



SOCIETY FOR SCIENCE & THE PUBLIC

# ISEEF

**INTERNATIONAL SCIENCE AND ENGINEERING FAIR  
SPONSORSHIP OPPORTUNITIES**

**EXECUTIVE SUMMARY**

**ANAHEIM, CALIFORNIA  
MAY 10–15, 2020**



# Join the ISEF Sponsor Community

Join the exclusive group of forward-thinking corporations, foundations, organizations, and individuals that provide sponsorship support at the International Science and Engineering Fair (ISEF). As a sponsor, you have the opportunity to:

- Inspire tomorrow’s STEM leaders and innovators.
- Increase brand awareness and loyalty by connecting directly with the next generation of scientific and engineering leaders.
- Drive media coverage around your company’s commitment to STEM.
- Develop unique, individual relationships with global talent in 80 countries, regions, and territories through the Society for Science & the Public’s (the Society’s) network of 425 affiliated science fairs.

Depending on your level of sponsorship, there are special branding benefits, including banners and signage, promotion, and networking opportunities.

There are three categories of sponsorship participation: Finalist Sponsorship, Grand Awards Category Sponsorship, and Event and Branding Opportunities.



## SPONSOR STUDENT FINALISTS

Provide financial support for the participation of ISEF finalists from a regional fair of your choice. Student finalists come from affiliated fairs located around the world. Just let us know which fair or fairs you wish to support. Benefits include branding throughout the fair and in ISEF promotional materials, as well as a discount in the ISEF Commons. A supporter may also sponsor just the travel portion of a finalist’s expense through a travel grant.



## SPONSOR A GRAND AWARDS CATEGORY

Fund the Awards for one or more of the 21 different categories of ISEF projects. The name of each Category Sponsor will be associated with the Awards in the Society’s media announcements. The sponsor will be branded on Exhibit Hall signage, recognized in ISEF promotional materials, and have an exhibit booth in a featured location. Sponsors enjoy many other benefits, as well. Sponsors may also provide funding for Special Awards or Experiential Awards.



## SPONSOR AN ISEF EVENT AND OTHER BRANDING OPPORTUNITIES

Provide support for an event, ranging from an exciting panel with superstars to the finalists’ Pin Exchange. Also, many of the logistical aspects of ISEF, including the Registration Complex, Finalist Exhibit Hall Display and Safety booth, airport transportation, and volunteer functions provide excellent opportunities for sponsors to be associated with ISEF and show outstanding support. Event and branding opportunity sponsors receive signage at the location of the event, are recognized in ISEF materials, and enjoy many other benefits.





# Sponsorship Guidelines

Corporations, foundations, educational institutions, government agencies, and individuals may support ISEF in a number of ways. The categories below outline the levels of recognition, with benefits provided based on total contribution.

RECOGNITION LEVELS	
LAUREATE	\$1,000,000 AND ABOVE
FOUNDER	\$500,000– \$999,999
INVENTOR	\$300,000–\$499,999
DEVELOPER	\$100,000–\$299,999
EXPLORER	\$50,000–\$99,999
MAKER	\$25,000–\$49,999
COLLABORATOR	\$10,000–\$24,999

## EXAMPLE OF RECOGNITION LEVEL CALCULATION

ABC Company, located in Wisconsin, wishes to sponsor the Wisconsin finalist delegation of 10 finalists for \$40,000. ABC Company also wishes to sponsor the Adult Mixer for \$175,000 and wishes to pick up the Materials Science Grand Awards Category for \$300,000. ABC Company would then be a Founder-Plus, based on the following calculation:

FINALIST SPONSOR	\$ 40,000
MATERIALS SCIENCE CATEGORY	300,000
ADULT MIXER	175,000
TOTAL SPONSORSHIP LEVEL	<b>\$515,000</b>

As a Category Sponsor with total investment of \$515,000, ABC Company receives the Founder-Plus recognition benefits. See the list of benefits on the Sponsor Benefits Matrix.

- BENEFITS INCLUDE**
- Contributors of \$250,000 or more will receive exhibit booth space in the ISEF Commons and the option of holding an educational symposium.
  - Contributors of \$50,000 or more will receive discounted exhibit booth space in the ISEF Commons and the option of holding an educational symposium.
  - Sponsors contributing \$10,000 or more will receive invitations to the Leaders Reception, Opening Ceremony, and Special and Grand Awards Ceremonies. The number of invitations increases with level of recognition.
  - Sponsors receive recognition in promotion of the event, including the program book, ISEF App, social media, Society’s Annual Report, and on the website.

- TO PARTICIPATE AS A SPONSOR**
- At the total contribution amount of \$300,000 or more, you must be a Finalist Sponsor for a minimum of 5 finalists (\$20,000 or more).
  - At the total contribution amount of \$50,000 to up to \$300,000, you must be a Finalist Sponsor for a minimum 2 finalists (\$8,000 or more).
  - At the total contribution of less than \$50,000, Finalist Sponsorship is not required.





## SPONSOR BENEFITS MATRIX

In addition to specific benefits related to Category, Event, and Student sponsorships, sponsors may be entitled to the following benefits, based on total amount of contribution to various opportunities.

Category Sponsors receive the benefits shown in the Sponsorship+ columns. In order to qualify for Sponsorship+ benefits, the funding must support at least one Category Award.

	COLLABORATOR \$10,000 24,999	MAKER \$25,000 49,999	EXPLORER \$50,000 99,999	DEVELOPER \$100,000 299,999	INVENTOR \$300,000 499,999	INVENTOR+ \$300,000 499,999	FOUNDER \$500,000 999,999	FOUNDER+ \$500,000 999,999	LAUREATE \$1,000,000+	LAUREATE+ \$1,000,000+	#1 SPONSOR \$1,000,000+
Included in the programming at Opening Ceremony											✓
Present Category Award at the Grand Awards Ceremony						✓		✓		✓	✓
Sponsor name associated with awards in winner announcements						✓		✓		✓	✓
Branding on category signage on the Exhibit Hall floor						✓		✓		✓	✓
Branding on judges' meeting rooms in sponsored category						✓		✓		✓	✓
Meet finalists at a Category Reception						✓		✓		✓	✓
Featured presence, based on total investment, on Grand Awards Category List						✓		✓		✓	✓
Option for Branded Activation Experience Quad near the Exhibit Hall						✓		✓	✓	✓	✓
Exhibit booth space in ISEF Commons					✓	✓	✓	✓	✓	✓	✓
Full-page sponsored content ad in Science News magazine				✓	✓	✓	✓	✓	✓	✓	✓
100,000 banner ad impressions on Society sites				✓	✓	✓	✓	✓	✓	✓	✓
Messaging to ISEF Alumni				✓	✓	✓	✓	✓	✓	✓	✓
Sponsor-provided materials in ISEF registration bags				✓	✓	✓	✓	✓	✓	✓	✓
Option to present a symposium session at ISEF			✓	✓	✓	✓	✓	✓	✓	✓	✓
50% discount on an ad in Science News		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
# of invitations to the Monday President's VIP Dinner			1	1	2	2	2	2	2	2	4
# of invitations to the Leaders Reception, Opening Ceremony, Special and Grand Awards Ceremonies	2	2	4	4	4	4	6	6	8	8	8
Featured in the program book, ISEF App, website, social media, and Society's Annual Report	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Option for educational demo during ISEF Education Outreach Day	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Option to serve as volunteers or judges if qualified	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



Society for Science & the Public is a champion for science, dedicated to expanding scientific literacy, effective STEM education, and scientific research. Founded in 1921 by Edward W. Scripps, a renowned journalist, and William Emerson Ritter, a California zoologist, we are a nonprofit 501(c)(3) membership organization focused on promoting the understanding and appreciation of science and the vital role it plays in human advancement: to inform, educate, and inspire. We are best known for our award-winning magazine, *Science News*, and our world-class science research competitions, including the Regeneron Science Talent Search, International Science and Engineering Fair, and Broadcom MASTERS.

