The MSU Science Festival celebrates the many ways science, technology, engineering, art, and mathematics (the STEAM disciplines) touch our everyday lives and shape our future. Our mission is to broaden public access to educational opportunities and promote science literacy in our communities across Michigan.

Every April the MSU Science Festival welcomes learners of all ages to experience the wonders of science through programs that highlight ground-breaking scholarship and research.

**Our Work:**
- Facilitating scientific discovery and exploration through hands-on experiences
- Inspiring Michigan youth to explore STEAM fields and future career opportunities
- Building science literacy in our communities and broadening access to education
- Creating meaningful interactions between scientists and the public
- Promoting Michigan as an industry leader in STEM/STEAM
- Providing a platform for faculty, staff, and students to develop and hone informal science communication skills

[sciencefestival.msu.edu](http://sciencefestival.msu.edu)
OUR IMPACT

11 years of STEAM

- 11 years of FREE public STEAM celebrations
- Over 1,800 free programs and events
- 800+ free digital resources shared with families
- Over 160,000 festival attendees
- More than 20,000 K-12 student participants

91% of visitors learn something new

“This Festival has really evolved in a positive way since the first one, which I also attended. My 7-year-old granddaughter was excited from start to finish!”

-Festival attendee

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2024 FESTIVAL
April 1 - 30, 2024

Join the MSU Science for an entire month of STEAM celebrations!

**Featured 2024 programs:**
• Featured guest speaker Dr. Robin Wall Kimmerer, author of *Braiding Sweetgrass*
• MSU Expo Days: a weekend full of hands-on activities for all ages
• Science After Dark: programs for lifelong learners at your local pub or café
• Cirque du Sci: an evening of science, music, and play!
• Statewide Astronomy Night
• Night at the MSU Museums
• Classroom Science, STEAM field trips, and Virtual Ask a Scientist programs
• The return of the festival’s Student Science Communication Training Program

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2024 SPONSORSHIP OPPORTUNITIES
<table>
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<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>Platinum* $10,000</th>
<th>Gold $7,500</th>
<th>Silver $5,000</th>
<th>Bronze $2,500</th>
<th>Supporter $1,000</th>
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<tr>
<td>Logo recognition on promotional videos</td>
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<td>Logo recognition on event banners &amp; programs</td>
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<td>Premium logo recognition on festival website home page</td>
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<td>Logo recognition on festival website &amp; e-newsletters</td>
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<tr>
<td>Custom social media posts recognizing sponsorship</td>
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<td>2</td>
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</tbody>
</table>

**Contact Katherine Hagman at hagmanka@msu.edu by January 20, 2024 to confirm sponsorship**

*Platinum level sponsorship provides access to lead sponsorship opportunities with additional customized benefits unique to each sponsor*
The Science Festival is excited to welcome the globally celebrated author of *Braiding Sweetgrass* Dr. Robin Wall Kimmerer, whose work explores scientific knowledge, indigenous wisdom, and the teachings of plants. Together we will explore how we can live in reciprocity with the natural world. Robin's talk will take place on April 20 at Grewal Hall in downtown Lansing.

**PLATINUM LEVEL SPONSOR BENEFITS**
- Logo placement on website, promotional video, event banners, newsletters, and 3 custom social media posts

**BRAIDING SWEETGRASS LEAD SPONSOR BENEFITS**
- 2 additional social media posts recognizing Braiding Sweetgrass event sponsorship
- 10 reserved seats on the VIP Mezzanine level and invitations to pre-event reception with Dr. Kimmerer
- Tabling opportunities available during post-event book signing

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STEAM EXPO ZONE
LEAD SPONSORSHIP OPPORTUNITY: $10,000

Returning April 13 & 14, the STEAM Expo Zone invites university and community partners to take over the STEM Teaching and Learning Facility for a weekend of hands-on science! Expo Zone visitors can look forward to dazzling chemistry and physics demonstrations, an immersive digital art installation from world renowned artist Refik Anadol, and over 100 hands-on activities from educators across science, technology, engineering, art, and mathematics.

PLATINUM LEVEL SPONSOR BENEFITS
• Logo placement on website, promotional video, event banners, newsletters, and 3 custom social media posts

EXPO DAYS LEAD SPONSOR BENEFITS
• 2 additional social media posts recognizing Expo Zone sponsorship
• Custom branded activation at both Expo Days, April 13 & 14

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The festival’s Early Childhood Zone features STEAM-based activities and programs for youth ages 0-8 designed to support early childhood development by encouraging curiosity, play, and discovery. Early Childhood Zone events will take place during the festival's kick off events during Expo Days April 13 & 14 on MSU Campus’ STEM Teaching and Learning Facility.

**PLATINUM LEVEL SPONSOR BENEFITS**
- Logo placement on website, promotional video, event banners, newsletters, and 3 custom social media posts

**EXPO DAYS LEAD SPONSOR BENEFITS**
- 2 additional social media posts recognizing Early Childhood Zone sponsorship
- Custom branded activation at both Expo Days – April 13 & 14

[sciencefestival.msu.edu]
SCIENCE COMMUNICATION TRAINING PROGRAM
LEAD SPONSORSHIP OPPORTUNITY: $10,000

The Science Festival’s revamped training program encourages the development of student-led public science engagement initiatives by providing financial, technical, and logistic support to ensure their success. Program participants will develop and hone new skills through science communication workshops and hands-on experiences through Science Festival programs and events.

PLATINUM LEVEL SPONSOR BENEFITS
• Logo placement on website, promotional video, event banners, newsletters, and 3 custom social media posts

SCIENCE COMMUNICATION TRAINING PROGRAM LEAD SPONSOR BENEFITS
• 2 additional social media posts recognizing SciComm Training Program sponsorship
• Additional sponsorship recognition in all recruitment and training materials.

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In 2024, the Science Festival will offer transportation grants to Michigan schools and community organizations to remove barriers to access to its programs and events. This crucial funding will expand access for Michigan groups interested in visiting the festival who may otherwise be unable to attend.

PLATINUM LEVEL SPONSOR BENEFITS
• Logo placement on website, promotional video, event banners, newsletters, and 3 custom social media posts

TRANSPORTATION GRANTS LEAD SPONSOR BENEFITS
• 2 additional social media posts recognizing Transportation Grant sponsorship
• Additional sponsorship recognition in Expo Day Visitor Lounge
UNLOCK THE DOORS TO DISCOVERY

Support the MSU Science Festival

Confirm your sponsorship in writing by January 20, 2024 to solidify your sponsorship benefits.

Contact Katherine Prokopchuk, Science Festival Coordinator at hagmanka@msu.edu