



Bay Area
SCIENCE
FESTIVAL

Expected Attendance: 75,000

October 29th – November 6th



10 Days. 50 Events. Rethink Science.

A celebration of the unique science & technology of the area – from Santa Rosa to San Jose.

- Hundreds of Hands-on-activities & Creative Learning Opportunities
- Provocative Conversations & Electrifying Performances
- Tours of Cutting Edge Facilities
- Thousands of local scientists, engineers & technologists sharing their stories, passion, and expertise.

The Bay Area Science Festival is organized by SEP, a program of the University of California, San Francisco
WWW.BAYAREASCIENCE.ORG

UCSF



Unleash your inner scientist.



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Why Now?

October 29th – November 6th



The eyes and minds of the STEM (Science, Technology, Engineering & Math) community will be on the Bay Area Science Festival as we launch this new platform for igniting conversations around a wide array of scientific subjects.

Organized by the Science & Health Education Partnership (SEP), a longstanding UCSF program, the Bay Area Science Festival is the most ambitious and encompassing science event ever produced in the Bay Area. A powerhouse of science related partners comprised of institutional, private and public sector groups are working together to increase the scope and depth of this groundbreaking event.

Science has re-emerged as an area worthy of our time, energy and attention in order to stay competitive in the global economy. Sophisticated technology is opening up new realms in scientific exploration and achievement and has succeeded in making science an endeavor of truly global importance.

With a regional legacy of innovation, the Bay Area Science Festival delivers value on a large scale with timely and relevant access to a growing, energized science community.

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Our Mission is to engage Bay Area residents region-wide celebration of its scientific wonders, resources, and opportunities by exploring the role of science, engineering, and technology locally & in the world.



Goals

Raise awareness of the importance of science in everyday life in the minds of our local community

Increase dialogue about science and technology throughout the region

Enlighten Bay Area residents to the region's vast science and technology assets

Engage young people in the fun, excitement and awe of science and inspire them to careers in science and technology fields

Encourage sustained partnership and collaboration between and among the science and technology community and our target audience

Audience

Primary

Families (1-3 adults + 1 or more children aged 5-16), including those from underserved communities.

Children & Youth (5-18), particularly public school students and those involved with community organizations in underserved communities.

Secondary

Adults, particularly those residing in communities where scientific research and science-based innovation takes place, but who are not themselves professionally involved or even aware of these activities. Largely focused on a younger adult audience, traditionally underserved by science.





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Festival Highlights

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Discovery Days

Three large scale science celebrations, one day each in San Francisco, East Bay, and the North Bay, with hundreds of hands-on experiments, demos, exhibits, and theatrical & musical performances. Headline science acts from around the country will highlight each carnival day. Opening Day celebration at Cal State East Bay with culminating event at AT&T Park with a coinciding Science Career Fair.

Science Crawl

A version of Discovery Days for young adults. This is a coordinated, curated takeover of bars, cafes, bookstores and hackerspaces in San Francisco's Mission District that offers smaller groups a chance to participate in a series of fun, participatory activities such as Nerd Speed Dating, Science of Cocktails and Stories of Great Scientific Failure.

Science Film Night in the Park

In collaboration with free film nights in the park, science movies will be screened accompanied by a short talk by a scientist commenting on the science in the film.

Bay Area Star Party

Coordinated star parties across the Bay Area with ten sites holding viewings of the night sky with local amateur astronomers and their telescopes. Chabot Space & Science Center will feature live music, food/drink, provocative astronomy conversations, films and views of the cosmos.



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Wonder Dialogues

Conversations on science and culture between accomplished researchers and compelling individuals. Discussions and debates revolve around the questions at the edge of scientific understanding. A mix of discussions, debates, and performances will excite and delight people of all ages.

OpenLabs

Dozens of the Bay Area's leading science organizations will provide exclusive opportunities to see science-in-action at the region's research laboratories. These unique behind-the-scenes tours will be targeted to local area high school students.

RadioLab Live!

Produced by WNYC, this nationally syndicated science radio show airs on National Public Radio and is heard on more than 150 stations. Similar live shows have sold out in NYC & DC. This provides an opportunity for local scientists to plug into this high profile science communication outlet.



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Lunch with a Luminary/Laureate

The Lunch with a Laureate Program is a rare opportunity for a small group of middle and high school students to engage in an informal conversation with a Nobel Prize winning Scientist over a brown bag lunch.



One City One Science Book

A citywide celebration with author events, book clubs, and discussions at public library branches all over the city. Festival will provide additional hands-on science activities to complement library events.

Citizen Science in Schools

A region wide science experiment coordinated with local school districts. Scientists will train teachers on the experiment, teachers will supervise students, and students will execute the experiment. Data will be analyzed and published via a media partner. This research project will be replicated at three other festival sites in 2011 (Cambridge, Philadelphia, and San Diego).



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Opportunities

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The Bay Area Science Festival delivers many opportunities to engage, connect, market and ignite conversations emphasizing the importance of science, technology and engineering. Through multiple touch points, we provide access to a growing and enthusiastic community of science minded professionals, families, students and young adults. Aligning your brand with the Bay Area Science Festival will foster and sustain lasting linkages long after the event.

Engage:

Presence at Discovery Days, Career Fair and a compelling selection of Bay Area Science Festival events is a perfect way to showcase innovation and promote learning. Through displays, speaking opportunities, hospitality and special programs, BASF sponsors will engage multiple audiences in a relevant and imaginative way.

Connect:

Numerous networking events designed to gather business, institutional and public sector leaders together to meet and share ideas are an opportunity to connect and cultivate lasting relationships in an energized Bay Area Science community.

Market:

The Bay Area Science Festival will be marketed through multiple channels including print, radio, television, outdoor, digital, social media, public relations and partner driven marketing campaigns.

Ignite:

The Bay Area Science Festival is more than just a marketing opportunity, we offer custom ownership programs that provide our partners an active and influential role as part of the fabric of the science community. Opportunities include naming rights to stages, venues and activities and specially designed corporate citizenship and education programs.





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Partners

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We Keep Good Company



STANFORD
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