



# iMAGINE

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# UPSTATE

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2019 PARTNERSHIP PACKET



5th Annual iMAGINE Upstate STEAM Festival  
April 6, 2019  
11AM - 5PM  
West End of Downtown Greenville, SC

# LOOKING AHEAD

Our mission is to create meaningful experiences that promote a culture of lifelong learning and career readiness with an emphasis in science, technology, engineering, arts, and mathematics (STEAM).

## THE DEMAND

The demand for STEM jobs is growing rapidly. According to the Brookings Institution, in 2011 there were over 26 million STEM jobs in the U.S. and this number is expected to continue growing.

**From 2017 to 2027 STEM jobs will grow by 13% in SC compared to 9% for other jobs**

- ↑ 17% in computing
- ↑ 11% in engineering
- ↑ 16% in advanced manufacturing

SOURCE: Economic Modeling Specialists International, 2017.



## THE ISSUE

In South Carolina and across the nation, business leaders are struggling to meet the current and projected demand for jobs in STEM. Companies will not invest in a community unless they are confident that they can find the talent they need to stay competitive. Only 26% of South Carolina students are graduating with the degrees and certification necessary to obtain these jobs. Students' lagging performance in K–12 math and science, particularly among minorities, is a critical reason why.

SOURCE: [vital.signs.changetheequation.org](http://vital.signs.changetheequation.org)



## THE SOLUTION

The good news is that the effective programs like iMAGINE Upstate's STEAM Festival are beginning to fill in the gaps in the STEM pipeline in South Carolina. iMAGINE Upstate partners with major South Carolina employers to identify high demand career pathways and showcase them to a new generation of innovators in exciting ways. Through interactive learning experiences, iMAGINE Upstate sparks the imaginations of Pre K-12 students and fosters their aspirations to pursue 21st century STEM careers.



# THE iMAGINE EXPERIENCE

The 5th Annual iMAGINE Upstate STEAM Festival is a premier event in downtown Greenville celebrating and promoting STEAM education and workforce development in Upstate, SC. This one-day family festival ignites the imaginations of Pre K-12 students through interactive exhibits that showcase STEAM learning and career pathways. As the largest STEAM event in the Upstate, the festival draws 10,000-15,000 each year from across South Carolina and beyond with over 75 participating businesses, schools, and nonprofit organizations!



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## COMMUNITY PARTNER EVENTS

- iMAGINE VIP Launch Party
- Swamp Rabbits Advanced Manufacturing Day
- iMAGINE Design Challenge with Michelin
- All Girls Auto Know at CU-ICAR
- iMAGINE Expo for School Counselors and Mentors
- Roper Mountain STEM Fest

# PROGRAM GOALS



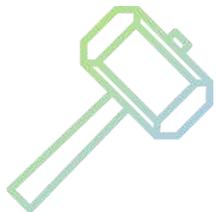
Celebrate STEAM, innovation and entrepreneurial activity in the Upstate.



Promote Pre K-12 education and workforce development with an emphasis on student readiness.



Raise awareness and educate students, families and professionals about STEAM career opportunities in the Upstate.



Ignite an interest in STEAM for Pre K-12 students and cultivate lifelong learning through hands-on experiences that connect to 21st century careers.



Increase opportunities for under-represented groups and promote equity in STEAM education and careers.



# 2018 SPONSORS | PARTNERS

## Title Sponsor



## Leadership



## Gold



## Silver



## Bronze



## Media Partners



## Transportation Partners



# 2019 PARTNERSHIP LEVELS

Partnership Levels	Presenting/Title	Leadership	Gold	Silver	Bronze
<b>General Festival Recognition</b>	\$50K +	\$30K - \$49K	\$15K - 29K	\$5K - 14K	\$1K - \$4K
Name included on iMAGINE Upstate logo	x				
Top billing on all festival materials	x				
Opportunity to serve on our iMAPCT Board	x	x	x	x	x
<b>Recognition During iMAGINE Upstate STEAM Fest (April 7, 2018)</b>					
Featured STEAM Fest experience space - Stadium concourse for Title or large tent space	x	x			
15' X 30' Customized booth/tent space for company's exhibit			x		
10' X 20' OR 15' x 15' Customized booth/tent space for company's exhibit				x	x
Booth/Tent banner with company name	x	x	x	x	x
Major stage/experience with naming rights (Name and logo on banner)	x	x	x		
Listing on festival site map	x	x	x	x	x
<b>Website Recognition</b>					
Logo recognition on festival homepage (with hyperlink)	x	x	x		
Description of your organization on festival website	x	x			
Logo Placement on Festival partners page (with hyperlink)	x	x	x	x	x
Listing on festival interactive site map	x	x	x	x	x
Description of booth/tent activities on exhibits page	x	x	x	x	x
Opportunity to blog about your company on the iMAGINE Blog	x	x	x		
<b>Recognition in Festival e-Newsletter (circulation 8K+)</b>					
Logo Recognition in each festival monthly e-newsletter with hyperlink	x	x	x		
Included in Partner Highlights in festival e-newsletter with hyperlink	x	x	x	x	x
<b>Recognition in Social Media (4K+ followers)</b>					
Number of Tweets (at the festival & in the preceding week)	6	5	4	2	
Number of Facebook posts (at the festival & in the preceding week)	6	5	4	2	
Logo included in the Festival social media cover images	x	x	x		
<b>Recognition on Print Materials</b>					
Logo on 2,000+ Festival posters distributed across the Upstate	x	x	x		
Logo on Festival T-shirts	x	x	x	x	x
Logo on 3,000+ Festival brochures	x	x	x	x	x
Logo on 1,500 Festival attendee bags	x	x			
<b>Public Relations &amp; Media Opportunities</b>					
Logo included in the festival promotional commercials	x	x	x		
Name recognition in official press release	x	x	x		
Additional TV, radio and print media opportunities available	x	x	x	x	x
<b>VIP Launch Party</b>					
Company representatives have opportunity to attend VIP Launch Party before the festival	15	12	10	8	6
Logo and naming rights for invitations and signage	x	x			



## CONNECT WITH US

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Imagine Upstate



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

*Your support makes it possible for us to provide iMAGINE Upstate Festival  
and other STEAM education programming FREE to the public!  
THANK YOU!*

Photos courtesy of Jack Robert Photography.

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