



Bangor, ME
March 19-23

A program of
MAINE DISCOVERY MUSEUM

Sponsorship
Opportunities

MAINE
SCIENCE
FESTIVAL



mainesciencefestival.org

YEAR 10





The Maine Science Festival (MSF), an independently funded program of the Maine Discovery Museum, is the **first and only science festival in Maine**. The MSF launched in 2015 and is a celebration and exploration of the national and world leading science by the Mainers who do it. With more than 70 activities and events over five days, **we bring Maine science to the public**.

The MSF is the only multi-day public science event in Maine that brings together a vast array of science **AND** Mainers of all ages and interests. With forums, talks, workshops, hands-on activities, films, and art exhibits, festival-goers learn about the remarkable science happening all over Maine, from the people who do it.

The MSF audience is extensive and wide ranging, with well over 12,000 attendees of all ages, over the five days. Not only do we reach science enthusiasts, we reach students, families, and general audiences who do not work in a science-related field. Within those areas, the largest percentage of our audience are adults ages 20-55, with an annual salary range of \$50,000-75,000.

What Presenters say:

It's always great to present at the MSF. The audiences are so enthusiastic. The school kids are full of energy and adult audiences are smart and engaged. **This is THE place** to reach a general audience in Maine.

What I love about MSF is the chance for scientists to get out of the lab and share their passions with the community. It is such a terrific opportunity for scientific learning and interaction that is **really hard to find anywhere else - it's informal and entertaining, but not oversimplified or dumbed-down**. Non-scientists get to ask questions about these unique topics, and scientists are able to share their expertise with an enthusiastic public.

The MSF is bringing all sorts of science to Mainers who would not have access otherwise. **It's important to raise awareness of the world-class work** going on here and to let people know about science that should be better understood. Having that work being done in Maine at the MSF is excellent outreach and informal education.

There are some world changing projects being built in Maine and **it's important that the state is aware of them**. (The) MSF is an important avenue for this advocacy and creates opportunities for researchers, educators and entrepreneurs to meet each other which could foster impactful relationships for the future of our state and beyond.

We had a **great time** with the kids today! **Can't wait to be a part of the next event too!**

What attendees say:

Checked out the MSF last night [Science on Tap] hoping to hear about food systems but instead **became more fascinated** by yogurt than I ever thought possible.

Attended 5 Minute Genius™---**Good stuff!!**

It was good fun, and the MSF looked great this year - **I got a lot out of it**.

I don't know where to begin, it was so great to see my virtual students in-person, interacting with all of the exhibits, **working together** in the food science workshop, **everything was awesome!** The kids were just bubbling over after the event, especially my student who got her hair raised with the Van de Graaf generator. There was a **great mix** of exhibits in the cool science and the presenters were awesome. Shout out to the Bike Coalition of Maine who had one of my students putting together a bike for the entire time he was in there. The presenter was so great with him.





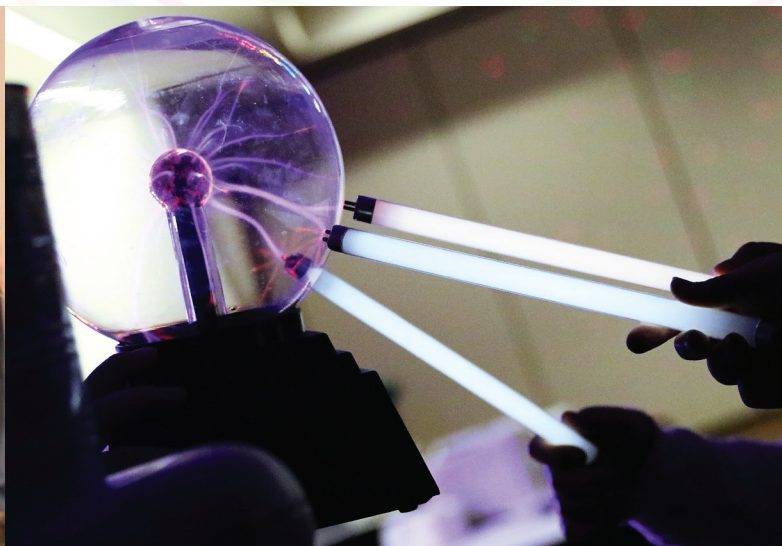
The Maine Science Festival audience is full of people who are passionate about science, or just curious about what's happening in Maine. The MSF is the best way to reach inquisitive and energetic people from all over Maine.

It is vital that Mainers of all ages have the opportunity to learn about both the national and world-leading research in Maine, AND all the ways science is applied throughout the state. The MSF works with our sponsors to showcase the vast reach of science, engineering, technology, and innovation used daily in Maine. We produce event programming that appeals to a wide audience, and our sponsors provide both financial assistance and inspiration. We have a variety of opportunities for MSF sponsors to reach our audience, including:

- Presenting sponsorship
- Podcast sponsorship
- MSF Showcase events – held every festival:
Science on Tap, 5 Minute Genius™, Tech Night, Exploration Station, Downtown Scavenger Hunt
- Event sponsorships
- Social media and online program recognition
- Programmatic presence at festival
- **NEW THIS YEAR** - Opportunity to target YOUR advertising to OUR website viewers or people who attend the 2025 MSF through geofencing ads right after the 2025 MSF.

Some of the opportunities listed above are reserved for the highest level of sponsorship (\$20,000 and up).

We encourage MSF sponsors to choose from the opportunities listed here, or suggest a custom opportunity that better aligns with your mission and organization. We want to make this a win-win for all of us.



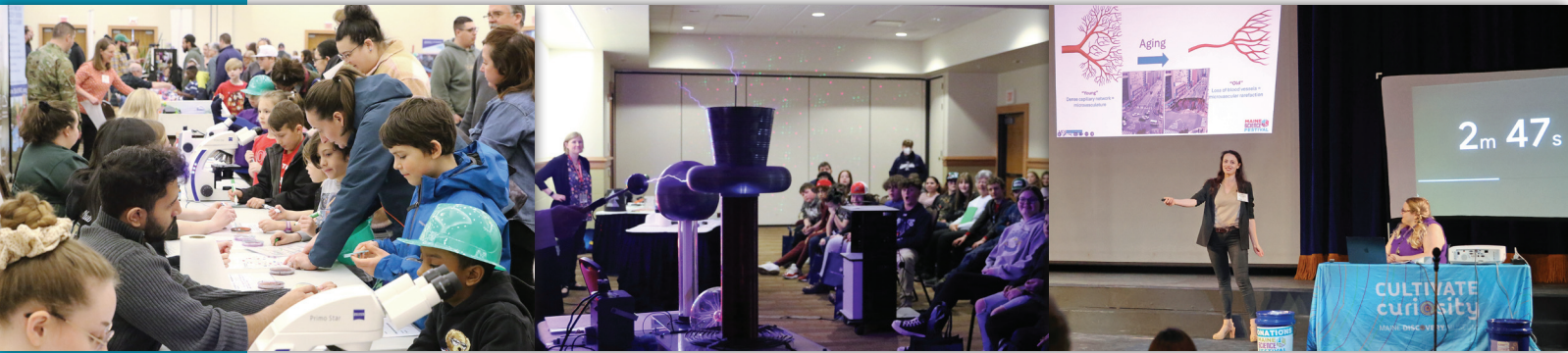
Science is Everywhere

Learn more at www.mainsciencefestival.org

Sponsorship Levels - Details

Level (number available) Investment amount	Presenting (1) \$50,000+	Atmospheric (2) \$25,000	Metamorphic (1) \$10,000	Evolutionary (5) \$7,500	Genetic (12) \$5,000	Catalyst \$3,000	Momentum \$1,500	Integral \$500	Elemental \$250
Top billing on Festival materials and exclusive logo recognition on all Festival banners and posters; recognition throughout the Festival and the year as the Presenting sponsor	•								
Sponsor for the State Finals of Maine Invention Convention , held as part of the MSF; recognition on one other MSF event; recognition for one year on the Maine Science Podcast .*		•							
Recognition as sponsor of Friday Field Trip Day			•						
Recognition as sponsor at all Showcase events , and highlighted at one MSF Showcase event				•					
Recognition at one MSF event					•				
5,000 impressions of retargeted ads to our online community or festivalgoers**	•	•	•						
2,500 impressions of retargeted ads to our online community or festivalgoers**				•	•				
Logo on front page of our MSF website	•	•	•	•	•				
Recognition on the MSF website, in social media, public relations, marketing, and other media *									
Logo recognition on Festival promotional poster	•	•	•						
Logo recognition on print or online materials which may include programs, maps, and select additional items	•	•	•	•	•	•	•		
Invitation to media events	•	•							
Name listing in all press releases and public relations efforts	•	•							
Opportunity for a quote in targeted press releases	•	•							
Logo recognition on official Festival front webpage	•	•	•	•	•				
Advertising read on Maine Science Podcast (number of episodes)			5	3					
Social network recognition	•	•	•	•	•	•			
Listing on official sponsor page with logo recognition and a link out	•	•	•	•	•	•	•	•	
Listing on official sponsor webpage									•
General event Benefits*									
Opportunity to have a programmatic presence at festival events	•	•	•	•	•	•			

* available for cash sponsors only **see Media Kit for full explanation of our ad retargeting/geofencing program



For more information contact: Kate Dickerson
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