

Real IMPACT Center, Inc

presents

Macon STEM festival

March 21, 2020

10:00AM – 3:00PM

Central Georgia Technical College Titans Arena

A family celebration of Science, Technology, Engineering, and Mathematics





WHAT IS REAL I.M.P.A.C.T. CENTER?

Real IMPACT Center, Inc. is a 501(c)3 organization focused on closing the gender gap by **empowering girls** from all walks of life to ignite their passion for **Science, Technology, Engineering, and Math**, thus equipping them with the confidence and education to pursue the careers they desire. Our organization seeks to immerse youth in critical thinking and problem solving through STEM-based activities that are often not readily available in typical classroom settings.

Founded in 2013 by Geneva West, Real IMPACT has served over **2,500** students through programs such as Girl Power STEM Camps, the Pretty Cool Lego Girls after school robotics team, and STEMtastic Saturdays. Through the success of community-based projects like the Macon STEM Pop-ups and the Girls will be Women in STEAM Conference, the **Macon STEM Festival has evolved as a way to engage the entire family unit in STEM.**

Real IMPACT is always working to involve the community by collaborating with other organizations and entities to maximize our impact here in middle Georgia. Some of our strategic partners include Central Georgia Technical College, Georgia Power, Robins Air Force STEM, Museum of Aviation, Fort Valley State University, and more. By partnering with us, you will be making a real impact in the lives of local families and beyond for years to come.

Stay Connected: www.RealImpactCenter.org | @realimpactinc





WHAT IS MACON STEM FESTIVAL?

The Macon STEM Festival is a family celebration of Science, Technology, Engineering, and Math in Macon. The inaugural festival will be a highly visible outdoor and indoor event that will provide opportunity for engagement and exchange between children, teens, families, and local STEM professionals.

This exciting event will take place on **March 21st, 2020 from 10:00am until 3:00pm at Central Georgia Technical College Titans Arena located at 1780 Anthony Rd in Macon.** This event will feature at least **40** exhibitors who will provide hands-on activities, live STEM stage performances, interactive demonstrations, and family-oriented STEM entertainment.

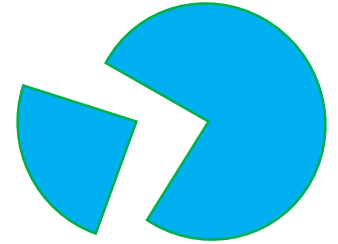
The Macon STEM Festival hopes to attract **1,500** or more visitors and it is designed with accessibility in mind, so that all families will be able to attend and have a spectacular experience. **There will be sensory-friendly classroom space for the comfort and safety of Autistic attendees.**

The Macon STEM Festival is an initiative of Real IMPACT Center, Inc. and is managed by Executive Director, Geneva West, and a team of community volunteers. Collaborators and sponsors are welcomed to help ensure the sustainability of this event for the community for years to come.





WHY IS YOUR HELP NEEDED?



Women make up less than a third of the STEM workforce in America, and women of color are even farther behind in STEM career representation. Combine that with the fact that 20% of Bibb County students are not meeting their math and science goal scores, and it's clear that a lack of exposure to science and technology is hurting our youth's ability to pursue careers in these fields.

That's where Real IMPACT steps in. We seek to level the playing field by connecting with young people's natural curiosity and providing fun, engaging STEM opportunities that will encourage our youth to unlock their full potential. We want family units to consider future professions and educational resources at an age when their children are the most impressionable.



Uplifting our youth and ensuring equal footing in these career fields is the first step to reducing the cycle of poverty and creating increased economic empowerment in future generations. Since some of these students will likely remain and work in the area, this will eventually lead to a stronger Macon-Bibb workforce and a stronger impact on local economic structure.

This project was funded in part by a grant from the Community Foundation of Central Georgia





WHAT CAN YOU EXPECT AT MSF?

The Macon STEM Festival is **FREE** to the public and **open to the entire family**, with a goal of hosting over **40** STEM/STEAM based exhibitors with hands-on STEM fun for all ages. If you aspire to become an exhibitor, please ensure that your station features a hands-on activity that will allow families to step into the role of a scientist, engineer, programmer, or physicist for a few minutes. As mentioned, this is a family-oriented event, so please ensure that your activity is engaging for both kids and adults.



This is the first festival of its kind in Macon, and we are expecting **1,500** or more visitors, so keep your curriculum material simple and reusable, if possible, to ensure that you have enough. Some activities that could allow 3-5 visitors at a time to take 5-7 minutes to accomplish could involve DNA distractions, Lego building, circuit fun, make your own slime lab, and so much more. If you are unsure of what activity to host, our curriculum team will be happy to help get you on the right path – just email us at outreach@realimpactcenter.org.

Another option is to check out www.howtosmile.org to help with getting your creative juices flowing. It's helpful to select a high-energy team of about 3-5 staff to run your booth, so that you ensure as much face time with attendees as possible. The goal is to maximize the exposure to families. Cut cost and Go Green! Avoid too many handouts. We will gladly provide a link to all of our exhibitors on our website and we can work together to direct families there. Please feel free to use QRG codes or have families take pictures of a flyer for resource materials.



SPONSORSHIP OPPORTUNITIES & BENEFITS

*Contact **Jess Grider** at outreach@realimpactcenter.org to become a sponsor or for additional information.

Donations in any amount welcomed!

\$5000	\$2500	\$1000	\$500	\$250
TITANIUM	DIAMOND	PLATINUM	GOLD	SILVER

SPONSORSHIP OPPORTUNITIES AND BENEFITS

	TITANIUM	DIAMOND	PLATINUM	GOLD	SILVER
RECOGNITION ON WEBSITE	●	●	●	●	●
SOCIAL MEDIA RECOGNITION	●	●	●	●	●
SPONSORED ATTRACTION WITH SIGNAGE	●	●			
PREFERRED EXHIBITOR PACKAGE			●	●	
PREMIUM EXHIBITOR PACKAGE	●	●			
LOGO ON EVENT BANNERS*	●				
NAME LISTED ON FESTIVAL T-SHIRTS*	●	●	●		
INCLUSION IN EVENT VIDEO	●	●			
INCLUSION IN RADIO ADS	●				
RECOGNITION ON 2020 STEMFEST PROMOTIONAL MATERIALS	●	●	●		
SPONSORED MESSAGE DURING KICKOFF CEREMONY	●	●			
LOGO ON EVENT FLYER CIRCULATED ON ALL NETWORKS AND PRINT*	●	●			

*Deadline to be included on printed materials is January 31, 2020

Additional Sponsorship Opportunities (a la carte)

Host an Attraction (comes with your name in signage at the attraction) See attached...\$1000 to \$3000

Event Stage and Signage Sponsor... Price varies

Promotional Billboard Sponsor... contact for information

Autism Zone Sponsor (exclusive safe space with STEM stations for families with Autistic members) up to \$2,500



EXHIBITOR PACKAGE OPTIONS

Premium Exhibitor Package

Available to Titanium and Diamond sponsors

20 x 20 ft. exhibitor space

Prominent (indoors or outdoors) location

(3) 6-ft tables and (6) six chairs

(6) STEM Festival t-shirts

Electrical access

**Additional tables, chairs, and t-shirts are available at cost.

Preferred Exhibitor Package

Available to Platinum, Gold, and Silver sponsors

15 x 15 ft. exhibitor space

Prominent (indoors or outdoors) location

(2) 6-ft tables and (4) four chairs

(4) STEM Festival t-shirts

Electrical access

**Additional tables, chairs, and t-shirts are available at cost.

Standard Exhibitor Package

\$100 for government agencies and for-profit organizations

\$50 not-for-profit and educational institutions

10 x 10 ft. exhibitor space

(1) 6-ft table and (2) chairs

(2) STEM Festival t-shirts

Electrical Access

**Additional tables, chairs, and t-shirts are available for additional cost.

Please note: request deadline is March 6, 2020





SIGN ME UP!

Complete this form and mail or email to:

Real IMPACT Center, Inc.

P.O. Box 1346 | Macon, GA 31208

outreach@realimpactcenter.org

Sponsor Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email: _____

Choose Sponsorship Level:

- \$250 Silver
- \$500 Gold
- \$1000 Platinum
- \$2500 Diamond
- \$5000 Titanium

Would you like to utilize your included exhibitor space?

- Yes!
- No, thank you!

Form of Payment:

- Check: Payable to Real IMPACT Center, Inc. Memo: Macon STEM FEST, EIN 46-2777689
- Request Invoice: Where shall we e-mail an invoice? _____

*Contact **Jess Grider** at outreach@realimpactcenter.org to become a sponsor or for additional information.

Donations in any amount welcomed!



STAY CONNECTED WITH US!



www.RealImpactCenter.org



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