



CITY OF STEM

THE GREATER LOS ANGELES SCIENCE FESTIVAL

APRIL 2023



**JOIN 120+ ORGANIZATIONS IN
LA'S LARGEST INITIATIVE
TO CONNECT SCIENCE,
TECHNOLOGY, ENGINEERING
AND MATH TO THE DIVERSE
COMMUNITIES OF GREATER LA
FOR ONE ENTIRE MONTH**

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City of STEM 2023 kicks off with a launch event on April 1 followed by a month of STEM engagements across LA until April 30th 2023!

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WHO WE ARE

CITY OF STEM =
ONE MONTH
120+ ORGANIZATIONS
30,000+ ATTENDEES
150+ EVENTS
ONE MAKER FAIRE
ALL OF LA

“Los Angeles is an innovation incubator— a place where the world comes to develop new ideas and pioneer groundbreaking technologies. **City of STEM** is an opportunity for L.A. to showcase a science, technology, and engineering ecosystem that is creating new opportunities every day and putting L.A. at the center of a global movement to envision tomorrow and build it today.”

—ERIC GARCETTI, MAYOR OF LOS ANGELES



OVERVIEW

City of STEM is the largest initiative promoting Science, Technology, Engineering and Math in Greater Los Angeles.

City of STEM celebrates Greater Los Angeles' rich legacy of STEM accomplishments while, importantly, showcasing the region's current world-leadership in science, technology, and innovation. The entire month of April 2023 will be focused on building the public's awareness of that leadership through an engaging series of events and activities, in-person and online, opening access to some of LA's incredible STEM learning resources.



City of STEM serves as LA's Science Festival, bringing together over 120 organizations in Southern California.

WHAT IS IT

Encompassing one whole month, City of STEM is an initiative that leverages the power of 120+ organizations, from museums and educational institutions to top businesses and nimble non-profits, working together to engage the diverse communities of Greater Los Angeles through a series of events, from lectures to robotics workshops and engaging hands-on experiences to science-in-a-pub nights.

City of STEM **kicks off** with a massive festival on **April 1, 2023** that includes A-List personalities, STEM-themed bands, hands-on activities at over 200 interactive booths, mobile museums, engaging panel discussions, food trucks and more, all showing off the depth and variety of STEM opportunities in LA.

In 2023, City of STEM also will be partnering with the Los Angeles Public Library to host LA's first **Los Angeles Maker Faire** as part of the April 1 kick-off!

Los Angeles
Maker Faire

Throughout the month of City of STEM, **multiple events** and activities are hosted **each day** by organizations across Southern California. Over **130 related events** are being planned for April 2023.

City of STEM events have **something for everyone** and include hands-on activities, open houses, a Girls-in-STEM summit, hikes, star parties, and more!

City of STEM works to activate **all parts and communities** of Greater LA, bringing STEM activities and experiences to neighborhoods across the region, especially underserved communities and areas **without easy access** to STEM resources.

LA is massive, so City of STEM **brings STEM to where people are.**

VISION

The vision of City of STEM is to have one month where every adult or child can:

- Walk through the communities of LA with a feeling that they are surrounded by STEM
- Gain awareness of and access to the incredible STEM resources all around them
- Feel like they are part of the ongoing STEM story of Los Angeles, no matter what their background or community they are from

Let's ignite communities of creative and critical thinkers!



Think of the power of the entire Los Angeles community - all 14 million of us - engaged as creative and critical thinkers!

THE FESTIVAL STRIVES TO...

Provide experiences that invite all members of the public to become aware that STEM is all around them.



Celebrate the historic STEM legacy of Southern California and emphasize how it continues to be an international hub for STEM innovation and activity

Open access to STEM experiences for all and inform the public as to the many STEM learning opportunities in Greater Los Angeles.



2024 and Beyond

HISTORY



2023: 30,000 Attendees



2019: 15,000 Attendees



20,000+
ANTICIPATED AT
APRIL 1ST, 2023
KICK-OFF EVENT

2018: 3,000 Attendees



2015: First City of STEM



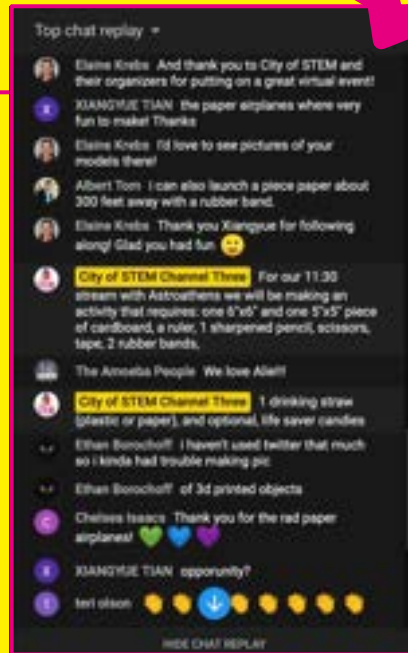
INNOVATED IN 2020-2022

Responding to the Global COVID-19 Pandemic, City of STEM 2020 and 2021 transitioned to virtual experiences, each offering over 21 hours of streaming programming, on three YouTube Channels!

We then returned to even bigger audiences IN-PERSON in 2022!



City of STEM 2021 featured an entire channel of live STEM content presented entirely in **Spanish**.



Partner Latino Health Today helped students understand how to cope with life during COVID through live chat.

**HELP CITY OF STEM RETURN
BIGGER IN 2023**



**NEW IN
2023!**



+

Los Angeles

Maker Faire®

**= 1 HUGE STEM EVENT
ON APRIL 1**

CITY OF STEM 2023

City of STEM 2022 will be bigger and better than ever featuring a partnership with the Los Angeles Public Library to hold the first ever **LA Maker Faire** at the City of STEM kick-off!

Everything **starts** with the BIG Kick-Off Festival on Saturday, **April 1**, featuring over 200 interactive booths and experiences for an anticipated 20,000+ attendees. The Kick-Off, which includes City of STEM and the LA Maker Faire, will move to the huge LA State Historic Park in **Downtown Los Angeles** to accommodate the larger event.



LOS ANGELES
PUBLIC LIBRARY



WHAT TO EXPECT ON APRIL 1, 2023

City of STEM 2023 kicks off with a massive live event on Saturday, April 1. An online broadcast will be offered **live** at the same time. The **Kick-Off event will include:**

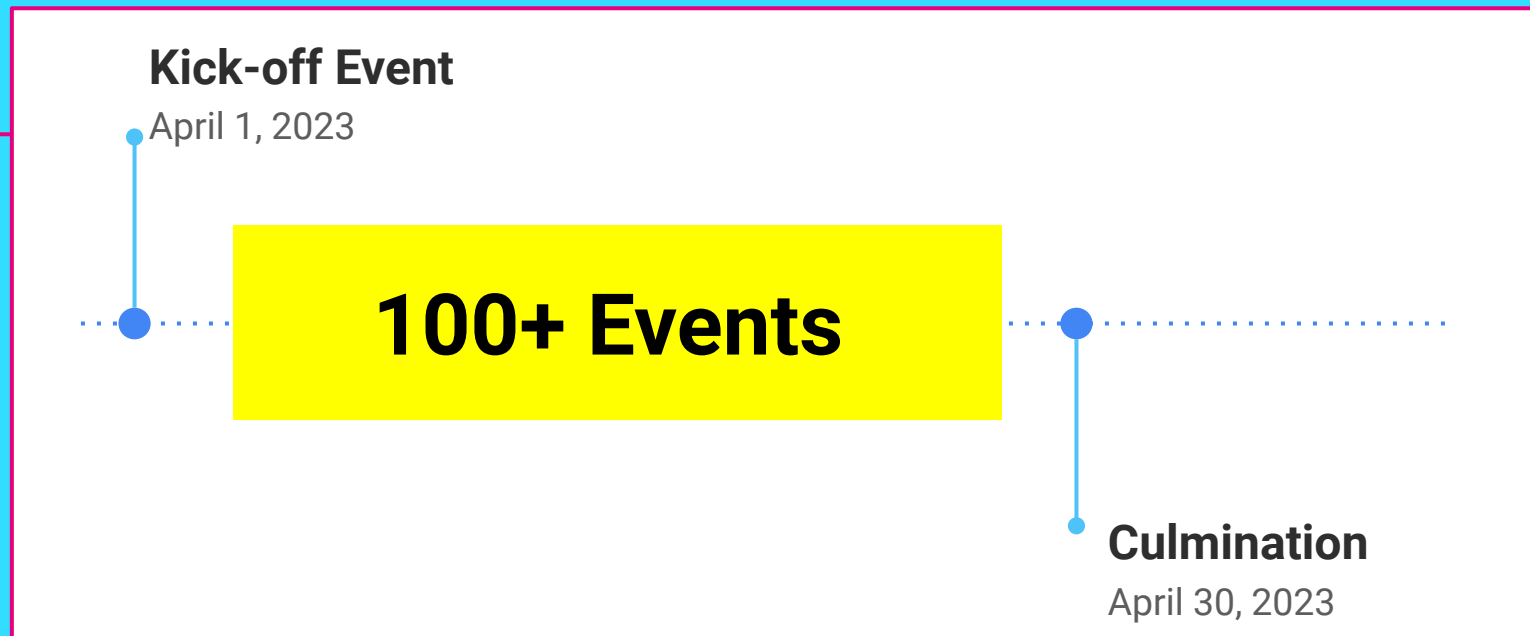
- Content and experiences in **Spanish** throughout the in-person event and online!
- The first ever **LA Maker Faire**, in partnership with the LA Public Library, showcasing LA-based talent that combine art and science!
- Over **200 interactive booths** showcasing the best of SoCal STEM organizations!
- **Top Talent** in the world of STEM!
- Science-themed **entertainment!**
- **Panel discussions** with experts!
- **Mobile** Museums and **STEM** trucks!
- A **STEM Custom Car Show** highlighting the engineering and art of the latest clean tech vehicles and old school low-riders!
- A **Career Lounge** where anyone can talk to STEM professionals about career pathways and/or ask any STEM-related question to a real scientist or engineer!
- **Food and fun!**



CITY OF STEM 2023

City of STEM is more than one day.

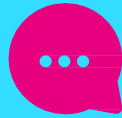
The Kick-Off will be followed with well **over 100** events and activities unfolding over each day in April. Events include a Girls in STEM Summit and community science nights in neighborhoods in Greater LA.



THROUGHOUT APRIL 2023

City of STEM 2023 programming will highlight:

- **Girls in STEM** in partnership with the LA County Office of Education
- The intersection of **gaming and coding**
- **Diversity** of the STEM workforce
- **Career Connections**



City of STEM will feature programming in Spanish throughout its in-person and online engagements



CITY OF STEM INITIATIVES

City of STEM 2023 will continue its adjacent programming, some beginning before April and running through the month after.

- The 6th annual **STEM ICON Award** is given to a local leader who exemplifies the value of supporting STEM education in Greater Los Angeles. Past winners have included internationally known media personality Alie Ward and NASA Flight Director Diana Trujillo.
- **The City of STEM Innovation Challenge** promotes the creativity and STEM knowledge of middle school students across LA County as they develop ideas to make the future LA more sustainable.
- The **e-Sports Tournament** leverages the excitement of gaming to promote coding and computer science to high school students.



COMMUNITY CONNECTIONS

In 2023, City of STEM is recommitting to strengthening connections to the diverse audiences in Los Angeles, especially marginalized and under-resourced communities, bringing STEM to where people are. Through a variety of formats, including no-cost and multilingual as well as in-person and online programming, we're expanding access to STEM across the region.



City of STEM leverages the power of over 120 STEM partner organizations to spread activities and events around. This decentralized approach highlights STEM programs and sites in neighborhoods from the beaches to the mountains. Building **meaningful relationships** with community groups and community members is the key to offering everyone opportunities for **equitable inclusion** in the programs of City of STEM.





PBS SOCA
Lift Off to Learning
/// LEARNING
SATURDAY, JUNE 22
10 a.m. - 4 p.m.
CELEBRATE THE 50th ANNIVERSARY
OF THE MUSEUM OF THE FUTURE WITH A FREE
DAY OF OPEN AND INSPIRATIONAL
PROGRAMMING
FREE PROGRAMMING & OPEN TO THE PUBLIC
www.koce.org

PBS SOCA
KOCE IS YOUR PBS

**WE LOVE OUR
PARTNERS**

LOS ANGELES

**CALIFORNIA
INSTITUTE OF
TECHNOLOGY**

JPL

UCLA

100+

**PARTICIPATING
PARTNERS**

**NATURAL
HISTORY
MUSEUM**

LOS ANGELES COUNTY

**CALIFORNIA
SCIENCE
CENTER**

**AQUARIUM OF
THE PACIFIC**

A FEW OF OUR 100+ PARTICIPATING PARTNERS





WHY WE'RE HERE

LA IS A STEM TOWN



Investing in the City of STEM supports Greater Los Angeles' global leadership in science, technology, education and innovation by ensuring it remains so in the future.

- Greater LA has more than 600,000 tech jobs, more than any other place in the nation.
- The most biotech opportunities in California exist in LA County.
- Nearly 6,000 engineering degrees are awarded in LA County a year – more than anywhere else.

A HANDS-ON WAY TO IMPACT THE FUTURE

Data shows that the best way to ensure that young people pursue STEM careers is to **inspire** that career choice **early** through out-of-school experiences like City of STEM.

City of STEM offers a variety of engaging experiences designed to meet young people on all levels to both spark a **lifelong interest** in STEM and to strengthen the support of adults in the lives of young people.

With its legion of **marquee partners** participating in the month-long celebration and its wide reach, City of STEM will host dozens of activities and events designed to support an awareness and a **love** of STEM.



“Now more than ever, kids need fun, open-ended [STEM] experiences that can help them build their problem-solving power and make their own creative mark on the world.”

—NATIONAL INVENTORS HALL OF FAME

“The big concern right now in science education is that facts are very easy to get. What we want is for students to be able to separate the wrong ideas from the good ones.”

BILL NYE



STEM learning is also important for students in their **everyday life** in our contemporary world, with the rise of new technologies in biomedicine, microfabrication, robotics and artificial intelligence. The ability to understand and apply data, and develop solutions to complex problems, will be important life skills.”

EDUCATION.GOV.AU

STEM can **empower** people and communities in innumerable ways, driving informed decision-making and offering pathways forward to **neighborhoods**.

LET'S MOVE THE NEEDLE



City of STEM strengthens the local STEM community, providing **a platform** for leaders in civic engagement, industry, learning, and inspiration to come together as one in order to engage ALL members of the public in many different ways, charging them to encourage the **next generation** of local STEM leaders.

Let's...

Widen Access to STEM Careers for All!

- 84% of STEM jobs are held by white or Asian males.

Inspire More Women in STEM!

- Only 27.5% of the LA STEM workforce is female.

STEM IS BEAUTIFUL AND BIG



STEM provides an access point to a deep appreciation of the world in which we live and our connections to it and to other human beings.

City of STEM celebrates this beauty.

The **biggest** story of the past 3 years is a science story - the COVID-19 pandemic. STEM learning allows students to discover STEM's role in **society** and their **connections** to it. In particular, underscoring the STEM activity and resources of the communities around LA - the everyday world of the students being served - is valuable. **City of STEM** does that.

STEM **jobs** are expected to grow 8% by 2029 compared to 3.7% for all other fields. City of STEM inspires that future.



CITY OF
STEM
SCIENCE FESTIVAL



WHAT PEOPLE ARE SAYING

2021

300K

targeted impressions
for STEM families

We reach an
estimated

2 MILLION

2022

8 MILLION

impressions for LA Residents through TV,
Print, Digital, Social & Earned Media

We reached an estimated

2.5 MILLION

MEDIA PARTNERS





KTLA

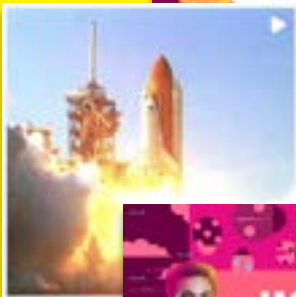
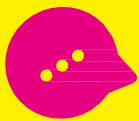
LA's Largest Celebration of Science, Tech and Math...this event is enormous! Education in a fun way!

“STEM is all around us. It’s our world. We need more girls in STEM to help make decisions and problem solve and that can’t all be done perfectly with just men in the field.”

CEINNA LARK, CITY OF STEM PARTICIPANT

“It’s fascinating how City of STEM gets all of these different enterprises together... and gets people excited about science!”

NBC



Social Media Audience Insights:

64.2% audience were women 33-44 years of age
87.2% of total population were women
75% were parents between the age of 35-44





WELCOME TO CITY OF STEM

FULL THROTTLE

HAWK KINGS
EST. 507

JOIN US



SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR >\$75K, ONE OPPORTUNITY

- Logo and/or name featured immediately after the event title on all promotional materials including banners, postcards, posters, press releases, etc., if time permits
- Logo and/or name featured immediately after the event title in all digital marketing and social media posts
- Your name and/or logo in all listings of event supporters
- Up to 2 exclusive social media posts (either facebook, twitter, Instagram, etc.) leading up to the event that features your organization
- We will create a 30 Second Video Featuring your Company or Organization and its efforts in STEM, which will be featured during the kick-off event in the morning and afternoon, and other City of STEM follow up events of your choice, including, if possible, as part of one digital media buy in the LA area.
- Full page feature in the City of STEM program, digital and printed

MOST POPULAR

LEAD SPONSOR

\$50,000

- Logo and/or name featured on select promotional materials including banners, postcards, posters, etc.
- Top-tier placement of your name and/or logo in all listings of event supporters
- Name featured in all press releases
- Up to 2 exclusive social media posts (either facebook, twitter, Instagram, etc.) leading up to the event
- Half page feature in the City of STEM program
- Creation of a 30 second video to promote your organization and its efforts in STEM. Will be featured at the event and promoted on social media to demographic of your choosing.

COMMUNITY SPONSOR

\$25,000

- Second-tier placement of your name and/or logo in all listings of event supporters
- One exclusive social media post (either facebook, twitter, Instagram, etc.) leading up to the event that features your organization
- Quarter page feature in the City of STEM program
- Creation of a customized 15 second video to promote your organization or company and its efforts in STEM. Will be featured at a City of STEM online event and promoted on social media.

COMMUNITY PARTNER

\$10,000

- Your name or logo included in all full listings of event supporters
- One exclusive social media post (either facebook, twitter, Instagram, etc.) leading up to the event that features your organization
- Your organization named and logo listed with others during the City of STEM online events

COMMUNITY ADVOCATE

\$1,000-\$5,000

- Your name included in all full listings of event supporters
- Your name included in up to 2 social media posts (either facebook, twitter, Instagram, etc.) that include the names of all Community Advocates
- Your organization and logo listed with others during the City of STEM online events

SPONSORSHIP OPPORTUNITIES



THE AMOEBA PEOPLE PERFORM AT CITY OF STEM

WHERE IT GOES

- Kick-off Event
- Neighborhood Events
- City of STEM Innovation Challenge
- City of STEM eSports Competition
- STEM ICON Award
- Career Lounges
- Panels of STEM Professionals
- Keynote Speakers
- City of STEM Workshops
- Set Up for the Kick-off Festival
- AV Equipment for the Kick-off Festival
- Refreshments
- Marketing
- City of STEM Online Broadcasts
- Girls in STEM Summit
- More!

Please contact City of STEM if you would like your sponsorship to specifically include any of these items.

THANK YOU!

**FOR SPONSORSHIPS, DONATIONS AND
QUESTIONS, PLEASE CONTACT**

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