



# Peterborough STEM Festival Sponsorship Opportunities 2017

We strive to encourage and highlight what's new, unusual or surprising;  
to inspire by giving participants the opportunity to obtain hands-on experience;  
and to enhance interest by providing examples and introductions to role models.



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@PboroSTEMFest

# Key Dates

FRI 29 SEP 2017

## School's Day

Local schools to take part in STEM workshops and challenges

SUN 1 OCT 2017

## Main Festival

Sun 1st Oct 10am - 4pm

# Event Overview & Benefits of STEM Festival



## Who

### Primary Audience

School aged children, students in higher education (focussing on girls), parents, educators and anyone with an interest in STEM. The target age for the workshops and activities is 8 to 21 years, however everyone is welcome.

### Number of Visitors on Main Event Day in 2016

Around 500\* visitors who live in and around Peterborough.

\*Numbers based on indoor-only event.



## Why

### Engage

Allow attendees to engage in STEM learning in a playful, interesting festival context.

### Inspire

Put young girls, children, and adults in direct contact with women STEM experts to make the applied nature of these disciplines more relatable.

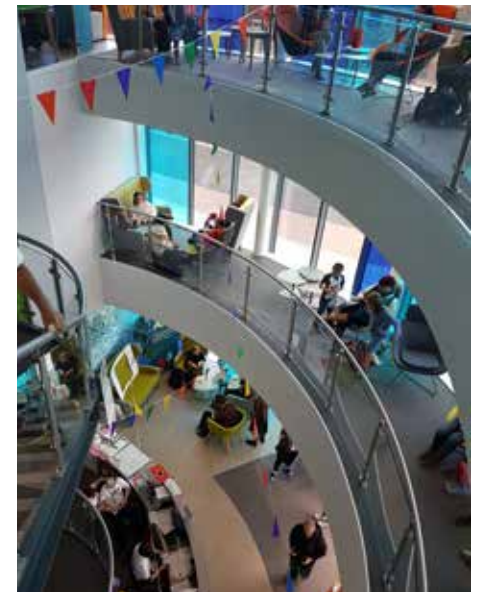
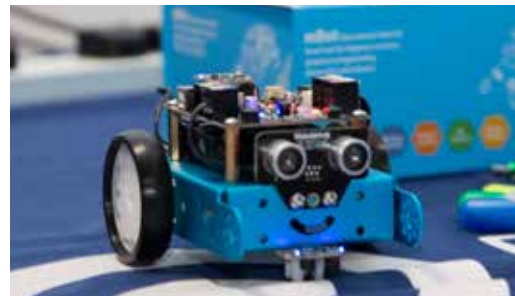
### Develop

Place STEM learning in a context that is relevant to the use in our daily lives as consumers, professionals and citizens.

## Benefits to sponsors and partners

- ⚙️ Demonstrate your commitment to encourage girls and women into STEM fields and ultimately into a STEM career.
- ⚙️ Raise your profile with a wide range of audiences of all ages.
- ⚙️ Deepen relationships with staff, clients and stakeholders.
- ⚙️ Provide a platform for STEM engagement.
- ⚙️ Nurture young people in Peterborough and the surrounds.
- ⚙️ Demonstrate your role as a good corporate citizen by giving back to your customers and community.

# STEMFest 2016



# Facts from STEMFest 2016

- We welcomed around 500 attendees through the door.
- On average visitors stayed for well over 2 hours.
- We held 10 talks from leading industry experts and leading female STEM Ambassadors.
- Two explosive Chain Reactions were built and set off by the Cambridge Science Centre and visitors.
- Over 50 minecraft challenges were completed by children of all ages.
- Three workshops providing different types of coding and development for all ages and abilities.
- Youngest visitor was 8 months old and oldest visitor was over 80 years old! With families enjoying their STEM experience together.
- Exhibitors and sponsors included key STEM organisations in Peterborough, with contributions from Peterborough Regional College, Cityfibre, Perkins, PJ Care, and nationwide hosting provider Heart Internet.
- Over 40 volunteers of all ages and from different backgrounds worked to make the day a huge success.

FROM SPONSOR

"While the gender gap is decreasing, it is still very much a man's world when it comes to business leaders and I wanted to celebrate the hard work and achievements of women who have overcome obstacles to get to where they are today. Sponsoring the STEM festival shows future women leaders that you can have successful and rewarding careers in the medical, science, engineering and digital sectors."

-- Jan Flawn CBE, M.Univ, PJ Care Ltd.

FROM CONTRIBUTOR

"The Peterborough STEM festival gives an excellent opportunity to get so many young children to experience their first forays into STEM, particularly computing."

-- Marc Scott, Head of Curriculum, Raspberry Pi Foundation

FROM VISITOR

"Excellent time was had by grandsons age 12 and 8. Also grandparents age 64."

-- Visitor feedback from post-event survey

# Sponsorship Opportunities

BY INVITATION

## Terabyte – £5,000

(1 packet available)

### Pre-event Promotion

- Logo and company mention on main posters and banners in the lead up to the event
- Press release & media mentions at interviews
- Dedicated custom blog post announcing your sponsorship
- Individual social media posts from the official accounts announcing your sponsorship
- Logo, link, and long company bio on the Peterborough STEM Festival site

### On the day

- Logo on the back of official volunteer t-shirts and entry wristbands
- Lobby, Mezzanine & Cafe space decoration – allows great visibility to your brand
- Space at main event to undergo demos, answer questions, and meet visitors.
- Multiple social media posts during the main event day
- Inclusion of your logo on internal posters and banners
- Thank you mention in event-related attendee emails
- Your logo, URL and short bio in the main event printed programme/App

### Post-event

- Individual thank you mention in post-event related attendee emails and surveys
- Individual thank you mention in post-event related blog post

## Gigabyte – £2,000

(4 packets available)

### Pre-event Promotion

- Paired social media posts from the official accounts announcing your sponsorship
- Inclusion in blog post thanking all Gigabyte sponsors
- Logo, link, and medium company bio on the Peterborough STEM Festival site

### On the day

- Logo on entry wristbands
- Choice from Lobby, Mezzanine or Cafe space decoration
- Space at main event to undergo demos, answer questions, and meet visitors
- Multiple social media posts during the main event day
- Inclusion of your logo on paired internal posters and banners
- Thank you mention in event-related attendee emails
- Your logo and URL in the main event printed programme/App

### Post-event

- Paired thank you mention in post-event related attendee emails and surveys
- Thank you mention in post-event related blog post

## Megabyte – £1,000

(2 packets available)

### Pre-event Promotion

- Grouped social media posts from the official accounts announcing your sponsorship
- Inclusion in blog post thanking all Megabyte sponsors
- Logo, link, and short company bio on the Peterborough STEM Festival site

### On the day

- Five social media posts during the main event day
- Space on a swag area for your swag and leaflets
- Inclusion of your logo on grouped internal posters and banners
- Your logo in the main event printed programme/App

### Post-event

- Thank you mention in post-event related attendee email and blog post

## Kilobyte – £500

(2 packets available)

### Pre-event Promotion

- Grouped social media posts from the official accounts announcing your sponsorship
- Inclusion in blog post thanking all Kilobyte sponsors
- Logo & link on the Peterborough STEM Festival site

### On the day

- Space on a swag area for your swag and leaflets
- Your logo (medium) in the main event printed programme

### Post-event

- Thank you mention in post-event related blog post

## Byte – £100

(2 packets available)

### Pre-event Promotion

- Logo & link on the Peterborough STEM Festival site

### On the day

- Your logo (small) in the main event printed programme

### Post-event

- Thank you mention in post-event related blog post



## Quick glance benefits

Benefits*	Terabyte (1 packet) £5,000	Gigabyte (4 packets) £2,000	Megabyte (2 packets) £1,000	Kilobyte (2 packets) £500	Byte (2 packets) £100
Logo on main posters and banners	✓	-	-	-	-
Press Releases/Media Mentions at Interviews	✓	-	-	-	-
Blog Post Thanking Sponsors	Individual	Paired	Grouped	All	-
Social Media Announcements	Individual	Paired	Grouped	All	-
Logo & Link on Website	Logo, link, & 100 words bio	Logo, link, & 60 words bio	Logo, link, & 30 words bio	Logo & Link	Logo & Link
Logo on merchandise/clothing	T-shirts & wristbands	Wristbands	-	-	-
Main Event Space Decoration	Lobby, Mezzanine and Cafe	Choice of one area	-	-	-
Space at Main event	Table	Table	Shared Swag Area	Shared Swag Area	-
Social Media Posts During Main Event	Multiple	Multiple	Five	-	-
Acknowledgement and Thanks	✓	✓	-	-	-
Dedicated Custom Blog Post	✓	-	-	-	-
Thank You on Emails	✓	-	-	-	-
Logo on internal posters/banners	Individual	Paired	Grouped	-	-
Mention in Main Event Programme/App	Logo, URL, and short bio	Logo and URL	Logo	Logo Medium	Logo Small
Thank You on Post Event Attendee Surveys	✓	✓	-	-	-
Thank You Mention in Post Event Blog Post	✓	✓	✓	✓	✓

\*Sponsorship benefits are subject to change. While we plan to deliver these benefits, some benefits are contingent upon obtaining sponsorship funding.



Digital People in Peterborough (DPIP) was set up as a social non-profit group. Run and organised by volunteers.

In three years our membership has increased from 10 to over 500 members, with 50 regular attendees each month at our informal meetups in Peterborough.

Our events are open to anyone working in or with an interest in digital - from those employed by large organisations, freelancers, start-up founders or simply enthusiasts. All disciplines are welcomed and encouraged. Member industries include development, design, content creation, marketing, databases, security, systems administration, among others.

[mydpi.com](http://mydpi.com)



Allia is a charitable organisation that started in 1999. It supports people and organisations to create a positive impact on people, planet or place through enterprise.

Allia does this in three ways; through Allia Future Business Centres which provide workspace with free enterprise support programmes including Serious Impact, through Impact Finance, and through Impact Innovation projects.

Allia has Future Business Centres in Cambridge and Peterborough and in 2017 will be opening another in East London.

[peterborough.futurebusinesscentre.co.uk](http://peterborough.futurebusinesscentre.co.uk)

[www.peterboroughstemfestival.co.uk](http://www.peterboroughstemfestival.co.uk)



The festival is being organised by Digital People in Peterborough in partnership with Allia Future Business Centre.

Kindly Supported By



Inspired by  
Ada Lovelace Day  
[findingada.com](http://findingada.com)



Ada Lovelace Day was founded by Suw Charman-Anderson in 2009 and aims to raise the profile of women in science, technology, engineering and maths by encouraging people around the world to talk about the women whose work they admire.

It has become an international week of celebration of women in STEM with events happening all over the world.

Suw is social technologist, journalist and one of the UK's social media pioneers