MISSION: The Tennessee STEAM Festival connects us to science, technology, engineering, art, and math found everyday and everywhere in order to inspire generations of STEAM champions.

PARTNER GUIDE

OCTOBER 11-20, 2019
FESTIVAL PARTNERSHIP
The success of the Tennessee STEAM Festival depends upon collaboration. Local museums, educational institutions, non-profit organizations, and businesses work together to develop events to encourage conversations and inspire curiosity about regional STEAM (science, technology, engineering, arts, and mathematics).

BENEFITS OF PARTICIPATION
Gain Community Visibility
The Tennessee STEAM Festival showcases developments at our locally based companies, exciting education initiatives at our cultural institutions, and research at our colleges and universities. We want to highlight all the amazing science, technology, engineering, art, and math in Tennessee. This includes the work from your organization!

Access New Audiences
The 2018 Festival reached 20,000+ people, from pre-K to seniors, bringing our two year total to over 30,000. By creating a program for the Festival, you and your organization can reach new audiences, draw them to your venue, and add visibility for your year-round efforts.

Create Connections
With 80 programming partners in 2018, the Festival has proven to be a central point of connection for people and organizations who are passionate about STEAM education. As a Partner, there are a multitude of opportunities to share in these connections, growing new ideas for exciting collaborations and events that spread our mutual love of STEAM with the public. So, join us and make some new friends!

WAYS TO GET INVOLVED
Become a Program Partner
Program Partners are organizations that help guide programming by creating and delivering engaging and fun STEAM events for the public either at their own venue or in another location. Program Partners will be recognized on the Tennessee STEAM Festival website, booklet, and in conjunction with the events they produce.

Provide an Expert
Sign up to be a STEAM professional (or send someone from your team) for one of our programs. Collaborate with an event that needs an expert scientist. We’ll help connect you!

Volunteer
Join the volunteer team! Get together a group or fly solo as a volunteer during the Festival. Help event organizers at individual events. Join us before the Festival to help manage delivery and other logistics.

IMPORTANT DATES
June - August:
Partner program dates, time, fees (if applicable), locations, images, and descriptions finalized by August 31.

September:
Partner Toolkit and Festival program guides available.

First Week of October:
All event logistics confirmed. Volunteers assigned.
Deliveries made for events (surveys, signage, program guide).

October 11, 2019:
Tennessee STEAM Festival 2019 Begins!
EVENT PLANNING
Each year, the Festival offers a wide variety of events in different formats designed to attract audiences of different ages and interests, as well as bring in new audiences who do not usually attend science related events. Festival Partners are invited to propose event ideas that meet these goals. We encourage you to think outside the box and experiment with a new concept.

EVENT GUIDELINES
- Event logistics and costs are provided entirely by the Program Partner.
- Event must take place between October 11-20, 2019.
- Partner will promote their own event, including linking to event details on the Festival website.
- The event may be free (or free with admission) or ticketed to cover production costs only. The Festival does not support events that are fundraisers for other causes.
- The event must be co-branded with materials provided by the Festival.
- Submit your event proposal at tnsteam.org.

EVENT TYPES
**Educator/Student Programs**
We encourage programming designed to appreciate our teachers and provide them with professional development or field trip opportunities for their students.

**The Science Behind...**
Cosmetics! Recycling! Wine! Beetles! Bar-b-q! There’s science in everything and so many interactive ways to explore it.

**Family STEAM**
Family fun with STEAM! What could be better than making liquid nitrogen ice cream with your child or building a rocket with your preteen? Parents eat up these fun activities they can do with their kids. Everyone learns and walks away having had fun!

**Discovery Dialogues & Science Cafes**
These are more traditional formats for science events that put artists, scientists, and engineers on a stage (bars count as stages!) to share their expertise. The key is the speaker must be engaging! No long powerpoint presentations. Think fun! Think hands-on elements! Think discussions!

PARTNER ROLES & RESPONSIBILITIES
1. **Produce an Event**
2. **Submit Your Event to Discovery Center**
3. **Promote Your Own Event and the Festival**
   - Link to www.tnsteam.org from your organization's website.
   - Like and follow Festival social media accounts, sharing our relevant posts. We will also follow you and promote your organization and posts throughout the year.
   - Promote your Tennessee STEAM Festival events in email and social media blasts to staff and constituents.
   - Post signage/program guides/bookmarks/etc. for Tennessee STEAM Festival in public areas.

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FOUNDED BY

discovery center
**WHAT DOES THE FESTIVAL PROVIDE?**

- **AUDIENCE:** Through our broader marketing, Discovery Center will help connect you to new audiences.

- **SOCIAL FOLLOWING:** You’ll have access to the Festival’s growing following on social media through general festival promotion, as well as opportunities to participate in specific social media campaigns leading up to the Festival.

- **PARTNER TOOLKIT:** Be on the lookout for our toolkit which will provide you with
  - Event banner images for Facebook, social graphics, pre-crafted social language
  - Festival logos
  - Promotional materials
  - Signage for your event.

- **EXPERT SCIENTISTS:** Need a connection to the science community? We’ve got you covered!

- Evaluation Template (as applicable)

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**FAQ**

**How do I submit a proposal?**
Hop on [tnsteam.org](http://tnsteam.org) and fill out the proposal form. You won’t have to have all your details finalized right now; you will just need to know your idea and show us that you have the resources/partnerships in place to be able to execute.

**What if we don’t want to be responsible for taking the lead on an event – can we still participate?**
We encourage organizations to work together to plan events. The more collaboration, the better! We would be happy to recommend partners with whom you might share responsibility.

**Can we host multiple events?**
Yes! If you have more than one great idea and have the resources to make it successful, we welcome your proposals. If you have any questions, feel free to discuss with us before submitting.

**Can I have an event that repeats multiple times during the week?**
Certainly! If you think you have the ability to reach a strong audience base with each repeat of your program, then feel free to propose a repeating event. Given our space limitations for printing, the event may not appear in the printed guide on each day, but will on our website.

**What do you mean by co-branding?**
We ask that you use the Tennessee STEAM Festival logo in all marketing or press materials you create for the event. All Tennessee STEAM Festival logos will be available on our website, and we will provide any further material you need to make this easy for your team. We will also recognize each partner in conjunction with their event.

**Can we repeat an event we’ve done in the past?**
We encourage you to think creatively and try something new. That said, there were some amazing programs in the past that we would love to see return. We also appreciate the need for another go-round in order to make the tweaks that will get you to an awesome program. So, if you want to try something you’ve already done before in order to improve it for this year, go ahead and submit. We’re here to talk through ideas with you, so feel free to reach out!

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**OTHER QUESTIONS?**
[CONTACT INFO@EXPLORETHEDC.ORG](mailto:INFO@EXPLORETHEDC.ORG)

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