“TOMORROW”
SWINDON’S SCIENCE FESTIVAL
STEAM 21-22 FEBRUARY 2020
WHAT WE BELIEVE

**People**
Young people in Swindon still have some of the lowest qualifications and **access to Higher Education** in the UK, and this holds them back.

Our country faces huge challenges. Tackling them depends on **public engagement with science.**

**Productivity**
Our local employers, and our economy, face a **significant shortage of STEM skills and qualifications.**

We **must inspire young people** with a love for science and engineering from an early age.

**Place**
There is little public visibility of Swindon's unique science and engineering employers and the benefits they bring to society.

We need to celebrate them and raise their profile with ordinary **Swindon families.**
OUR AIMS

We will help **inspire the next generation** of scientists and engineers in Swindon and Wiltshire.

We will provide opportunities for everyone to **grow our understanding** of how science works.

We will help **empower us all to take decisions** in our lives and **contribute to democratic debate**.
HOW WE WILL DO IT

An annual festival of science and engineering surrounded by Brunel’s engineering in Swindon, the hub of UK science and innovation

Scientists and engineers will exchange knowledge and ideas with the public

Partners from industry, government and academia reveal the latest innovations, with exciting opportunities for the public to get involved

Interactive exhibits, inspiring science shows, and challenging talks and panels will engage the public with the technologies of today and tomorrow

We will explore Health & Medicine, Energy & Environment, Gaming & Virtual Reality, Space and Astronomy, and the Future of Transport
FESTIVAL THEMES

HEALTH & MEDICINE
ENERGY & ENVIRONMENT
GAMING, VR & CODING
SPACE & ASTRONOMY
FUTURE OF TRAVEL
OUR AUDIENCES

Primary: Families with children aged 7-14
Secondary: Adult audiences and young adults
Targetted messaging through print and online promotion
Dedicated and partner channels, and promotion through schools
GET INVOLVED

A range of Partner and Exhibitor packages are available, built around your objectives

- Engage the public with your work in our hands-on zone or specialist panels
- Visibly support education and skills in your community
- Encourage local students to pursue STEM subjects and careers
- Support skills and recruitment by engaging with our audience
- Option to engage clients and employees with additional VIP event during festival
- Option to engage employees with volunteering and private events
<table>
<thead>
<tr>
<th>Key rights</th>
<th>Major Partner</th>
<th>Partner</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bespoke marketing and PR plan tailored to your objectives</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Dedicated Press Release to announce support</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Acknowledgement in boiler plate in press releases</td>
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<tr>
<td>Text listing on Science Swindon website</td>
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<td>Logo and link to your site on Science Swindon website homepage</td>
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<td>✓</td>
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<tr>
<td>Logo and link to your site on Science Swindon 'our partners' page</td>
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<tr>
<td>Dedicated page about your business on Science Swindon website</td>
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<tr>
<td>Acknowledgement in social media posts</td>
<td>minimum 9</td>
<td>minimum 3</td>
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<tr>
<td>Logo on all printed pre-promotional materials</td>
<td>✓</td>
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<tr>
<td>Logo on pre-event posters displayed at venue</td>
<td></td>
<td>✓</td>
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<tr>
<td>Use of Science Swindon brand and assets for your channels</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Your logo prominently included on festival materials including:</td>
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<tr>
<td>• Arrival signage</td>
<td>✓</td>
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<tr>
<td>• Panel &amp; bookable events stage signage</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>• Printed festival guide - front</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>• Printed festival guide – back</td>
<td></td>
<td>✓</td>
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<tr>
<td>Exhibitor space in main hall</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Prime exhibitor space</td>
<td>✓</td>
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<tr>
<td><strong>Package rates (excl. of VAT)</strong></td>
<td><strong>£4,950</strong></td>
<td><strong>£950</strong></td>
<td><strong>£250</strong></td>
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</tbody>
</table>
PARTNERS & EXHIBITORS

UKRI and UK Space Agency
British Science Association
The Institute of Physics
UK Atomic Energy Authority
Universities
Business West, Swindon companies, charities and community groups
South West STEM ambassadors
BBC Wiltshire and Swindon 105.5

We are open to anyone with a great story to tell about science and engineering.
Come and join in the celebration of science and technology in Swindon.
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SWINDON’S SCIENCE FESTIVAL

CONTACT US

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