

Why Support Our STEM Festival?

STEM festivals are highly successful community events that serve multiple functions:

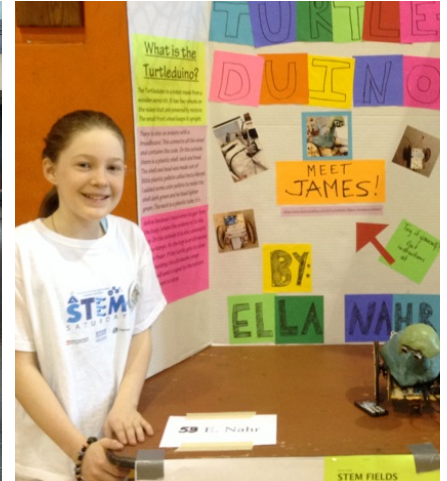
- Allow attendees to engage in STEM learning in a playful, festival context
- Bring out the natural curiosity and passion for learning that is shared by all
- Put youth and adults in direct contact with STEM experts to make the applied nature of these disciplines more concrete
- Place STEM learning in a context that is relevant to the use of these skills in our daily lives as consumers, professionals and citizens
- Compel attendees to understand the significance of STEM skills now and in the future



A Cool Career Roundtable on veterinary medicine and animal care had a surprise visit from a scaly friend.



A series of workshops by local firemen taught kids about the science of fire-fighting.



A young exhibitor shows off her work with Arduinos.

STEM-tastic Saturday is a unique STEM festival.

- **Workshops** – 30 to 45 minute hands-on sessions where attendees are given a chance to test, tinker, and experiment; lead by parents, local educators, non-profit leaders, town engineers and business professionals
- **Professional Exhibitors** – well-tested, hands-on professional mobile exhibits and experiences that represent a variety of STEM disciplines
- **Community Exhibition Hall** – a modernization of the traditional science fair; students, classes and community members of all ages exhibit their science projects and innovations
- **Vendors** – local vendors who highlight STEM related products and connections including the chance to interact with those products
- **Food & Music** -- Healthy food options and music lend to the festive nature of this experience which keeps families there for a full day of exploring and learning
- **Teacher & Student Engagement** – STEM-tastic Saturday offers individual students and entire classes the chance to serve as STEM experts by giving them a place to apply their STEM learning as workshop and festival experience leaders and as student entrepreneurs [MORE →](#)

We serve a diverse audience in an engaged community.

- *2,000 or more attendees ranging in age from toddlers to high school ages as well as their families and other independent adults from the area*
- *Mostly professional families who commute to New York City for jobs in finance, law and technology*
- *A robust community of small business owners such as artists, designers, writers and IT professionals who are leading start-ups or other creative endeavors*
- *A growing immigrant population of Spanish speaking families who live at or below the poverty level and choose Mamaroneck due to the outstanding schools and the strength of other social service organizations in our town*
- *Mamaroneck High School students -- 98% of whom attend college*
- *Actively engaged education professionals who participate at STEM-tastic Saturday with their families as attendees and with their students as leaders of various offerings*

We will actively promote your sponsorship and support throughout our community.

- E-blasts to our database of over 8,000 local citizens and District Staff
- Open rate on e-mails of over 25% - above industry standard for non-profit outreach
- Dedicated PR team to work with all local media
- Social Media Intern from the high school to manage networking and youth outreach
- Targeted PR with a dozen or more print and multi-media news outlets
- Extended outreach through a dozen Media Partners (non-profits and businesses who commit to cross promotion of the event through their communication streams)
- Support from local government officials and agencies to recognize the event as a town endeavor
- Flyers and e-news through six local schools and additional listings at partner schools beyond our District
- Full endorsement from the Mamaroneck Union Free School District with dedicated press releases and additional promotions internally and externally