***Science Festival Sponsor Checklist***

**Becoming Sponsor**

***Immediately***

* **Pledge your sponsorship level by signing a pledge form or sending in payment**

***Immediately***

* **Registration for the Partner Portal on PSF Website**

*-PSF will update contact information, logos, etc.*

***Immediately***

* **Send EPS logo to TFI team**

*-Providing your most recent EPS logo ensures clear and accurate recognition on signage and collateral*

***By March 15, 2015***

* **Remit payment**

* **Mark your calendar for the Sponsors Only Call/Check-In**

***April 2, 2015***

***10:30 am***

*-Have all of your questions answered during this special sponsors only call about PSF involvement and next steps*

**Carnival Registration Opens**

***Immediately***

* **Identify hands-on activity and potential activity providers**

**-**Need help? Visit [www.howtosmile.org](http://www.howtosmile.org) or *PSF can assist with the development of activity.*

***Immediately***

* **Register for the Partner Portal on PSF Website**

*-PSF will update contact information, logos, etc.*

***Immediately***

* **Click** [**HERE**](http://www.philasciencefestival.org/upload/wysiwyg/become%20an%20exhibitor/Carnival%20Exhibitor%20Registration%20FAQ%2012%2030%2014.pdf) **to review the Carnival Exhibitor Registration FAQ**

*-PSF will also provide link via email.*

***March 15 to guarantee choice locations***

* **Register your exhibit at www.philasciencefestival.org**

**Carnival Participation Planning**

* **Add the email address** [**PSFCarnival@stocktonandpartners.com**](mailto:PSFCarnival@stocktonandpartners.com) **to your address book so you don’t miss any important information!**

***Immediately***

* **Determine if you require an additional booth space**

***March 15, 2015***

-*Contact Casey Drummond at* [*cdrummond@fi.edu*](mailto:cdrummond@fi.edu) *for pricing*

* **Review and approve final version of your activity title**

***April 3, 2015***

-*PSF will send emails regarding this.*

***April 3, 2015***

* **Update any technical requests (extra table and/or electricity)**

*-Modify your registration by visiting the registration site (accessible at* [*www.philasciencefestival.org*](http://www.philasciencefestival.org)*)*

* **Submit any outstanding payments & Certificate of Insurance**

***April 3, 2015***

-*Checks payable to The Franklin Institute, 222 N. 20th Street, Philadelphia, PA 19103, c/o Casey Drummond.* *Please contact your insurance company directly and request a Certificate of Insurance with the following (exact verbiage may vary per your insurance company): “The Franklin Institute, Stockton & Partners, Inc., Philadelphia Science Festival, and the City of Philadelphia, its officers, employees and agents are listed as additional insureds”*

* **Prepare questions/concerns for conference call with PSF and other activity providers**

***April 17 & 20, 2015***

*-PSF will send an invitation to this meeting in late March 2015. Two opportunities for participation are available (the same information will be provided on both calls)*

*-April 17, 10:00 am*

*-April 20, 3:00 pm*

**Participation in Additional Event**

***Beginning January 15***

* **Select additional event (Science Carnival After Hours, Discovery Day, etc.)**

*-Contact Gerri Trooskin (*[*gtrooskin@fi.edu*](mailto:gtrooskin@fi.edu)*) with any questions or to get involved. You are welcome to use the same activity you’ve planned for the Carnival at other events during the Festival.*

**Additional Benefit Fulfillment**

***Beginning February 23***

* ***Reserve tickets to PSF events based on your sponsor level***

*-Contact Samantha Walter (*[*swalter@fi.edu*](mailto:swalter@fi.edu)*) to reserve tickets for PSF programs*

***RSVP by April 22***

* **RSVP for the Sponsor Happy Hour on April 24 at The Franklin Institute**

*­-Event precedes Science Carnival After Hours event*

***Beginning February 23***

* **Set up your discount code for employees to attend PSF event**

*-Contact Samantha Walter for more information*

**Marketing and Promotion**

***Beginning February 13***

* **Request PSF promotional materials (buttons, stickers, rack cards, posters, etc.)**

*- PSF will provide order form (available on Partner Portal at www.philasciencefestival.org)*

***Beginning February 13***

* **Request any custom PSF promotional materials (rack cards, flyers, digital signage, web ads, email blasts, social media images, etc.)**

*- PSF will provide order form and partner-approved copy will be used*

* **Distribute materials once received**

*­-PSF will provide tips and ideas for best practices.*

* **Post to social media outlets about your event participation (Twitter, Facebook, E-blasts, Instagram, etc.) Once-a-month is requested, but feel free to promote more!**

***February-***

***March-***

***April***

*-PSF will provide guidelines about how to best engage your potential audience via social media*

**Home Stretch/Carnival Day**

***Recommended - April 24, 2015***

* **Prepare for event by purchasing needed supplies, making copies, etc.**

*-PSF will provide tablecloths and exhibit signs. If you don’t see them when you arrive, check with PSF staff on-site.*

*-To estimate the quantity of materials you may need, think about how many activities you can complete in one hour and multiply by 6!*

* **Order volunteer lunches**

***April 30, 2015***

*-As a benefit of your sponsorship, TFI will work with you to provide discounted box lunches for your staff and volunteers during the event. Contact Samantha Walter (swalter@fi.edu) for more details.*

***Week before/of***

***Festival***

* **Determine parking plan for all staff, volunteers, and leaders**

*-Your sponsorship entitles you to X number of spots in the TFI lot. You are also entitled to 1 spot per booth in the exhibitor parking lot. Determining this plan in advance will save you valuable time during your set-up.*

* **VIP Tent Access (DAY-OF)**

*-Your sponsorship entitles you to X number of wristbands for the VIP tent at the Carnival. TFI staff will deliver these to you in the morning on May 2. The VIP tent will be on 20th Street, near the entrance to The Franklin Institute. ADD A LIST OF WHAT WILL BE PROVIDED IN THE VIP TENT.*

***Week before/of Festival***

* **Final social media push! Post as much as possible about your Science Festival participation in the week leading up to the event.**

*-PSF will provide additional support in pushing events in final week where needed*

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