




2024 Guide to Partnership



Quite simply, we make science cool for kids.

For more than 20 years, Cool Science’s mission has been to excite, inspire, and engage students, teachers, and parents throughout the Pikes Peak region with the wonders of science in the world all around us.

Our passionate volunteers — mostly real scientists, engineers, and educators — provide a variety of fun, engaging, and intimidation-free science demonstrations and hands-on activities in schools, libraries, scout troops, and public venues. The Colorado Springs Cool Science Festival was born in 2010 based on the popularity of our annual free public events at UCCS and Colorado College.



It's time to celebrate science in Colorado!

Colorado Springs and the Pikes Peak region has long been at the forefront of science and technology, from Nikola Tesla's groundbreaking experiments to Seymour Cray, father of supercomputing to today's widely recognized leadership in satellite navigation and aerospace. Science even plays an increasing role in another local presence — international sports competition.

We want to salute the science, technology, engineering, art, and math (STEAM) in our area, but even more importantly we want to engage the general public — especially our future scientists and engineers — in the wonders of science that are all around us. What better way to do that than a big, *cool* festival! Science festivals are popular all around the country, and Colorado Springs has joined in the fun since 2010.



The Colorado Springs Cool Science Festival (CSCSF) is chock full of exciting events and activities for all ages. We'll kick it off with our hugely popular — and just plain huge — hands-on Cool Science Carnival Day on Saturday, Sept. 28, where we expect over 8,000 attendees to enjoy live science demonstration shows, performances, and over 75 family-friendly activity stations provided by Cool Science and many local corporations, nonprofit organizations, schools, and clubs. This exciting day will lead into the 16-day festival, with a wide variety of special public events taking place at venues throughout the Pikes Peak Region — some big, some small, many fun, others more serious, some low-key. There will be something for everyone!

Over 100 organizations and hundreds of volunteers participated in last year's festival. We invite you to join us in supporting the premier science festival in Colorado. With your participation we will make the Colorado Springs Cool Science Festival a huge success!

Be sure to check out coolscience.org/join-the-festival.html for the latest information, photos and video from previous events, and ideas for how you can participate.





How can you help support the Colorado Springs Cool Science Festival?

Host a Special Event During the Festival (Sep. 28–Oct. 13, 2024)

This is your opportunity to showcase your company, museum, school, club, or organization as part of a festival that celebrates what you do. We will work with you to advertise and market the event.

Some popular past events have included a smart-phone-based SCVNGR Hunt, a model-rocket launch, a stargazing party, talks and panel discussions, a Science Pub Crawl, Family Days and special events at local museums and nature centers, a Science of “Magic” workshop, a Science of Beer Brewery tour, story times and STEAM workshops at local libraries, a look at local food production at a local organic farm, planetarium shows, cooking and gardening science classes, facilities tours, and guided nature hikes. We’re adding new events all the time, so check the website for the latest news.

You can get ideas for your event from those in our past festivals, as well as other science festivals around the country (see links on our website). If it’s safe and has something to do with science, technology, engineering, art, and math we’re open to your ideas. We also welcome organizations working together to co-sponsor events. Staging a special event during the festival weeks and hosting an activity station during the hands-on Cool Science Carnival Day (Sep. 28) will present the ideal opportunity to promote your event that will be taking place later in the festival weeks.

Present a Hands-on Activity, Demonstration, or Performance on Cool Science Carnival Day at UCCS, Saturday, September 28 (10am - 4pm).

The 2023 CSCSF Cool Science Carnival Day at UCCS featured over 90 fun and family-friendly hands-on activity stations, tours, science shows and performances presented by Cool Science volunteers along with dozens of participating companies, schools, nonprofits, clubs, and other organizations.

This year, you could be one of those organizations joining in on the fun! All you need are one or more volunteers representing your group and an interesting and engaging STEAM-based activity for kids (target ages 8-15) and families — ideally one that spotlights what your group does best. Some ideas for an activity can be found at the links on our website. Presenting an activity, demonstration, or performance on Carnival Day and staging a separate special event during the Festival weeks is also encouraged. The Cool Science Carnival Day will be an ideal opportunity to promote your event.

If you have questions or need help with an activity idea, please contact Marc Straub. You can sign up online at www.coolspace.org/join-the-festival.html.

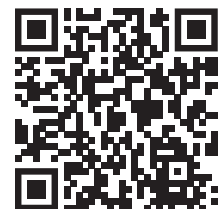




We couldn't do this without the dedicated scientists, engineers, teachers, college students, high school students and all other local citizens who help each year.

We welcome companies, schools, clubs, and other groups to volunteer, and we can even set you up to present one of our Cool Science activities if you like. We also welcome individual volunteers. There are a wide variety of different opportunities available.

For questions and more information, check out our Volunteer page at www.coolscience.org/join-the-festival.html, or contact Marc Straub.





2024 CSCSF MEDIA/MARKETING PLAN

We will promote the CSCSF throughout the Pikes Peak Region via traditional print, radio, and television, as well as social media. The advertising campaign will begin in late summer 2024 and continue through and through the festival. We will also support you in marketing your Event through your organization's own areas of marketing.

Deadline for inclusion in printed marketing materials is August 19, 2024.

MORE FESTIVAL RESOURCES

Our festival archive at coolscience.org/previous-festivals is full of great ideas that may spark inspiration for your activity station.

Plus, check out some [other popular science festivals](#) to see the growing excitement across the country (and get more ideas for your special event or activity station!)

- atlantasciencefestival.org
- cambridgesciencefestival.org
- wisconsinsciencefest.org
- edinburghscience.co.uk



Connect with us
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Visit our YouTube Channel
@coolsciencefestival5026

CONTACT INFORMATION

COOL SCIENCE:

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www.coolscience.org - This is our hub. You can find additional information on just about whatever you are looking for. Feel free to reach out to our Executive Director Marc Straub for any additional information: marc@coolscience.org

Sponsorship & Exhibitor Opportunities

There are many opportunities to sponsor the Colorado Springs Cool Science Festival. Contact Marc Straub for more information.

★ Prominent recognition

	Principal \$30,000 (Limit of 1)	Sr. Scientist \$20,000 (Limit of 2)	Investigator \$10,000	Activity Varies	In-Kind Varies
Logo placement on all event materials, including banners, flyers, and posters	★	•	•		
Exclusive recognition as the presenting sponsor of the Cool Science Carnival Day for kids	★				
Opportunity to set up a branded booth or exhibit on Carnival Day	★	•	•		
Mention in all press releases and media coverage	★	•	•		
Sponsor a specific activity or exhibit at the Cool Science Carnival Day for Kids				•	
Prominent recognition on website and printed flyers	★	•	•	•	
Provide goods or services that are needed for the event					•
WELCOME BAG BENEFITS					
Be the exclusive welcome bag sponsor of the event – have your logo displayed prominently on the free tote bags every attendee receives on Carnival Day	•				
Include a media kit/collateral for your company in each tote bag – getting it in the hands of all the attendees	•				
Sponsor science kits to include in the tote bags	•				
Receive a table next to the Information Table to hand out bags to each attendee during check-in – ensuring you are the first sponsor to meet each attendee at the program	•				

