

**ALL PARTNER VIRTUAL  
CHECK-IN #5:**

**Marketing Materials, Carnival  
Registration, and Final  
Opportunities for Involvement**

Wednesday, February 19

9:30 am



CALL:

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FEBRUARY 19, 2014

# AGENDA

- Welcome and Introductions
- Partner Talks
- Acknowledgment of Expectations & Indemnification Forms
- Programming Updates
- Marketing Materials Updates and Ordering Overview
- Website/Web Calendar Updates
- PR Updates
- Q & A



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FEBRUARY 10, 2011

Alexis Jeffcoat, Development &  
Programs Coordinator  
*Laurel Hill Cemetery*

## Programming for Adults



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# PHILADELPHIA SCIENCE FESTIVAL 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4/20  <i>Easter Sunday</i>	4/21	4/22  <i>Last day of Passover</i>	4/23	4/24  <b>FRANKLIN INSTITUTE AWARDS DINNER</b>	4/25  <b>PSF KICK OFF DAY!</b>  Potential Leaders' Summit  Press Event and Rube Goldberg  Science Carnival After Dark  Astronomy Night	4/26  <b>DISCOVERY DAY EVENTS:</b>  Clark Park  Wentz Park  Schuykill Center  Fox Chase Farm
4/27  EXPLORER SUNDAY (Various locations all day)  MESS FEST AT SMITH PLAYGROUND	4/28  Neighborhood Science After School Events (3:30PM – 5:30PM)	4/29  Science Night at the Ballpark	4/30	5/1	5/2	5/3  SCIENCE CARNIVAL ON THE PARKWAY (10AM – 4PM)
Miscellaneous Educator Workshops and School Field Trip Opportunities						
Science Cafés and other programs for adults will take place throughout the week						

# PARTNER EXPECTATIONS, INDEMNIFICATION FORMS & COI

- Due ASAP!
- [Expectation Acknowledgment](#)
- [Indemnification](#)



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# SCIENCE CARNIVAL

## Saturday, May 3

*Register is open now! To reserve your spot visit:*

[http://  
www.philasciencefestival.org/  
page/5-become-an-exhibitor](http://www.philasciencefestival.org/page/5-become-an-exhibitor)



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# SCIENCE CARNIVAL: AFTER HOURS

## Friday, April 25

- Use the same activity you're using for the Science Carnival on the Parkway
- Please register soon by visiting this [link](#).



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# DISCOVERY DAY

## Saturday, April 26

- Participate at one of the following locations:
  - Clark Park
  - Schuylkill Center
  - Hunting Park
  - Fox Chase Farm
- *Registration is open! Visit [this link](#) to sign-up!*



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# SCIENCE NIGHT AT THE BALLPARK

## Tuesday, April 29

- All activities must focus on the science of sports
- Sign up now by visiting [this link!](#)



CALL: [REDACTED]  
[REDACTED] ALL PARTNER  
FEBRUARY 10, 2014

# PROMOTIONAL MATERIALS

- Ordering Process
- What's available:

Customizable: rack cards and posters

– Multiple templates

- Astronomy Night
- Adult Programs (food specific or general)
- Family oriented programs)

General Materials: Program guides, buttons, stickers, and folder/posters



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SCIENCE

ALMOST EVERY ELEMENT  
IN YOUR BODY  
WAS MADE IN AN  
EXPLODING STAR

TECH  
ASTRONOMY




PHILADELPHIA  
SCIENCE  
FESTIVAL

April 25 - May 3



**The Science Ball**  
Lecture Series

**Event Title**  
Event date/Time/location

Grab a blanket and experience the wonders of the night sky in your neighborhood! We'll provide the telescopes and star maps; you bring your curiosity and prepare to embark on a tour of the cosmos!

Philadelphia Science Festival is a proud Equal Housing Opportunity and Equal Housing Lender.

[www.philasciencefestival.org](http://www.philasciencefestival.org) #PSF2014 @PhilascienceFest

Plan a date night, take the entire family out, or attend a lecture solo—there's an event for everyone! See all 100+ events, buy your tickets and learn more at [www.philasciencefestival.org](http://www.philasciencefestival.org).

SCIENCE

A BUTTERFLY  
CAN TASTE WITH  
ITS FEET


FORESTS  
ECOSYSTEM




PHILADELPHIA  
SCIENCE  
FESTIVAL

April 25 - May 3

[www.philasciencefestival.org](http://www.philasciencefestival.org)



**Science Carnival on the Parkway**  
Saturday, May 3, 11:00 AM - 4:00 PM  
21st Street & The Benjamin Franklin Parkway  
in front of the Franklin Institute

The festival celebrates with a free all-day event featuring more than 100 exhibitors offering fun, step-by-step experiments, games, and a packed line-up of live entertainment and food trucks.

**Event Title**  
Event date/Time/location

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#PSF2014 @PhilascienceFest

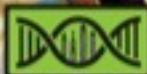
Plan a date night, take the entire family out, or attend a lecture solo—there's an event for everyone! See all 100+ events, buy your tickets and learn more at [www.philasciencefestival.org](http://www.philasciencefestival.org).



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**PHILADELPHIA  
SCIENCE  
FESTIVAL**

April 25 - May 3

DISCOVERY IS IN YOUR DNA!

[www.philasciencefestival.org](http://www.philasciencefestival.org)



**PSF Kick-Off Party:  
Science Carnival After Hours**  
Friday, April 25, 6:30-9:30PM, \$COST  
The Franklin Institute, 222 North 20th Street

Kick-off the 2014 festival with live science shows, music, demonstrations, and a variety of sensory stimulating stations—all tailored to grownups!

**Event Title**

**Event date/time/location**

Grab a blanket and experience the wonders of the night sky in your neighborhood! We'll provide the telescopes and star maps; you bring your curiosity and prepare to embark on a tour of the cosmos!

Philanthropy Matters is a proud "Partners/Care" collaborator/sponsor of the Philadelphia Science Festival.

#PSF2014 @PhilaScienceFest



Plan a date night, take the entire family out, or attend a lecture solo—there's an event for everyone! See all 100+ events, buy your tickets and learn more at

[www.philasciencefestival.org](http://www.philasciencefestival.org).



Created by Philadelphia's science, cultural and educational institutions and organized by The Franklin Institute.

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**PHILADELPHIA  
SCIENCE  
FESTIVAL**

# WEBSITE UPDATES

- Calendar and event listings
- Target Date: 3/7

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# PR UPDATES

- Rube Goldberg
- First Task Force Meeting
- Other Updates

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BEST CITY EVENT NOMINEE  
**SCIENCE FESTIVAL**



VOTE ONCE A DAY AT  
**PHILLYMAG.COM/VOTEBOP**  
EVERY DAY FROM 2/28-3/26

★ BY VOTING, YOU COULD WIN 2 TICKETS TO THE BEST OF PHILLY BASH IN 2014! ★



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# MONTHLY ALL PARTNER VIRTUAL CHECK

*Mark your calendars for the following dates and share with anyone in your organization that might be interested. All meetings will take place on a Wednesday from 9:30am-10:30am.*

- **March 19** - PSF Roll Out!
- **April 16** - The Science Carnival on the Parkway



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FEBRUARY 10, 2014



# WHAT TO EXPECT NEXT

- What we need from you
  - Register for Carnival
  - Sign up for remaining programs
  - Order your materials
  - Signed acknowledgement and indemnification forms
- What to expect from us
  - Partner checklists and draft logistics



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FEBRUARY 10, 2014

# QUESTIONS?

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