



THANK YOU TO EVERYONE WHO SUPPORTED THE SEVENTH ANNUAL PHILADELPHIA SCIENCE FESTIVAL!

Organized by The Franklin Institute, the Philadelphia Science Festival (PSF) is an annual nine-day celebration of science comprised of engaging events for all ages. PSF is an opportunity for the public to interact with the Philadelphia region's robust STEM network.

The Philadelphia Science Festival strives to strengthen the communication between the region's science, cultural, and educational institutions as well as the communities they serve. Since its inception in 2011, the Festival has worked with thousands of STEM professionals and activity providers from over 500 organizations throughout the region.

THANK YOU TO OUR 2017 SPONSORS!

PRESENTING SPONSOR:



PLATINUM SPONSOR:



GOLD SPONSOR:



SILVER SPONSORS:



BRONZE SPONSORS:



CARNIVAL VENUE PARTNER:



CARNIVAL MANAGEMENT SPONSOR:



COPPER SPONSORS:



TITANIUM SPONSORS:



MEDIA SPONSORS:



ORGANIZED BY THE FRANKLIN INSTITUTE IN COLLABORATION WITH PHILADELPHIA'S SCIENCE, CULTURAL & EDUCATIONAL INSTITUTIONS & PRESENTED BY DOW CHEMICAL COMPANY

SPONSOR LIST AS OF MARCH 16, 2017



2017 FESTIVAL RECAP

April 21-April 29



www.PhilaScienceFestival.org | #GetNerdyPHL



ORGANIZED BY THE FRANKLIN INSTITUTE IN COLLABORATION WITH PHILADELPHIA'S SCIENCE, CULTURAL & EDUCATIONAL INSTITUTIONS & PRESENTED BY DOW CHEMICAL COMPANY



OUR NUMBERS

With community, family, and adult events offered April 21-28 and one HUGE Science Carnival on April 29, the Festival brought together...

200 Collaborating partner institutions facilitated **338** hands on activities and provided **43** speakers across **82** events to inspire curiosity in **73,701** attendees!

- 31 of which served on our Steering Committee to help guide the programmatic direction and planning of the Science Festival
- 184 non-Carnival activities
154 Carnival activities
- 84% events were free!
- 13,037 at family-oriented events
5,664 at adult-oriented events
55,000 at the Science Carnival at Penn's Landing

PSF broadcasted **10** Facebook Live videos with more than **247,000** fans viewing and responding to our Facebook events. In total, PSF garnered nearly **4 million** impressions across social and digital media properties!

OUR ATTENDEES

The Festival aims to increase Philadelphian's awareness of STEM in the region and how it impacts their daily lives

Attendees reported they were made more aware of...

the awesome science happening at organizations in Philadelphia **89%**

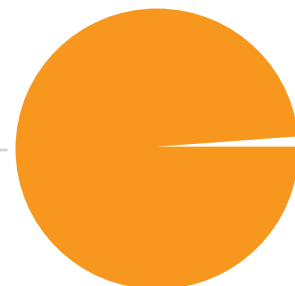
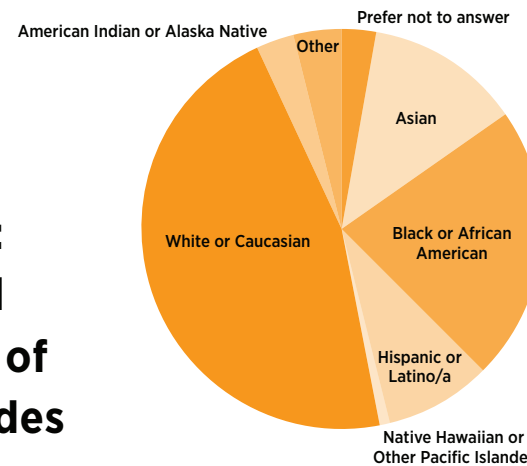


the impact STEM has in their daily lives **88%**



Top reason our attendees came was because they "just like science!"

PSF continues to inspire curiosity in a diverse audience: attendees reported they came from **46** of the city's **47** zip codes

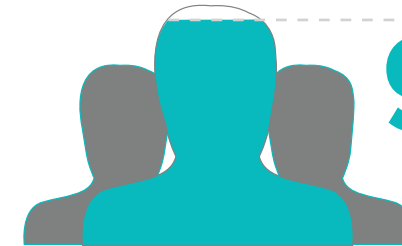


99%

of people who attended a festival event would recommend the Festival to others

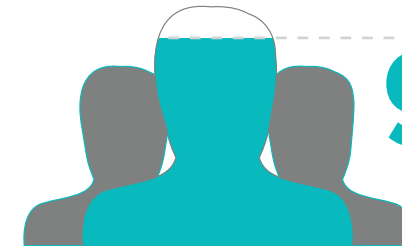
OUR PARTNERS

PSF wouldn't be possible without the time, energy, and enthusiasm from Philadelphia's science, cultural, and educational institutions. The festival serves as an opportunity for our partners to interact and engage with a new audience, network with the growing STEM community, engage their employees/students, and showcase the incredible science happening at their organizations!



98%

of our partners rated their Festival experience as good or excellent;



92%

are likely to participate again!

SCIENCE CARNIVAL AT PENN'S LANDING

Saturday, April 29, 10:00 am-4:00 pm

FREE!



Our culminating celebration of science event at Penn's Landing featured **154** hands-on activities for **55,000** attendees!

"It was great and I enjoyed this event a lot. It brought me awareness about communication with others and the importance of science in today's time"

- Carnival attendee

85% interacted with a STEM professional

84% learned something new

79% felt inspired to do something with STEM