



STEM DAY *at the* **MINNESOTA** **STATE FAIR**

SPONSORSHIP OPPORTUNITIES





2023

STEM DAY AT THE STATE FAIR

#YouBelongInSTEM

On opening day of the Minnesota State Fair, SciMathMN brings together kids of all ages and from all backgrounds to explore the wonders of STEM through hands-on learning, interactive experiences, and connections to nonprofit STEM education providers, student groups, and local businesses.

We typically reach more than 17,000 fairgoers each year through hands-on activities provided by over 30 STEM exhibitors. This event started in 2010 and has seen steady growth over the years.

Participating in STEM Day at the Fair provides a meaningful platform to:

- inspire the community and your future workforce
- engage employee volunteers in a fun and relevant way
- collaborate with STEM Ecosystem partners to create a sense of belonging in STEM
#YouBelongInSTEM

Let's give Minnesota State Fairgoers an event that truly includes, enfold, engages, inspires and celebrates our STEM community.

Join us on **Thursday, August 24, 2023.**

Join us
TODAY

#YouBelongInSTEM

STEM Day at the Fair is an opportunity for our community to see that everyone has a place in STEM classrooms and careers. Your sponsorship includes the opportunity to engage your employee volunteers and Fairgoers through fun, hands-on activities and demonstrations, while receiving visibility on STEM Day at the Fair communications and social media as a supporter of equity and inclusion in STEM.

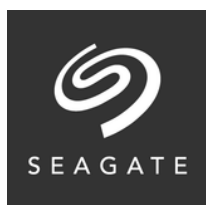
	Celebrate	Inspire	Create	Discover	Explore
Sponsorship Level	\$20,000	\$10,000	\$5,000	\$2,500	\$100 +
Tent size	Larger tent	Larger tent	10' x 10'	10' x 10'	
Tent location	Premium location	Premium location	Premium location	High traffic location	
Inclusion in STEM Day communication	✓	✓	✓	✓	✓
Logo/Name on event poster	✓	✓	✓	✓	
Exhibit area and social media priority placement	✓	✓	✓		
Logo included on volunteer t-shirt*	✓	✓			
Introduce mainstage performance	✓	✓			
Logo on event tote bag alongside STEM DAY AT THE FAIR LOGO	✓				
Backdrop banner placement	✓				

*worn by SciMath MN Event Day Volunteers

Huge thanks to our 2022 supporters!



Medtronic



TOTE BAG BRANDING

Available as an additional benefit at any sponsorship level

\$3,000 (*two opportunities available*)

Your logo to be featured alongside SciMathMN's STEM Day at the Fair logo on one side of the eco-friendly tote bag distributed to lucky Fairgoers attending the event

GIVEAWAY BAG INSERT

Available as a standalone opportunity or additional benefit

\$500 (*subject to availability and approval*)

Fairgoers love free stuff! This is your opportunity to provide a State Fair approved, STEM-related activity, promotional item, or gift that will be pre-inserted into all STEM Day at the Fair eco-friendly tote bags



"Community events like STEM Day at the Fair are extremely important to the residents of our state who can visit and explore a wide variety of organizations that are working to increase awareness of the wide variety of opportunities and programs available. We truly appreciate the fact not only students as well as adults can engage directly with the future today!"

"Organizations like ours, the Minnesota STEM Partnership, are able to not only participate with the broader community but we are also able to reinforce that STEM is for ALL! Our organization is focused predominantly on under-served and under-represented Black, Indigenous, Persons of Color (BIPOC) communities across the Twin Cities as well as Statewide. Our focus is K-12 BIPOC students to increase awareness, skills, confidence and explore options in post-secondary education and careers in the STEM fields."



Sponsor name (as it should read in listings):

Contact name:

Invoicing Address:

City: _____ State: _____ Zip: _____

Contact e-mail: _____ Contact Phone: _____

Sponsor Level:

_____ CELEBRATE Principal Sponsor \$20,000

_____ INSPIRE Sponsor \$10,000

_____ CREATE Sponsor \$5,000

_____ DISCOVER Sponsor \$2,500

_____ EXPLORE Sponsor \$ _____

Promotional Opportunities – available standalone, or as add-on benefits to sponsorship:

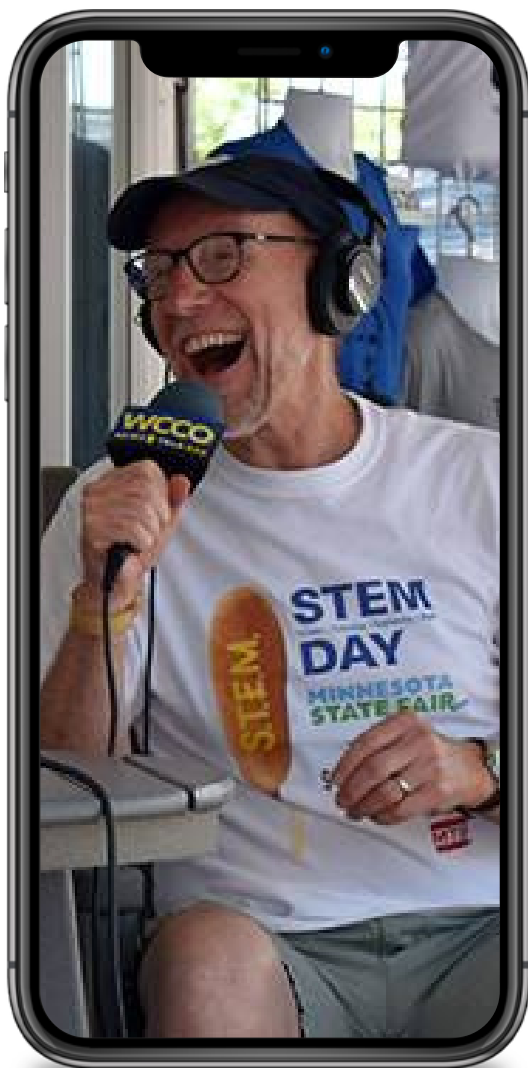
_____ Tote Bags \$3,000

_____ Giveaway Bag Insert \$500

Please send your completed Sponsor Commitment Form along with the logo file you would like used in promotional materials to execdir@scimathmn.org

Please note: the appearance of any logo on signage or promotional materials is subject to approval by the Minnesota State Fair.

Since 1993 SciMathMN has been working with education, business, government, nonprofit, and community organizations to advocate for greater opportunity and engagement in Science, Technology, Engineering, and Math (STEM) learning opportunities.



We are a volunteer-based organization, guided by a 23-member Board of Directors with multi-sector representation from the K-12, higher education, nonprofit, and business community. SciMathMN is 501c(3) nonprofit, funded through contributed revenue from individuals, corporations, and foundations, as well as earned revenue from events.

The mission of SciMathMN is to bring together a statewide STEM community to promote equitable and accessible STEM learning and workforce participation, empower lifelong learning, and inspire informed community action. Our vision is for all Minnesotans to be engaged in a dynamic STEM ecosystem, ready for life and work.

LET'S CONNECT

Jim Davnie, Executive Director
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