

2020 Sponsorship Levels

\$1 Million & \$500K sponsors receive a custom sponsor package

	Americium - \$250,000	Nobelium - \$100,000	Einsteinium - \$50,000	Krypton - \$25,000	Platinum - \$10,000	Palladium - \$5,000
Number of Festival Expo Booths						
Palladium						2
Platinum					4	
Krypton				6		
Einsteinium			8			
Nobelium		10				
Americium	20					
Recognition on the Festival Website						
Logo recognition on official Festival homepage	x	x				
Logo recognition on sponsor page with hyperlink	x	x	x			
Logo recognition on sponsor page without hyperlink				x	x	x
Exposure in Online Expo Directory (benefits outside of standard exhibitor listing)						
Highlighted entry in the exhibitor list	x	x	x			
Additional Image included in organization's profile	x	x				
Organization/Company description and URL in profile	x	x				
Sponsor logo on all Expo pages	x	x				
Organization video in exhibitor profile	x	x				
Special event notice in profile	x	x				
Special icon placed next to exhibitor in listing	x	x				
Recognition in the Festival e-Newsletter (circulation 100K)						
Logo recognition in each Festival e-newsletter with hyperlink	x	x				
Name recognition in each Festival e-newsletter			x	x		
Number of "Sponsor Highlights" in Festival e-newsletter	2	1				
Recognition in Social Media						
Number of "Sponsor Highlights" on LinkedIn	1	1				
Number of dedicated Tweets	6	4	2	1	1	
Number of dedicated Facebook posts	1	1				
Number of dedicated Instagram posts or stories	1	1				
Recognition on Print Materials						
Logo on official Festival T-shirt	x	x				
Name recognition on official Festival T-shirt			x	x	x	
Logo on Festival Posters to be distributed in DC area	x	x				
Name recognition on-Festival Posters			x	x	x	
Recognition during the Expo (subject to venue rules)						
Rotating Logo displayed on TV screens throughout Expo grounds	x					
Logo recognition on printed Expo Maps	x	x				
Name recognition printed on Expo Maps			x	x	x	
Recognition in Emcee script at Expo stages	x					
Photo coverage by official Festival photographer	x					
Premium exhibit space location	x					

2020 Sponsorship Levels (cont)

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Recognition during Festival Events						
Logo recognition on appropriate Festival Event signage	x	x				
Name recognition on appropriate Festival Event signage			x	x		
Special recognition at opening and closing events	x					
Public Relations and Media Opportunities						
Recognition in TV ads in collaboration with official media partners	x					
Tailored pitching to media and media partners	x					
Recognition in web campaigns (banner ads etc.)						
Logo recognition on full-page print ads	x	x				
Name listing with hyperlink in related press releases	x					
Access to Special Events						
Reserved tickets to private sponsor event (Media Partners may receive a reduced number of tickets based on venue capacity)	12	10	8	5	4	2



**Sponsorship Benefits are subject to change. While we plan to deliver on all these benefits, actual benefits may vary as plans for the 6th USA Science & Engineering Festival shape up. We reserve the right to substitute benefits in case of unforeseen circumstances. All logo recognition benefits are subject to Expo venue regulations. Benefits occur on a rolling basis as the Festival unfolds. Sponsors who sign up later in the year may not be able to take advantage of all benefits.

**VISION
FOR STEM**
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April 24-26, 2020

Walter E. Washington Convention Center
Sneak Peek Friday: 4/24 | Expo: 4/25-4/26

