceived and founded in 2016 by the passionate team at Digital People in Peterborough CIC (DPiP). We're incredibly proud of our roots, having been an active and integral part of Peterborough's vibrant digital community for over fifteen years. This long-standing commitment means you're partnering with an organisation that truly understands and contributes to the local landscape, ensuring the festival's continued success and impact.

www.mydpip.com



Our mission

Our Core Mission: **Inspiring** the Next Generation of Innovators

Our goals at the Peterborough STEM Festival are simple, yet powerful, and they're precisely where your company can make a significant impact. We're driven by three key objectives:

Showcasing Innovation: We strive to highlight what's new, cutting-edge, and truly surprising in the world of STEM. This offers a fantastic platform for your business to showcase its latest advancements and inspire awe in our audience.

Hands-On Inspiration: We believe in learning by doing. Our events are all about providing direct, hands-on experiences that truly spark curiosity and understanding. Imagine the excitement as attendees get to grips with your technology or experiments!

Connecting with Role Models: We work to enhance interest by introducing young people to real-world STEM role models and career pathways. This is an invaluable opportunity for your team to share their passion and expertise, directly influencing the next generation of talent.

By partnering with us, you're not just supporting an event; you're actively investing in inspiring the future workforce and nurturing the very skills that drive your industry forward. We believe your company's involvement, whether through an engaging exhibit or vital sponsorship, would truly elevate this experience for thousands of aspiring scientists, technologists, engineers, and mathematicians.

Inspiring girls

Inspiring the Next Generation: **Our Vital Focus on Girls and Young Women in STEM**

At the very heart of the Peterborough STEM Festival lies a powerful mission, inspired by a truly remarkable woman: Ada Lovelace. Our founder, Tia Lush, first discovered the incredible story of this 19th-century mathematician, writer, and one of the world's first computer programmers after attending an Ada Lovelace Day event. Ada Lovelace Day is a international celebration of the achievements of women in Science, Technology, Engineering, and Maths.

Tia returned from that event buzzing with inspiration. She knew immediately that Peterborough needed its own local festival to embody the spirit of the Finding Ada Network. Our festival proudly honours Ada's groundbreaking achievements, champions the incredible present-day women working in STEM careers, and, critically, aims to inspire and encourage future generations of girls and young women into these vital fields. This focus is something incredibly important to our entire team running the festival who are deeply passionate about opening doors for young women in STEM.

Why this particular focus? Because the data clearly tells us it's essential. A 2019 report from the Department for Education titled "Attitudes towards STEM subjects and careers among 11-16 year olds" revealed that: "Female pupils were less likely to rank a STEM-related subject first for enjoyment: 32% compared to 59% of males" (Department for Education, 2019). We see this as a clear call to action, and it drives our commitment.

Of course, we're passionate about inspiring all young people (and their grown-ups too!), and our festival is designed to captivate everyone. But by shining a focused spotlight on women role models and the exciting opportunities in STEM, we're actively working to help level the playing field and unlock the full potential of every young mind.

Our jam-packed day of fun, hands-on learning activities, experiments, and truly inspiring talks and shows helps to achieve our goal - to sow a tiny spark of interest in STEM in young minds that could literally help them reach for the stars!.

“Female pupils were less likely to rank a STEM-related subject first for enjoyment: 32% compared to 59% of males”

Department for Education, 2019

Our Connection to a **STEM Pioneer:** **Ada Lovelace**



Let's take a moment to appreciate the incredible legacy of Augusta Ada King-Noel, Countess of Lovelace, commonly known as Ada Lovelace. She was an English mathematician and writer and is chiefly celebrated for her visionary work on Charles Babbage's proposed mechanical general-purpose computer, the Analytical Engine.

In the mid-1800s, Ada was the very first person to recognise that this machine had applications far beyond pure calculation. She then went on to publish the first algorithm specifically intended to be carried out by such a machine. This is why she's often regarded as the first person to truly grasp the full potential of a "computing machine" and is widely considered the first computer programmer.

Ada Lovelace Day, founded by social technologist Suw Charman-Anderson, has grown into an international week of celebration for women in STEM, with events taking place worldwide. The Peterborough STEM Festival is immensely proud to be recognised as an official Ada Lovelace event, and it's for this very reason that we always run our annual festival in October, directly commemorating Ada Lovelace Day. Your partnership helps us amplify this powerful message and continues her legacy in STEM, right here in our community.

"A simply fantastic full day of activities that my boys and I thoroughly enjoyed, one of our best days out ever!"

Mark W, attendee

Our events

Just some of our past key speakers



Dr Sam Gregson

Scientist and broadcaster
[@BadBoyofScience](#)
34.7K subscribers

Maddie Moate

Broadcaster and BAFTA-winning
TV presenter [@maddiemoate](#)
240K subscribers



Nick Arnold

Author of [Horrible Science Books](#)



Dr Emily Grossman

[Science Communicator](#), Broadcaster,
Speaker and Author



“I had a great day volunteering at the brilliant Peterborough STEM Festival, and with some amazing people (other volunteers and exhibitors). It was great to see how much it meant to all the kids who came along & enjoyed it all.”

Scott, volunteer

Year round events



Festival at ARU Peterborough

Our keystone day of fun, hands-on learning activities for STEM Adventurers aged 5-17 and their families. It has grown from 500 visitors in 2016, to totalling over 10,000 attendees over our nine-year history.



FRINGE EVENT TBC

Careers Day 2026

Held the day before the main family festival day, we'd like to host a day with our exhibitors that targets KS3, KS4 & KS5 Promoting curriculum subjects, HE, apprenticeships and careers in STEM.



FRINGE EVENT

Schools' Challenge Day

Both school and home education teams of 9-11-year-olds undertake 4 STEM-based challenges making for a day of curiosity, fun and learning.



FRINGE EVENT

STEM LIVE Shows

Hosted by the Key Theatre or the New Theatre in Peterborough, we'd invite popular STEM speakers and personalities to put on ticketed interactive shows.



FRINGE EVENT

City pop-up events

We'd like to host pop-up events around the city, making use of empty shop space and external areas. Events would include hands-on activities and demonstrations.



Our impact

Over **10,000** STEM Adventurers inspired.

9 years of events.

Youngest attendee **8 months**, oldest **80+** years old.

40+ volunteers - average amount of volunteers per event.

40+ activities, experiments and shows per event from local businesses and education providers.

5 hours - average time spent on site.

2500 visitors in 2024.

We strive to encourage and highlight what's new and unusual or surprising; To inspire by allowing participants to obtain hands-on experience; And to enhance interest by providing examples and introductions to STEM role models.







Events timeline

More Than Just the Festival: Our Year-Round STEM Engagement

While the main Peterborough STEM Festival is our flagship event, our commitment to inspiring local STEM interest extends throughout the entire year! We're constantly developing a vibrant calendar of fringe events designed to reach different age groups and to bring the wonders of STEM to our community beyond just one day.

By partnering with us through our sponsorship packages, your business can unlock a fantastic range of perks across each and every one of these events. It's a year-long opportunity to connect with engaged audiences and showcase your commitment to STEM education in Peterborough.



“We were overwhelmed with the response we got from a diverse range of visitors, young and old [...] This is the best STEM event in the UK by far!”

EAARO, exhibitor

Our target budget

Your impact can power the 2025 Peterborough STEM Festival

As you can appreciate, bringing the magic of the Peterborough STEM Festival to life, especially with our commitment to keeping it free and accessible to all, involves significant investment. Every aspect, from securing a venue and ensuring the availability of top-notch speakers and shows, to creating engaging promotional materials, designing exciting merchandise, and even awarding prizes to our amazing STEM Adventurers - not to mention the all-important bunting! - requires careful funding.

We believe in complete transparency, so we want to give you a clear understanding of what it takes. **Our target minimum budget to host the main festival day, including a dedicated Friday set-up day for all our exhibitors (a benefit we know you'll value!), is £38,000.** We're delighted to share that we already have over £17,200 worth of invaluable support through design, marketing expertise, expert advice, and venue access for some of our fringe events.

The remaining funds are crucial. By exploring our exhibitor and sponsorship packages detailed on page 18, your contribution directly enables us to cover these costs. This means we can continue to offer an inspiring, engaging, and utterly priceless experience to thousands of young visitors and their families, regardless of their background or financial situation. Your partnership truly helps us remove any barrier to inspiration, ensuring the festival remains a beacon of discovery for everyone.

Opportunities

Why **Your Company** Should Be Involved

We'd genuinely love for your business to be a key part of the Peterborough STEM Festival! This isn't just an invitation to exhibit - it's a fantastic opportunity to actively showcase the vital role STEM plays in dynamic careers, including those within your own organisation.

Through your involvement, you'll gain access to an estimated 3,000+ enthusiastic visitors, including students and families, all eager to explore the world of STEM. You'll not only support and participate in a truly unique, free-to-attend event, but you'll also help us engage a wide variety of ages throughout the year via our growing programme of fringe events. Our ultimate shared goal? To inspire future generations as fostering the talent pipeline is crucial for the future of STEM-based careers!

We invite you to sponsor, and to experience these tangible benefits:

- **Elevate Your Brand:** Position your business as a leading innovator within the local STEM community, directly reaching a targeted audience of potential customers and future employees.
- **Deepen Community Impact:** Reinforce your impactful role and commitment to investing directly into your local community, showcasing your dedication to its future.
- **Year-Round Visibility:** Gain extensive promotion for your business to visitors, students, and families across all our events throughout the year, not just the main festival.
- **Strengthen Connections:** Forge and deepen valuable relationships with your own staff, clients, and key stakeholders through meaningful community engagement.
- **Hands-On Engagement:** Leverage a dynamic platform for direct, hands-on STEM engagement, fun learning, and invaluable in-person interactions with families and teachers at the forefront of career guidance.
- **Champion Future Talent:** Clearly demonstrate your proactive commitment to encouraging all young people, particularly girls and young women, into exciting STEM careers.
- **Shared Success:** Be an integral part of an amazing, impactful event that's genuinely changing lives and shaping futures right here in Peterborough!

Tiers

Terabyte Innovator Sponsor (£4,000)

- **Prominent Branding:**
 - Top-tier logo placement on all festival marketing materials (website, posters, flyers, digital ads, press releases).
 - Dedicated, large banner placement at the festival entrance.
 - Prominent logo on all attendee lanyards/badges.
 - Inclusion in all major press releases and media as lead sponsor.
- **Dedicated Exhibition Space:** Premium, large exhibition area (e.g., 6m x 6m) in a prime location.
- **Workshop/Activity Hosting:** Opportunity to host up to two dedicated workshops or interactive sessions within the festival programme.
- **Direct Engagement:** Opportunity to include branded merchandise in attendee welcome packs.
- **Social Media:** Multiple dedicated social media posts across all platforms.
- **Website:** Top-tier logo and company profile on the festival website with a direct link.
- **Post-Event:** Prominent acknowledgement in post-event marketing.

Gigabyte Discovery Sponsor (£1,500)

- **Prominent Branding:**
 - Second-tier logo placement on all festival marketing materials.
 - Large banner placement at key festival zones.
 - Logo on select attendee materials.
 - Inclusion in major press releases.
- **Dedicated Exhibition Space:** Large exhibition area (e.g., 4m x 4m) in a high-traffic location.
- **Workshop/Activity Hosting:** Opportunity to host one dedicated workshop or interactive session.
- **Social Media:** Dedicated social media posts.
- **Website:** Prominent logo and profile on the festival website with a direct link.
- **Post-Event:** Prominent acknowledgement in post-event marketing.

Amplify Your Impact!

Exhibiting at the Peterborough STEM Festival is free, offering a fantastic way to engage directly with our enthusiastic audience. However, if you're truly looking to amplify your brand visibility and stand out as a leading innovator in the STEM community, we invite you to explore our enhanced sponsorship opportunities.

Each sponsorship contribution comes with benefits designed to boost your presence, connect you with a wider audience, and solidify your reputation as a champion of future STEM talent. Discover how partnering at a sponsorship level can provide the perfect platform for your business below.

Megabyte Explorer Sponsor (£500)

- **Branding:**
 - Third-tier logo placement on festival marketing materials.
 - Medium banner placement in designated areas.
- **Exhibition Space:** Standard exhibition area (e.g., 3m x 3m).
- **Social Media:** Inclusion in group social media acknowledgements.
- **Website:** Logo and company profile on the festival website.
- **Post-Event:** Prominent acknowledgement in post-event marketing.

Kilobyte Pioneer Sponsor (£250)

- **Branding:** Logo placement on festival website and select printed materials.
- **Exhibition Space:** Small exhibition area (e.g., 2m x 2m).
- **Website:** Logo on the festival website.
- **Post-Event:** Prominent acknowledgement in post-event marketing.

Byte Exhibitor Package

- **Basic Exhibitor Space:** Free (includes a standard table and 2x chairs or equivalent exhibit space and listing in the official Event Programme and on the festival website).
- **Power:** £30 charge

Bespoke & Custom Sponsorship Opportunities

We understand that every organisation has unique marketing objectives and budget considerations. If our predefined sponsorship tiers do not align with your goals, we can work with you to create a bespoke partnership package tailored to your specific needs.

Examples of custom opportunities include:

- **Activity Zone Sponsorship:** Sponsor a specific themed zone (e.g. "Robotics Zone," "Coding Corner," "Environmental Science Hub").
- **Workshop Sponsorship:** Sponsor a fringe event or series of workshops.
- **Merchandise Sponsorship:** Your logo on all wristbands, lanyards or festival merchandise.
- **Volunteer T-Shirt Sponsorship:** Your logo on all volunteer t-shirts.
- **Festival Map/Programme Sponsorship:** Your branding on the official festival guide.
- **Accessibility Sponsorship:** Support initiatives to make the festival more inclusive (e.g. sensory quiet zones, accessible transport).
- **Innovation Award Sponsorship:** Sponsor an award for the most innovative exhibit.



Our supporters

Peterborough STEM Festival is a community-driven grassroots event and is kindly supported by these brilliant organisations.





Get in touch

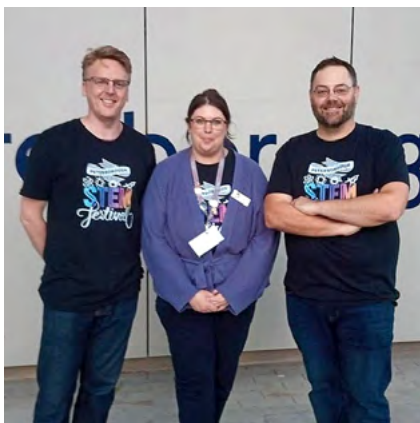
Ready to ignite some inspiration and discuss how your business can be a part of the Peterborough STEM Festival? We'd love to hear from you!

To discuss how your organisation can partner with Peterborough STEM Festival and contribute to inspiring the next generation, please contact us at **team@peterboroughstemfestival.co.uk**.

We look forward to collaborating with you to make Peterborough STEM Festival an unforgettable and impactful event!

Please don't hesitate to reach out with any questions and connect with us through our social media handles.

We're excited about the possibilities and look forward to partnering with you to make this year's festival the most inspiring yet!



Andy, Liz and Jonathan

