The Tennessee STEAM Festival is a 10-day statewide celebration designed to build interest and excitement in STEAM (Science, Technology, Engineering, Art, and Mathematics). Our vision with this festival is to facilitate connections between experts and curious minds through hands-on experiences, promote Tennessee’s fast-growing and diversifying workforce, and boost Tennessee’s economy by highlighting industries and tourist destinations across the state.

2018 IMPACT
Unique Events
150+

Program Partners
80+

Attendees
20K

WHY YOU?

As an industry leader, you already play a key role in the local community. Sponsorship of the Tennessee STEAM Festival is a way to expand your brand and make an impact. You can expect to engage new audiences through the festival’s hands-on events and media promotions. Alignment with the Tennessee STEAM Festival marks your brand as one committed to education, workforce development, and investment in the local community. STEAM Festival sponsorship allows you to highlight who you are and meet the people you serve.

2020 TARGETS

• 20,000 Participants
• 150 Events
• Events in every county, reaching a diverse audience

YOUR IMPACT

BRAND DEVELOPMENT & VISIBILITY

CONSUMER EDUCATION & INTERACTION

CORPORATE CITIZENSHIP
WHY STEAM?

For years, educators have been pushing the value of STEM education. We couldn’t agree more but want to take it one step further. By converting to a STEAM state of mind, we affirm the role that innovation, design, communication, and creativity play in all subjects and industries. We recognize that STEAM based learning provides opportunities to apply knowledge and practice skills in useful ways that extend beyond classrooms and into playgrounds, recreation centers, and eventually corporate offices.

STILL NEED CONVINCING?

Here’s what some of our partners and sponsors did last year as part of the inaugural Tennessee STEAM Festival:

- **Schwan Cosmetics** - hosted 40 middle school students for an in-depth tour of their manufacturing facility as well as a hands-on session with Research & Development to create cosmetics to take home.

- **Oak Ridge National Laboratory** - took their traveling science fair on the road to Chilhowee Park which included a virtual walk through the nation’s largest supercomputer and hands-on activities to illustrate the power and importance of nuclear energy.

- **Middle Tennessee State University** - hosted a variety of events including the athletic horse, an aviation sampler and airport open house, geology and fossil hikes along the greenway, mock forensic investigations, savoring the stars and wine at Arrington Vineyards, and so much more!

The Tennessee STEAM Festival isn’t about fitting in - it’s about standing out and being seen.

Our staff and leadership team will happily help you design programs that will engage, entertain, and educate your audiences.

GIVE YOUR SUPPORT AT:

**TNSTEAM.ORG**
Tennessee STEAM! Festival
2019 Sponsor Benefits

**Inspire**
$2,500
- Participation in 1 additional program or event during the Festival
- Booth space at Signature Event
- Logo placement on Signature Event sponsor signage
- Listing on official sponsor page of event website with logo recognition and link
- Logo inclusion in Festival program guide
- Half page color ad in Festival program guide

**Explore**
$5,000
All the benefits of the Inspire level, PLUS:
- Participation in up to 2 additional programs or events during the Festival
- Logo placement on:
  - Festival e-newsletters
  - Print materials such as postcards, posters, etc (does not include media buys)
- Name listing in all press releases and public relations efforts

**Create**
$10,000
All the benefits of the Inspire & Explore levels, PLUS:
- Sponsor recognition at entrance to all Festival events
- Opportunity to host a signature event during the Festival
- Participation in up to 3 additional programs or events during the Festival
- Logo placement on:
  - Tennessee STEAM Festival home page
  - Print ads
- Dedicated full page ad in Festival program guide

**Innovate**
$25,000
All the benefits of the Inspire, Explore, & Create levels, PLUS:
- Top billing on 2019 Festival materials
- Participation in up to 5 additional programs or events during the Festival
- Opportunity to provide branded tent for Signature Events
- Speaking opportunity at Signature Event
- Dedicated full page, inside cover ad in Festival program guide
- Sponsor mention in any radio spots

Give Your Support at: **tnsteam.org**

or contact Lindsey Fournier at (615) 890-2300 x221 or lfournier@explorehedc.org