



**Big Brothers
Big Sisters®**

Discovery Festival



2023 SPONSORSHIP PACKET

www.discoveryfestnm.org

When: November 17, 2023, 9:00am-2:00pm

Where: Manuel Lujan Jr. Exhibit Complex, Expo New Mexico
300 San Pedro Dr NE, Albuquerque, NM 87108



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Dear Community Supporter,

STEAM fields represent limitless opportunity for the youth of New Mexico. Unfortunately, many children have not yet experienced them in a meaningful way. In recognition of the importance of STEAM education and employment to the youth in our community, Big Brothers Big Sisters of Central New Mexico hosts “Discovery Festival,” an annual hands-on STEAM event in Albuquerque, New Mexico. The vision of Big Brothers Big Sisters is that all children achieve success in life. Discovery Festival helps our youth realize their potential through the example and hands-on knowledge that our many companies, agencies, and non-profits bring to the event.

Our 2022 hybrid Festival had over 3,000 student attendees. Discovery Festival 2023, our 9th annual event, will be an in-person event, encouraging kids to experience the STEAM fields live and in a hands-on environment.

Big Brothers Big Sisters is working with teachers and school administrators to craft a Discovery Festival that will fit into their post-pandemic classroom environments. We will work with companies large and small, colleges and universities, nonprofits, and government agencies to demonstrate how your organization can make the sciences fun, interesting, and a viable option for all our attendees. Our partners represent the great variety of opportunities available to young people in our community. We invite your organization to join Discovery Festival 2023, create an engaging exhibit, and inspire the next generation of STEAM students and workers.

Sincerely,

Lorinda Carabajal

Discovery Festival Committee Chair and Big Brothers Big Sisters Board Member

Information Technology Specialist, DoD Civilian, Retired



Frequently Asked Questions

What is Discovery Festival?

Discovery Festival is a STEAM festival hosted by Big Brothers Big Sisters of Central New Mexico. The goal is to introduce local students to STEAM businesses and job opportunities through interactive activities and discovery.

Why Big Brothers Big Sisters of Central New Mexico?

The vision of BBBS is that all children achieve success in life. Discovery Festival connects youth to fields of study and employment that will enable them to do just that! The future is STEAM. BBBS wants to inspire and prepare the next generation for success in these disciplines.

Who are the exhibitors?

Discovery Festival booths and activities are put on by STEAM-focused companies, schools, nonprofits, and government agencies.

Why YOUR Organization?

BBBS wants to show youth the full spectrum of opportunity that STEAM represents. Your organization would make a meaningful contribution to Discovery Festival by showcasing the important work you do in the STEAM industry and interacting face-to-face with our students.

Do I have to be an in-person exhibitor?

Not at all! We will display our partner company logos on the event website, even if you are not planning an exhibit.

SPONSORSHIP OPPORTUNITIES

With over 25 schools from across Central New Mexico registered in 2022, we believe that our 2023 event will continue to reach kids across the state, and create greater accessibility to the STEAM fields for students. Your support will go far for NM kids!

|  Discovery Festival | Da Vinci Presenting Sponsor \$15,000 | Einstein Sponsor \$10,000 | Curie Sponsor \$5,000 | Ride Sponsor \$2,700 | Newton Sponsor \$1,500 |
|---|--|---------------------------------|-----------------------------|----------------------------|------------------------------|
| Logo recognition on all event materials, social graphics, and media | ✓ | | | | |
| Representation during at least one (1) media appearance | ✓ | | | | |
| First opportunity to sign up for theater presentation timeslots | ✓ | ✓ | | | |
| Recognition on BBBS social media and newsletter | ✓ | ✓ | ✓ | | |
| Recognition on Discovery Festival website: www.discoveryfestnm.org | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to include your company's promotional materials in Discovery Festival swag bags for students | ✓ | ✓ | ✓ | ✓ | ✓ |

Who do I contact to get involved?

Contact Cindee Heronimus, BBBS-CNM Major Gifts Officer:
cindee.heronimus@bbbs-cnm.org or at 505-710-5130