



# GET INVOLVED GUIDE | 2018

THE FRANKLIN INSTITUTE INVITES PARTNERS, SPONSORS AND VOLUNTEERS TO COLLABORATE ON THE PHILADELPHIA SCIENCE FESTIVAL!



**The Philadelphia Science Festival is a community-wide celebration of science featuring innovative programs, engaging and accessible talks, hands-on activities, special exhibitions, and a variety of other events that encourage Philadelphians of all ages to get nerdy and explore something new.**

**This year's Festival will take place from April 21-April 28, 2018.**



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# GETTING INVOLVED

## **The Philadelphia Science Festival (PSF) depends on collaboration and partnership!**

Interested in getting involved in the 2018 celebration? Start here!

## **THERE ARE 5 MAIN WAYS TO GET INVOLVED WITH THE FESTIVAL:**

### **1. Add content to a Festival program!** This is done in two ways:

**a. Provide a hands-on STEAM activity.** Contribute to the Festival's spirit of inquiry and discovery by providing an engaging hands-on activity that explores science, technology, engineering, art and/or math! Activity providers are needed for programs targeted to school groups, families and adults.

**b. Share your expertise.** The Philadelphia Science Festival highlights the groundbreaking research and technological advancements that are happening throughout the Delaware Valley. In an effort to showcase this important work, experts are needed to lend their expertise on a variety of programs and topics.

### **2. Host an event!**

Festival organizers rely on partners to host Be a Scientist! Programs and Citywide Star Parties.

### **3. NEW! Apply for a micro-grant to create a Festival program or project.**

For the first time ever, Festival Partners will have the opportunity to apply for grants that fund programs and projects that take place within the Festival dates.

### **4. Volunteer with the Festival!**

PSF needs people who are willing to assist Festival Staff at events.

### **5. Sponsor the Festival!**

Festival sponsors play a crucial role in making PSF possible. In addition to branding opportunities and other benefits, PSF provides a unique opportunity for corporate employees and university faculty and students to interact directly with the public.



# PROVIDE AN ACTIVITY

**PSF offers a wide variety of programs and events for families and adults alike. In many cases, partner involvement includes providing a hands-on activity for attendees.**

From non-Newtonian fluids to dancing robots and model watersheds, there are countless ways to translate research, lab studies, engineering, field work, or medicine to engaging, hands-on activities for the general public! The Festival schedule is far from finalized, but a few events can be found below.

## **Science in the Park – Saturday, April 21**

PSF invades local parks for a day of outdoor hands-on fun and exploration. These four-hour events will feature approximately 20 hands-on activities for all ages to enjoy. Attendance varies by location.

## **Fishtown Science Crawl – Sunday, April 22**

PSF takes pub-hopping to a whole new level! Partners are needed to provide interactive science engagement opportunities at partnering bars, restaurants, and businesses. Venues in Fishtown interested in hosting will also be considered.

## **Science After School – Monday, April 23 to Thursday, April 26**

Scientists, engineers, STEAM students and other experts provide interactive activities at programs in select community locations. Attendance varies by location, but activity providers can generally expect anywhere from 35 to 160 school-aged children. Programs run from 3:30 to 5:30 pm each day.

## **Science in the National Park – Thursday, April 26**

Science and history collide at Independence National Historical Park! Taking place from 10:00 am to 2:00 pm, this free event attracted over 2,000 fourth graders in 2017. All STEAM related activities will be considered!

## **Science Carnival – Saturday, April 28**

The nine-day Festival culminates with this super-charged celebration of science! Your organization can provide engaging science experiments and demonstrations for all ages. While the location for the Carnival has not yet been determined, it is scheduled to run from 10:00 am to 4:00 pm. Featuring 150 activities, the Carnival draws more than 55,000 visitors annually, so exhibits must be appropriately staffed throughout the event. There is a fee associated with exhibiting at the Carnival.



## THE DETAILS:

- Registration for all activities, EXCEPT the Science Carnival opens on October 17, 2017 and closes on March 16, 2018.
- Registration for the Carnival opens January 22 and closes on March 16, 2018.
- Providers are welcome (and encouraged!) to use the same activity at multiple events.
- Activities provided for families can easily be repurposed for adult audiences.
- There is an exhibitor fee associated with the Carnival; No other events require a fee for participation.
- Non-profit organizations who provide an activity at a Science After School event or Science in the National Park MAY be eligible to have their Carnival fee waived through our In-Kind Activity Program. Email [philadelphiasciencefestival@fi.edu](mailto:philadelphiasciencefestival@fi.edu) for more information.



## ACTIVITY GUIDELINES:

- All activities must feature a hands-on component.
- Activities must provide ample opportunity for participants to interact directly with the activity facilitator.
- All activity providers are expected to regularly log-in to the Philadelphia Science Festival Visitor Page for updates on your participation.
- All activity providers are asked to participate in any event planning calls or walk-throughs.
- All participants must return a signed Indemnification Form and submit a Certificate of Insurance by April 2, 2018.

## WHAT DOES PSF PROVIDE TO ACTIVITY PROVIDERS?

- Support and guidance throughout the activity planning process
- Training video, which is available at [www.philasciencefestival.org](http://www.philasciencefestival.org)
- Marketing support and promotional materials
- Table(s), chair(s), tablecloth(s), and signage for each organization at each event
- For events requiring tickets/registration, email addresses for attendees will be provided to participating organizations (upon request)

**For activity ideas, visit [www.howtosmile.org](http://www.howtosmile.org) or contact a Philadelphia Science Festival staff member for assistance ([philadelphiasciencefestival@fi.edu](mailto:philadelphiasciencefestival@fi.edu)).**

# HOST AN EVENT

**One of the goals of the Philadelphia Science Festival is to make sure that quality science engagement opportunities take place all throughout the Delaware Valley. In order to expand the reach of the Festival, geographically diverse organizations are needed to host events that fall into the categories below.**

## Citywide Star Party – Friday, April 20

Approximately 20 sites across the greater Philadelphia area are needed to host simultaneous stargazing events. Demand to host star parties generally exceeds the number of sites that we are able to accommodate, so register early!

### Event Guidelines:

- Event must occur on Friday, April 20.
- Star parties must be free and open to the public.
- Event hosts must submit a detailed rain plan at the time of registration.
- Restroom facilities must be available and each site should have an area suitable for stargazing (free from trees and/or buildings).
- Ideally, the Star Party will occur from 7:30 to 10:00 pm. If you wish to end the star party early or start later, you must inform PSF staff at the time of registration.
- PSF Staff will provide each site with at least one astronomer with a telescope(s) and/or other stargazing equipment.
- PSF will make every effort to provide branded signage and activity kits for each location.
- Sites are encouraged to be creative with additional activities the night of the event.
- In an effort to keep site selection fair to all registrants, sites will be ranked according to a rubric, which will be available upon request.

## Be a Scientist! – Sunday, April 22

Do you want to host an event at your location that displays the cool STEAM that you do? Then planning a Be a Scientist! Program might be the perfect opportunity for you. These unique, engaging, hands-on experiences will provide behind the scenes access to the region's labs, nature centers, farms, museums and other creative locations to learn what STEAM experts do on a daily basis—all while having a lot of fun! These programs largely attract family audiences, which is important to keep in mind as you plan.

### Event Guidelines:

- Event must occur Sunday, April 22.
- Event must be free or free with admission.
- Hosts must do an event walk-through with PSF Staff at least two months prior to the Festival.
- We discourage events with pre-registration, but if it is required, there should not be a participant cap.
- Event details and descriptions must be finalized and approved by the partner by December 22.

ARE YOU A BAR OR RESTAURANT THAT'S INTERESTED IN SERVING AS A HOST VENUE FOR ADULT EVENTS?  
CONTACT US AT PHILADELPHIASCIENCEFESTIVAL@FI.EDU!

### THE DETAILS FOR HOSTING AN EVENT:

- Registration for event hosts opens on October 17 and closes on November 17, 2017.
- All participating organizations must return a signed Indemnification Form and Certificate of Insurance by April 2, 2018.
- Event hosts must participate in a planning call for event hosts on January 31, 2018, event check-ins and/or walk-throughs.
- Hosts must attend one of two meetings at The Franklin Institute to pick up signage and receive last minute event instruction. These meetings are scheduled to occur on March 20 and March 21, 2018.

### WHAT DOES PSF PROVIDE TO HOST ORGANIZATIONS?

- Support and guidance throughout the planning process
- Planning calls and trainings for hosts
- Connections to other PSF partners for collaboration on your event
- Connections to area STEAM experts for added event content
- Marketing support and promotional materials
- Event support: PSF volunteer and way-finding signage



# SHARE YOUR EXPERTISE

## **The Philadelphia Science Festival has become known for its innovative programs that attract a diverse and engaged audience.**

Every year, Festival Staff and Partners work to create a lineup of creative and original events. This year, experts are needed to provide content development, program support and in some cases, brief talks.

### **THE DETAILS:**

- Experts will be need to support numerous community-based programs. All areas of expertise will be considered.
- Experts' home organizations must submit an Indemnification Form and Certificate of Insurance by April 2, 2018.
- Experts must participate in planning calls. If the expert is not available, then a representative from the expert's organizations (such as a PR liaison or assistant) should attend instead.
- All experts must participate in speaker trainings or event run-throughs.
- Any PowerPoint presentations to be used in the program must be formatted per event guidelines and submitted to PSF for approval two weeks prior to the scheduled event.

### **WHAT DOES PSF PROVIDE TO PARTICIPATING EXPERTS & THE ORGANIZATION THAT THE EXPERT REPRESENTS?**

- Marketing support and promotional materials
  - Speaker training for all experts who will be giving talks
  - For events requiring tickets/registration, email addresses for attendees will be provided to participating organizations (upon request)
  - Evaluative data for each program (upon request)
  - Please note that due to budget constraints, PSF CANNOT offer honoraria
- \*Some exceptions may apply





# APPLY FOR A MICRO-GRANT TO CREATE A PSF EVENT OR PROJECT

## **Micro-grants are available to support science, technology, engineering, art and/or math (STEAM) focused programs and projects.**

Funding, ranging from \$200 to \$2,000, will be available in three categories: Community Based Programs, Collaborative Events, and Science + Art Projects.

For more information, visit [www.philasciencefestival.org](http://www.philasciencefestival.org) or call 215-448-1397.

## **APPLY FOR A GRANT**

### THE DETAILS:

- Registration for micro-grant funded programs will open on October 17 and will close on November 17, 2017.
- All participating organizations must return a signed Indemnification Form and Certificate of Insurance by April 2, 2018.
- Recipients must participate in planning calls, event check-ins, and/or walk-throughs.
- Hosts must attend one of two meetings at The Franklin Institute to pick up signage and receive last minute event instructions. These meetings are scheduled to occur on March 20 and March 21, 2018.
- All programs must take place between April 20-28, 2018.
- Ticketing for events will be managed by PSF.

## **WHAT DOES PSF PROVIDE TO PARTICIPATING ORGANIZATIONS?**

- Funding for programs and projects
- Support and guidance throughout the planning process
- Content development assistance and event planning support
- Training for speakers
- Planning calls for hosts
- Connections to other PSF partners for collaboration on your event
- Connections to area STEM experts for added event content
- Marketing support and promotional materials
- Event support: PSF volunteer (if more are needed, please let PSF staff know ASAP)
- Event and way finding signage



# BECOME AN EVENT VOLUNTEER



**Volunteers make the Festival possible.** From event evaluations to set-up and clean-up, volunteers play a crucial role in Festival operations. Each year we look for people who are willing to donate their time, energy, enthusiasm, and expertise to our science celebration!

## THE DETAILS:

- Volunteer registration will begin in February. Please check the website for updates.
- Amateur and professional astronomers are needed to serve as guides to the cosmos for Citywide Star Parties.
- Volunteers are considered representatives of the Festival, and as such will hand out Festival brochures and event evaluations, as well as provide event support.
- All volunteers should be comfortable interacting with event attendees and willing to assist with event evaluation.
- Anyone volunteering for PSF events (with the exception of the Carnival) must be willing to pick up their volunteer bag at the Franklin Institute prior to their scheduled volunteer shift.

## WHAT DOES PSF PROVIDE?

- Volunteer t-Shirt (or another form of recognition)
- Bag filled with giveaways
- Detailed volunteer instructions and outline of roles and responsibilities for each event

# PARTNERSHIP LEVELS

**There are two levels of programmatic participation in the Science Festival - Festival Partner and the Partner Advisory Council**

**Festival Partner:** All organizations that provide science content including speakers, experts and hands-on activities are considered Festival Partners. Venues that donate space for Festival events are also considered Festival Partners. All organizations must participate as a Festival Partner before serving on the Advisory Council.

**Advisory Council:** Institutions that provide significant support in the programmatic direction and content development of the Festival are often asked to join the Partner Advisory Council (PAC). Serving on the PAC requires a significant time commitment on behalf of these organizations, and in exchange Advisory Council members receive significant benefits related to recognition, promotion, and access to Festival engagement opportunities. Advisory Council members are expected to attend monthly meetings, suggest content experts for Festival programs, participate in at least one Science After School program, and to provide significant support in the PR/Marketing efforts of the Festival.

# SPONSOR THE FESTIVAL



## **Festival Sponsors are crucial to the success of the Philadelphia Science Festival.**

With support from our generous sponsors we are able to offer quality STEAM engagement opportunities for science underserved communities throughout the city, unprecedented access to some of the area's leading experts, and provide some of the most engaging and informative science events in the country.

Whether you are looking to demonstrate the STEAM work that you do every day, to highlight a specific project or concept, or to engage your employees in outreach, the Philadelphia Science Festival is an ideal platform. With the Science Carnival attracting an average of 55,000 people annually, PSF allows unprecedented brand development and exposure to an engaged audience.

Sponsorship packages range in size and scope. We are happy to work with you to maximize your involvement as a sponsor, with opportunities beginning at the \$2,500 level. Please contact Casey Anne Satell at [csatell@fi.edu](mailto:csatell@fi.edu) for more information.

## DATES TO REMEMBER

**October 17:** Registration for Event Hosts, Activity Providers, and Micro-Grants open; Partner Summit at The Franklin Institute

**November 17:** Registration for Event Hosts closes; Expert registration will open once Micro-Grant awardees have been notified (sometime after December 4).

**December 15:** All PAC organizations must be registered for at least one Science After School location

**December 22:** Event descriptions for Be a Scientist! programs and Citywide Star Party event details and rain plans must be approved by participating partners

**January 22:** Carnival registration opens

**February 12:** Promotional materials ordering and registration for Event Volunteers opens

**March 16:** Carnival Exhibitor and Activity Provider registration closes; Promotional materials ordering closes

**April 2:** Indemnification Forms and Certificates of Insurance due to [philasciencefestival@fi.edu](mailto:philasciencefestival@fi.edu)

## CONTACT US

- ✉ [philadelphiasciencefestival@fi.edu](mailto:philadelphiasciencefestival@fi.edu)
- ☎ 215-448-1397
- f [PHLScienceFest](#)
- @ [philascifest](#)
- 🐦 [philascifest](#)



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