

DIG STEM FESTIVAL 2016



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WHY WE ARE WRITING?

We are actively seeking strategic sponsors and participants for the first annual DIG STEM Festival, and we would be honored if your organization would agree to participate. The event is tentatively scheduled for April 23, 2016 from 10am-5pm on Main Street in Williston, SC. Please find more information about our event, sponsorship tiers, exhibits and more enclosed in this package.

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The DIG STEM Festival is a celebration of Science, Technology, Engineering and Math (STEM) in rural communities. The festival is an outdoor event that provides an opportunity for engagement and exchange between children, teens, families, and STEM professionals.

The event will showcase a multitude of local exhibitors who will provide hands-on activities, live performances, interactive demonstrations, and family-oriented STEM entertainment.

The goal of the event is to increase awareness of the role of STEM in society while conveying the importance of STEM knowledge and skills in all careers and everyday life. The events hands-on experiments and exhibits will nurture the students' curiosity about STEM. DIG is committed to providing educational and inspirational offerings to rural communities at little to no charge in order to engage the largest possible audience, especially under-served populations.

DATE

The DIG STEM festival proposed date is Saturday, April 23, 2016 from 10 a.m. to 5 p.m.

PURPOSE

As one of the fastest growing career fields in the nation, by **2018 STEM careers will increase by 17%**. Currently, STEM job openings outpace the amount of qualified applicants available to fill them. STEM careers make up **75% of the growing job markets. 2.4 million jobs will go unfilled** because of the lack of qualified applicants. With the growing demand of STEM careers the U.S. will require more workers with a high level knowledge of science, technology, engineering and math than ever before. To meet this demand there is a huge emphasis on the exposure of STEM to our youth in and outside of the classroom. There are currently two STEM festivals located in the highly populated cities of Charleston and Greenville South Carolina. These events have been successful with providing the exposure of STEM and nurturing the curiosity of youth in those cities and surrounding areas. Few youth in the federally designated **South Carolina Low Country Promise Zone** have the opportunity to gain this same exposure due to demographics and transportation. Youth in these rural communities deserve the same opportunity of exposure as their peers located in the Charleston, Greenville and Columbia areas. The DIG STEM festival will do just that and help ensure our youth have the right exposure to help aid in their future career plans.

BENEFITS TO SPONSORS AND EXHIBITORS

This festival will aid in increasing the economy in the South Carolina Low Country Promise Zone and surrounding areas through education and exposure of the growing workforce of STEM related careers. The South Carolina Promise Zone is located in the Low Country, and encompasses portions of Allendale, Bamberg, Barnwell, Colleton, Hampton and Jasper counties. The area is home to 90,000 residents, 28.12% of whom live in poverty. The 2012 Median Income for the Promise Zone counties is 25% less than South Carolina's Median Household Income and 45% less than the United States' Median Household Income. Educational attainment and employment rates are low among residents. Negative trends will continue unless something is done to alter them. Help us reverse this trend by ensuring a future workforce in these areas through STEM enrichment. By participating in this event, your company/organization will show their willingness to support the state of South Carolina as a whole, no matter the demographics.

There is a great STEM gap of qualified job candidates and this gap is widening. This event is an opportunity for companies to hone in on the untapped talent pool and qualified prospects of future high school and college graduates from these areas. This event will assist your company or organization in expanding their workforce development efforts.

EXHIBITORS RESPONSIBILITIES

Exhibitors will be assigned a designated area. Exhibitors will have a designated time for set up and breakdown of exhibits. Each exhibitor is responsible for the set up and tear down of their displays. All exhibits will comply with local fire regulations and safety. Exhibit displays should be both interactive and STEM-focused. Exhibitors must have liability insurance to participate. Registration fee for exhibitors is \$150. **There is a special fee or waiver for school clubs, youth robotics or Lego clubs/teams, Churches, and Non-Profits.** All exhibits must be approved before participating.

EVENT SPONSORS

Event sponsors are responsible for monetary and or in-kind donations, and underwrites of equipment in exchange for advertising and recognitions. Event sponsors may propose other specifics that will require approval by DIG's board of directors.

SPONSORSHIP LEVELS

Sole Sponsor: \$10,000

- Inclusion of company name and logo on all event advertising and publications
- Prominent space for company name on the main event banner
- Inclusion in press releases
- Inclusion of company Name/Logo on event programs
- Recognition on DIG's website
- Premier exhibit space at the day of the event
- Inclusion of company name and logo on all pre-event programs and advertising

Diamond Sponsor: \$8,000

- Inclusion of company name and logo on all event advertising and publications
- Recognition on DIG's website
- Premier exhibit space at the day of the event
- Inclusion of company Name/Logo on event programs
- Recognition on local media advertising
- Inclusion of company name and logo on all pre-event programs and advertising

Platinum Sponsor: \$5,000

- Inclusion of company name and logo on all event advertising and publications
- Recognition on DIG's website
- Premier exhibit space at the day of the event
- Inclusion of company Name/Logo on event programs
- Recognition on local media advertising

Gold Sponsor: \$2,500

- Recognition on DIG's website
- Premier exhibit space at the day of the event
- Inclusion of company Name/Logo on event programs
- Recognition on local media advertising

Silver Sponsor: \$1,500

- Recognition on DIG's website
- Premier exhibit space at the day of the event
- Inclusion of company Name/Logo on event programs

Special Donations Or In-kind: \$500+

- Premier exhibit space at the day of the event
- Social Media recognition

CONTACT INFORMATION

For more information about Dreams Imagination & Gift Development Program please visit our website www.digdp.org , or email info@digdp.org. Thank you for your time and consideration.

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