

**2018 Partner Guide**  
**March 9-24, 2018**

# Festival Partnership



The success of the Atlanta Science 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) research and innovation.

## BENEFITS OF PARTICIPATION



### GAIN COMMUNITY VISIBILITY

A core objective of ASF is to showcase the impressive advances in STEM in our region. This may include research at our colleges and universities, developments at our locally based companies, or education initiatives at our cultural institutions. We want to highlight all the amazing science in our region. This includes the work from your organization!



### ACCESS NEW AUDIENCES

The 2017 Festival reached 41,000 people, bringing our four year total to nearly 150,000. Evaluations illustrated a high level of engagement across a diverse community, with a race/ethnicity distribution reflective of the metro region. By creating a program for the Festival, you and your organization will be able to reach new diverse audiences across our region, drawing them to your venue, and advertising for your year-round efforts as well.



### CONNECT WITH OTHER SCIENCE, CULTURAL & EDUCATIONAL INSTITUTIONS

With 70 programming partners in 2017, the Festival has proven to be a central point of connection for people and organizations in our city who are passionate about STEAM education. As a Partner, there are a multitude of opportunities to share in these connections, together growing new ideas for exciting events and collaborations to spread our mutual love of STEAM with the public. In 2017, more than half of our partners made connections through ASF that resulted in new partnerships. So, join us and make some new friends!

# PROGRAM PARTNERS

Program Partners are organizations that help guide ASF programming by creating and delivering engaging STEAM events for the public either at their own venue or in another location. Program Partners will be recognized on the ASF website, booklet, and in conjunction with the events they produce.

## PARTNER ROLES & RESPONSIBILITIES



### PRODUCE AN EVENT

Partners are also encouraged to exhibit at the Exploration Expo. (See p.5 for Expo information)



### PROMOTE YOUR OWN EVENT AND THE WHOLE FESTIVAL

- Link to ASF from your organization's website.
- Like and follow ASF social media accounts, sharing our relevant posts. We will also follow you and promote your organization and posts throughout the year.
- Promote your ASF events in email and social media blasts to staff and constituents.
- Post signage/booklets/bookmarks/etc. for ASF in public areas.



### COMPLETE PROGRAM PROPOSAL AND LEGAL FORMS



### SEND DELEGATE TO PARTNER MEETINGS AND/OR WEBINARS



# Event Planning

## EVENT TYPES

Each year, the Atlanta Science Festival offers a wide variety of events in different formats that are designed to attract audiences of different ages and interests, as well as bring in new audiences who do not usually attend science related events. ASF 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. We're scientists after all! Some event types you may consider include...

**DISCOVERY DIALOGUES & SCIENCE CAFES:** These are more traditional formats for science events that put scientists on a stage (bars count as stages!) to talk about their research. The key is the scientist must be engaging! No long powerpoint presentations. Think fun! Think hands-on elements! Think discussions! Science cafes typically feature a single scientist. ASF Discovery Dialogues, on the other hand, explore a single topic from different perspectives, like a panel with pizzazz! The more interdisciplinary, the better. Get an evolutionary biologist on stage with a priest and an artist, and who knows what will happen! These events should be in the evenings or weekends, and preferably in off-campus locations.

**EDUCATOR/STUDENT PROGRAMS:** ASF loves Atlanta science teachers! We encourage programming designed to appreciate our teachers and provide them with professional development or field trip opportunities for their students. Keep in mind that while we encourage you to invite specific groups to a field trip for your event, all events must be open to the public. Events can not be limited to only certain invited groups.

**THE SCIENCE BEHIND... :** Cheese! Recycling! Wine! Trees! Breadmaking! There's science in everything and so many interactive ways to explore it. Bonus points if you explore the science behind something unique to Atlanta!

**STEAM PROGRAMS:** One of the missions of the ASF is to highlight the way science is connected to other disciplines, namely the arts. We encourage programming that highlights these connections. So, find a scientist with a talent for rapping and put them on stage with a beat-boxer and you just might have the most highly attended event out there.

**FUTURE LEADERS:** Let's build up the ATL STEM workforce by showing our young people how many careers involve science and how they can get involved. We want to do our part to develop our local workforce and help our economy!

**FAMILY SCIENCE:** Family fun with science! What could be better than making liquid nitrogen ice cream with your 6-year-old 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!



# EVENT GUIDELINES

- Event logistics and costs are provided entirely by the Program Partner.
- Event must be between March 10–23. No events may compete with the Launch on March 9 or with the Expo on March 24.
- Partner will promote their own event, including linking to event details on the ASF website.
- Events must occur at an accessible location (keep transit, time of day and parking in mind as you plan. See FAQs).
- The event may be free (or free with admission) or ticketed to cover production costs *only*. ASF generally does not support events that are fundraisers for other causes.
- The event must be co-branded with materials provided by ASF (see FAQs).
- All events should include a local scientist or professional who uses STEM in their career.
- ASF may be able to provide volunteers and scientists to help onsite at your event.
- Inspire **CURIOSITY** and take risks! Events should be fun, clever, interactive, experiential, and meaningful, sparking a sense of awe and wonder in our world!
- Submit your event proposal at <http://atlantasciencefestival.org/eventproposal>



## WHAT DOES ASF PROVIDE?

*We are so thankful for all that our partners do to make ASF so memorable. We would like to support your efforts as much as possible, and will provide the following:*

- **AUDIENCE:** Through our broader ASF marketing, we'll help connect you to new audiences.
- **SOCIAL FOLLOWING:** You'll have access to ASF's growing social media following through general festival promotion, as well as opportunities to participate in specific social media campaigns leading up to the Festival and year-round.
- **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, logos, and more.
- **ASF CALENDAR LISTING**
- **ONLINE REGISTRATION PLATFORM FOR FREE & TICKETED EVENTS**
- **ASF PROMOTIONAL MATERIALS**
- **SIGNAGE FOR YOUR EVENT**
- **PHOTOGRAPHY AND EVALUATION** (at select events).
- **VOLUNTEERS:** We'll have folks on hand to help with logistics and ASF branding at your event.
- **EXPERT SCIENTISTS:** If you need a little help connecting to the science community, we've got you covered.

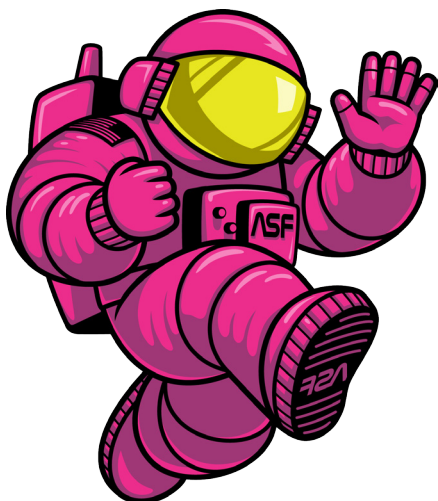
# Exploration Expo



The Exploration Expo will engage a large audience in the fun of science, technology, engineering, and math in many forms, with 100 hands-on booths, performances, and interactive demonstrations, providing STEM-themed entertainment for the whole family. The event is scheduled for Saturday March 24th in Piedmont Park.

## WAYS TO GET INVOLVED

- Propose an exhibit booth or vehicle, stage performance, or science cafe talk at <http://atlantasciencefestival.org/expoproposal>
- Volunteer to help with event production and community outreach.
- Sponsor the Festival to receive numerous benefits, including an Expo exhibit booth.



## FEES

There are fees associated with exhibiting at the Exploration Expo. This fee covers a portion of the hard costs associated with creating the booth space (ASF will cover the remainder).

Costs for a 10'x10' booth start at \$500 for non-profit organizations and \$1200 for emerging businesses (<25 employees). An early bird discount of 10% is available for anyone submitting their application before December 8. Please contact us if the fee will inhibit your participation, as a limited number of fee waivers are available.

Established businesses (>25 employees) will need to become Festival sponsors in order to exhibit. Sponsorship packages begin at \$2500 with various additional benefits; contact [jordan@atlantasciencefestival.org](mailto:jordan@atlantasciencefestival.org) to learn more.

# Other Ways to Get Involved

## PROVIDE AN EXPERT

- Sign up to be a STEM professional (or send someone from your team) for one of our **Imagining the Future** classroom visits.
- Connect with us to be a featured scientist in one of our social campaigns.

## VOLUNTEER

Join the Curious Corps volunteer team.

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

## ENGAGE IN OUR SOCIAL CAMPAIGNS



### **The Awesome Science of Everyday Life**

We're digging into the science behind everything around you. Last year we talked chemistry with the Neon Company and fermentation science with Orpheus Brewery. These blog posts promote the science behind some of our local Atlanta treasures.

*Platform: Blog post promoted on all social channels.*



### **#ATLSciChat**

We're setting up Twitter chats with local scientists to discuss timely topics, putting a spotlight on our Atlanta-area experts and organizations. In 2017, we talked with a CDC epidemiologist about the flu virus and a climate specialist at University of Georgia. These interviews broadcast through Twitter to thousands of followers.

*Platform: Live interview on Twitter, pre-promoted through all social channels.*



### **So You Want to Learn About...**

Once the event lineup is release to the public, we'll compile thematic in-depth highlights of events through blog posts. Some of last year's themes included nerdy humor and the science of sports.

*Platform: Blog post promoted on all social channels.*



### **ALEX Explores ATL**

We debuted our mascot, Atlanta's Lead EXplorer (ALEX), last year, and now, we're taking ALEX around town. We want everyone to come with us! We'll be hosting monthly contests on social media encouraging people to take pictures of our friendly explorer visiting different spots in Atlanta.

*Platform: Facebook contest promoted on all social channels.*

# Important Dates

## AUGUST–DECEMBER 2017

August 25

- Programming: Submission portal opens for Partner program proposals.
- Expo: Submission portal opens for Expo proposals.

September

- Marketing: Pre-season social media campaigns kick off.
- Programming: Imagining the Future registrations open

October 13

- Programming: Submission portal closes for program proposals.

November 9

- Programming: All Partner programs notified of approval.

November 30

- Programming: Partner program dates, time, fees, locations, images and descriptions finalized.

December 8

- Expo: Early Bird deadline for Expo proposals. Last day for 10% off exhibitor fees.

## JANUARY–MARCH 2018

Early January

- Marketing: Partner toolkit available online.

January 9

- Expo: Submission portal closes for Expo proposals.

January 29

- Expo: All Expo presenters are notified of approval.

Mid January

- Programming: Volunteer requests due.

Late January

- Marketing: Website launches with events (all ticketing links live).
- Marketing: Event booklets available for distribution.

Late February - First Week of March

- Programming: All event logistics confirmed.
- Programming: Deliveries made for events (surveys, signage, booklets).

March 9

- ASF2018 Launch Event

March 10–23

- ASF2018 Events

March 24

- ASF2018 Exploration Expo at Piedmont Park



# FAQs



## **How do I submit a proposal?**

Hop on our website and fill out the proposal form. If you are submitting for both Expo and Events, these are two separate portals reviewed by separate committees, so you will need to enter the information in each portal. For events, 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 it.

## **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! Despite increasing the duration of ASF to two weeks, we still are planning on keeping the number of events at 100 in order to better support all ASF events (provide materials, volunteers, resources) and create a more cohesive collection of successful events. 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.

## **What are your selection criteria?**

In accepting event proposals, our choices will be guided in order to ensure a healthy mix of different event types (artsy, lecture-y, food based, facility tours, nature-y, etc.), different science topics covered, different audiences reached, and location within the metro region. Importantly, we are striving to reach underserved audiences, so events with intentional strategies to broaden access to science education and resources will receive strong consideration.

## **Are there any guidelines for event types to avoid?**

We ask that all ASF events be open to the public. So please don't submit any ideas that are designed only for specific field trip groups or selected individuals, if others can't join in as well. You may invite whichever groups you like, but we want doors to be open to everyone. You can certainly target specific age groups or audience types (teachers, women, etc), but please be open to any interested party attending.

Further, we always caution our partners to think about audience when considering K12 students as presenters in their events. Will the event attract an audience beyond the friends/family of the student? Could the student presenters be placed in the context of a larger program that incorporates scientists as well?

## **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; however, please talk this over with us. We have found that with certain event types, sometimes less is more.



### **What do you mean by “accessible” location?**

We want to be sure participants are easily able to locate events, therefore we request that events be accessible to the public. Ideally, they may be reached by public transportation or have available (and FREE) parking. When possible, we suggest non-academic venues to welcome attendees who do not usually attend science events. In addition, we want to ensure all participants have access to attend ASF events; therefore we request that venues be ADA compliant. Please also keep time of day in mind for accessibility. An event placed on a Tuesday at 4pm is not likely to bring many people in, even though it may be a convenient time for the presenters. Be sure to think about balancing desired audience, travel time/traffic, meal times and children’s bedtimes.

### **What do you mean by co-branding?**

We ask that you use the ASF logo and follow our style guide in mentioning ASF in any marketing or press material you create for the event. All ASF 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.

### **Why do you suggest that a local scientist or science professional be present?**

Previous science festival evaluations have shown the experience of participants who interacted with a STEM practitioner was enhanced greatly. In many cases, attendees are interacting with a STEM practitioner asking questions or engaging in hands-on activities, for the first time. In addition, there is benefit to the STEM professional. Evaluations report that 75% of STEM professionals who exhibited and presented at the festivals reported increased confidence interacting with public audiences.

### **Can we repeat an event we’ve done in the past?**

As scientists, we love experimenting, and that includes experimentation with public science events. We encourage you to think creatively and try something new. That said, we know there were some amazing programs the past four years that we (and Atlanta residents!) would love to see return. We also know that sometimes you need another go-around 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 - just be sure to tell us what you plan to do differently to make it a better event. Another idea is to consider placing the event in a different part of town. We’re here to talk through ideas with you, so feel free to reach out!

### **If I have an event during the week, do I still need to submit a proposal for an Expo booth if I want to do that too?**

Yes, please! Different committees review the two types of applications and we ask for different information.

### **What if multiple groups propose similar activities at the Expo?**

ASF will review submissions to minimize redundancy. When submitting a proposal, please provide as much detail as you have, so we can avoid repetition. If there is overlap, we can either put you in touch with the other organization (we encourage collaboration!) or work with you to develop another activity.

### **What if it rains on Expo day?**

Been there, done that! Sad to say, we’re experts at dealing with weather impacting our Expo! This year, because we are at Piedmont Park, the event will be rain or shine. But we’re putting in an order right now for 70 degrees and sunny!

**OTHER QUESTIONS? CONTACT [MEISA@ATLANTASCIENCEFESTIVAL.ORG](mailto:MEISA@ATLANTASCIENCEFESTIVAL.ORG)**