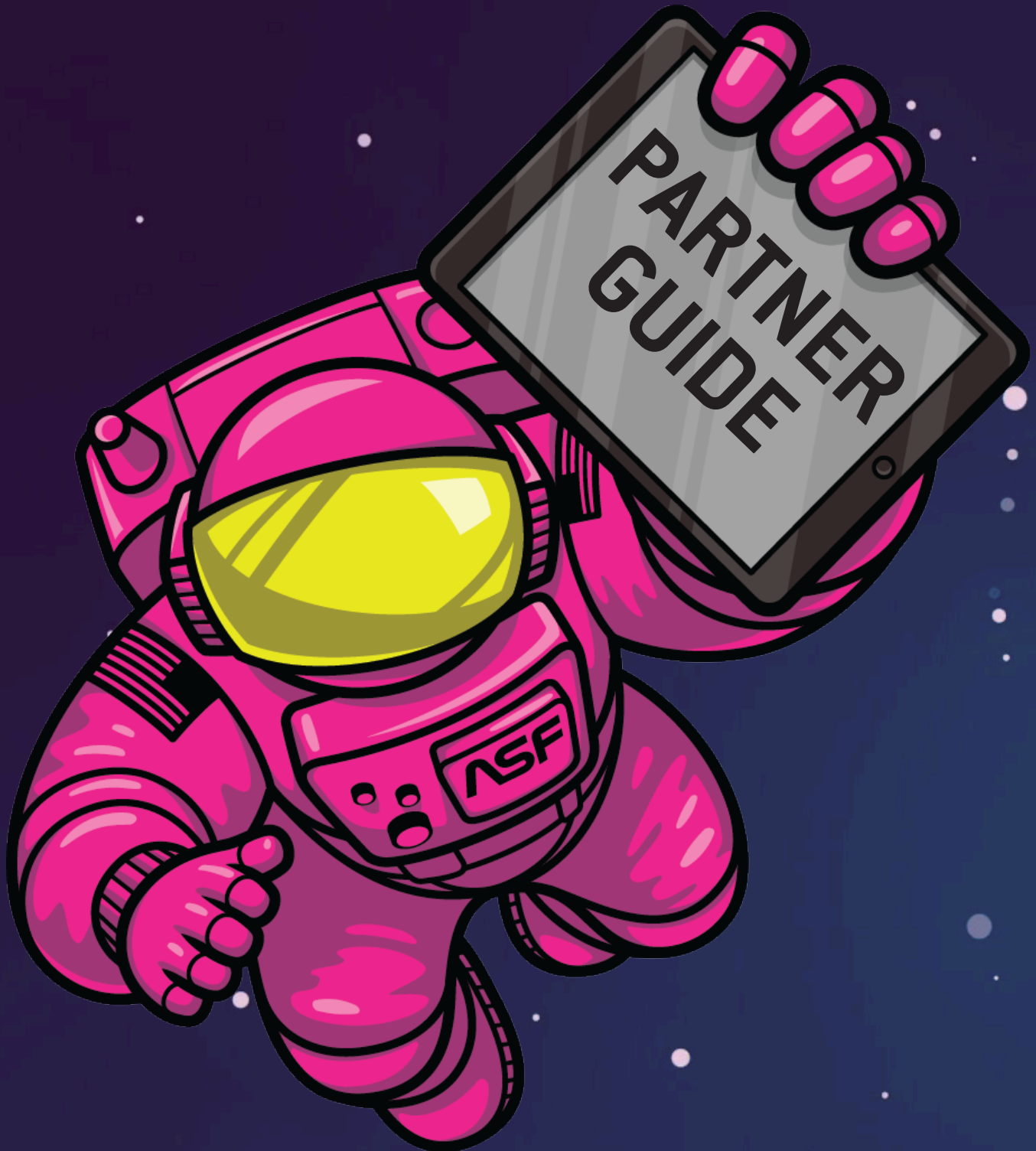


# ATLANTA SCIENCE FESTIVAL™

engineered by **SCIENCE ATL**



# 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 might be research at our colleges/universities, developments at our local 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

With tens of thousands of attendees annually, it's clear - Atlanta loves the Festival! Our yearly evaluations illustrate 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

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. Consistently, half of our partners report that they've made connections through ASF that resulted in new professional collaborations. 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

In organizing your event, we ask that you adhere to our deadlines so that we can be ready to present the Festival as a whole package to the public. Partners are also encouraged to exhibit at the Exploration Expo. (See p.7 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...

**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!

**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!

**DISCOVERY DIALOGUES & SCIENCE CAFES:** These are more traditional formats that put scientists on a stage (bars count as stages!) to talk about their research. The key is the scientist must be engaging! Swap long powerpoints for hands-on elements and discussions! Science cafes typically feature a single scientist. ASF Discovery Dialogues, on the other hand, explore a single topic from different perspectives - 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.

**ARTS EVENTS:** One of the strategies we employ to make science more accessible at Science ATL is to highlight the way science is connected to other disciplines. And the arts provide a brilliant lens through which we can see these connections. So, find a scientist who isn't afraid to jam on stage and pair them with a beat-boxer and you just might have the most highly attended event out there.

**OUTDOOR SCIENCE:** With gorgeous springtime weather during ASF, it's the perfect time to explore the science happening outside. We've had tree identification walks, squirrel counting challenges, creek water quality testing and so much more. Get creative with what nature has to offer!

**STUDENT PROGRAMS:** Typically, we encourage events to happen outside of school hours. But sometimes an idea is too good and it can only be done during the weekday. This could be a perfect opportunity to advertise for a field trip or to home-schoolers. Keep in mind that while we encourage you to invite specific groups to your events, all events must be open to the public. Events can not be limited to only certain invited groups.

**FUTURE LEADERS:** Let's build up our local STEM workforce by showing 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!



# EVENT GUIDELINES

- Event logistics and costs are provided entirely by the Program Partner. Science ATL will occasionally offer grants to support innovative event ideas. Ask us if your idea might be eligible.
- Event must take place on the days between the Launch event and the Expo. No events may compete for a timeslot with either of these events.
- 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 [atlscifest.org/propose](https://atlscifest.org/propose)



## 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. Visit [atlscifest.org/itf](https://atlscifest.org/itf) for more info.
- Collaborate with an event that needs an expert scientist. We'll help connect you!

### 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.

Sign up at [atlscifest.org/volunteer](https://atlscifest.org/volunteer)

# WHAT DOES ASF PROVIDE?

*We are so grateful 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. We will also create custom Facebook events for your ASF event and add you as a cohost.
- **PARTNER TOOLKIT:** Be on the lookout for our toolkit which will provide you with social graphics, pre-crafted social language, logos, sample images, and more.
- **ASF CALENDAR LISTING:** On our website and in a printed booklet (15,000+ distributed in the community).
- **ONLINE REGISTRATION PLATFORM FOR FREE & TICKETED EVENTS**
- **ASF PROMOTIONAL MATERIALS**
- **SIGNAGE FOR YOUR EVENT**
- **PHOTOGRAPHY AND EVALUATION** (at select events).
- **VIRTUAL PLATFORM:** If you choose to host your event online, we'll set everything up for you on our Zoom account.
- **VOLUNTEERS:** We'll have folks on hand to help with logistics and ASF branding at your event.
- **EXPERT SCIENTISTS:** Need a connection to the science community? We've got you covered!

## HOW WE PROMOTE YOUR EVENT/INSTITUTION



### Media Mentions

Not only may we promote your event in the many media hits we get, we may invite you to join us on television or radio to talk about your event and your organization. Many partners have appeared with us on WSB radio, GPB, Peachtree TV, Good Day Atlanta, and more!

*Platform: Television, radio and print media.*



### Social Posts

Once the schedule of events is released, we devote our social posts to promoting your events. We've even been fortunate enough to work with GSU motion design students to create quick animated videos promoting specific events. These posts get a lot of attention from our tens of thousands of followers.

*Platform: All social channels (Facebook, Twitter, Instagram)*



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

In late January, we'll compile thematic in-depth highlights of events through blog posts. Some of past years' themes included nerdy humor and the science of sports.

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

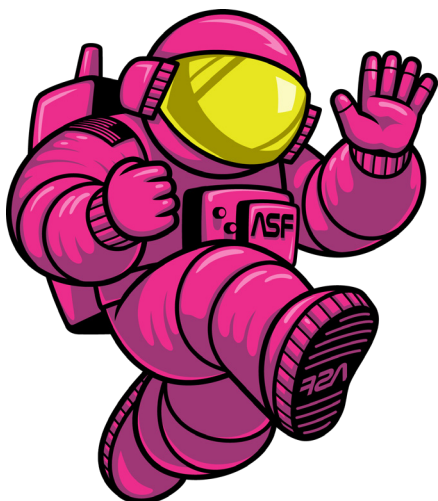
# Exploration Expo



The Exploration Expo engages 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 closes out the Festival each year.

## WAYS TO GET INVOLVED

- Propose an exhibit booth, vehicle, or roving activity at [atlscifest.org/exhibit](http://atlscifest.org/exhibit)
- Volunteer to help with event production and community outreach.
- Sponsor the Festival to receive numerous benefits, including an Expo exhibit booth.



## PRICING

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).

Please check online at [atlscifest.org/exhibit](http://atlscifest.org/exhibit) for an updated fee schedule which provides pricing for non-profit organizations, emerging businesses. An early bird discount is available for anyone submitting their application early (check online for dates). Discounts are available for smaller non-profits looking to exhibit.

Established businesses (>25 employees) will need to become Festival sponsors in order to exhibit. Sponsorship packages begin at \$5,000 with various additional benefits. If your company is interested in participating as a sponsor, contact [jordan@scienceatl.org](mailto:jordan@scienceatl.org) to learn more.

# Beyond ASF



As the parent organization of the Atlanta Science Festival, Science ATL carries on the good work of the Festival throughout the year through exciting programs and events.

## SCIENCE ATL PROGRAMS



### Public Events

Science events are too cool to confine them to the Festival alone! We've been producing monthly public science events outside the Festival season. We would love to collaborate with you on an event. Talk to us!



### K12/Youth Programs

Our K12/youth programs like the Georgia Chief Science Officers program and the STEM Professional School Partnerships help young people get connected to scientists and engineers and empower these young science enthusiasts to lead STEM initiatives in their communities.



### Science ATL Passport

Print & digital passports will encourage youth to engage with STEM and record their experiences, connecting them to the presence of STEM and its fundamental role in their lives and in the health and prosperity of their city.



### Digital Outreach: ALEX Explores ATL & Untold Science Stories

In addition to our regular social media posts designed to help meet our mission, we also produce blog posts that promote the science behind some of our local Atlanta treasures and share stories from scientists and engineers from groups traditionally under-represented in STEM fields.



### Science Communication Fellowship

This training program strengthens the communication skills of local young scientists, creating a cadre of STEM professionals ready and able to share their work with the public.



### The Science Scene

Connecting audiences of all ages to local science events, this resource serves as a central portal for discovering opportunities to experience science learning outside the classroom all year round. If you have an event you want to promote, send it our way!

# 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 when you fill out the form; 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! We host around 100 events annually as part of the Festival. Keeping it to this number allows us 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. We also get super excited about events that are outside the box and creative!

## **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. Before you get too far planning, please talk this over with us. We have found that with certain event types, sometimes less is more.

## **I hosted a free event last year and there were a lot of no-shows. How can we stop this from happening again?**

This is a problem that continues to plague us - and gets worse as we get more popular. We have a few ideas to help alleviate this issue. 1) Consider charging a small fee. We find that the fee needs to be at least \$5 to get people to follow through and show up. 2) Overbook your event. You can likely expect at least a 30% attrition rate - and it can often get even higher (especially for virtual events). Consider releasing many more tickets than you have to account for the drop-outs. 3) Try a staggered ticket release. We can work with you on how to do this if it interests you. For any free event that you want us to manage ticketing for, we can offer a staggered release with 2/3 of tickets being available when the schedule comes out, and the final 1/3 of tickets made available 2 weeks prior to ASF launch.

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

We ask that you use the ASF logo when possible when mentioning ASF in 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.

## **Does ASF provide any funding?**

It is our goal to support you as much as possible and we often try to raise money to provide financial support for events. Some years we are fortunate enough to offer a formal grant structure during the proposal process. Other years, we don't have as much funding, but please always feel free to ask. We'll do what we can.



## OTHER QUESTIONS?

Contact  
[meisa@ScienceATL.org](mailto:meisa@ScienceATL.org)

### 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, or perhaps are hosted online. 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 in-person 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.

### Why do you suggest that a local scientist or STEM 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 I host an online event?

Yes! Like the rest of the world, COVID changed how we do everything. There’s no substitution for in-person events, but depending on topic and desired audience, virtual events can work better. If you are considering, chat with us.

### 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 in the past 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 some 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! There is no backup location for Piedmont Park, so the event will be rain or shine. But we’re putting in an order right now for 70 degrees and sunny!