Presented by: forum

# 17-24 FEBRUARY 2024

# POWERFUL PARTNERSHIPS

Norwich Science Festival offers a fantastic range of sponsorship opportunities. Get involved with this leading science festival, reach new audiences, exhibit on site and enjoy the benefits of being part of this award-winning Norfolk-wide celebration of science.



## THE POWER OF INVOLVEMENT

Be part of the amazing Norwich Science Festival (NSF) running across February half term. This multi-award winning festival offers inspirational exhibitions, sensational shows and an abundance of hands-on science activities for all ages and all levels of knowledge. Running over eight days, the festival takes science into the community to engage and excite both children and adults.

The Science Festival is coordinated by a dedicated team from The Forum Trust – a charity which invests every year in the festival. It has grown since its launch in 2016 into a huge, multivenue event which depends on sponsors and partners to make it happen.

Align your organisation with the festival, harnessing PR, marketing and promotional opportunities to ensure your company benefits from the extensive digital and in-person reach the festival achieves.



**IN 2023** THERE WERE

VISITS TO THE FESTIVAL

**AND WERE RATED** 

**ENJOYMENT** 

### **WE DELIVERED**

**EVENTS** 

**OF WHICH WERE FREE** 

TICKETS WERE BOOKED

**EVENTS WERE** 

DR LESS

**ORGANISATIONS** 





Norwich Science Festival is an outstanding event that inspires the current and next generation into STEM careers and hobbies. The last festival was such a positive experience for us, with hundreds of visitors of all ages engaging with such a great range of exhibition stands. It was an easy decision from us to sponsor again - our challenge now is how do we top last year!

Breakwater IT. sponsors of Digitech Day

### **WITH THANKS TO OUR 2023 SPONSORS**





















**Contact Norwich Science Festival Producer, Claire Mutimer** claire.mutimer@theforumnorwich.co.uk

### NORWICHSCIENCEFESTIVAL.CO.UK

The Forum Trust Limited, The Forum, Millennium Plain, Norwich, NR2 1TF 01603 727950 theforumnorwich.co.uk

### BENEFITS

**BRAND AWARENESS** 

Sponsor branding on NSF website, inclusion in NSF brochure, marketing campaigns and on-site collateral.

> PROFILE VISIBILITY

Exposure across NSF social channels and dedicated press/promotional activities.

REPUTATIONAL VALUE

Benefit from aligning with our strong reputation. Use our media pack to promote your involvement across your own channels.

**SHOWCASE EXPERTISE** 

Opportunities to participate – give a talk on your specialist subject or host a workshop at the festival.

**EXHIBIT** 

On-site space to feature with a stand at the festival, showcase your brand and have contact with thousands of members of the public each day.

**→ NETWORK** 

Generate leads, build lasting relationships and connections through attending our launch event and other sponsor networking events.

SOCIAL RESPONSIBILITY

With free to attend activities every day, and 40% of ticketed events free to attend, and even more at very low cost, NSF provides amazing opportunities to reach wider communities, and support people in your local area.

Norwich Science Festival is a calendar highlight. Everything Pensthorpe does is rooted in nature education and the festival's ability to engage new audiences and provide a platform for important scientific work, complements our conservation work perfectly.

Pensthorpe, Sponsors of Bugs, Birds and Beasts Day

### BESPOKE PACKAGES

We have a variety of bespoke opportunities to sponsor the festival. We work with companies to tailor a package of benefits to fit your objectives. We know flexibility and customisation are key for your event sponsorship package.

We are keen to discuss the many exciting options and develop ideas that work for your organisation.

The options can include:

Headline Sponsor – have your company name on the front of the NSF brochure, presence at the festival all week, plus personalised options such as a drinks reception, or meet and greet with a visiting scientist or patron.

**Pre-school Sponsor** – we are keen to increase the provision for 3-5 year olds.

**Talks Series** – such as our new Lunchtime Series, and popular Science-after-Six shows.

Please do not hesitate to contact us to discuss these exciting options:
Claire Mutimer, Norwich
Science Festival Producer, at claire.mutimer@
theforumnorwich.co.uk

norwichsciencefestival.co.uk

One NorwichSciFest

Norwich Science Festival

SPONSORSHIP PACKAGES	HELIUM SUPPORTER PACKAGE	NEON SUPPORTER PACKAGE	ARGON PACKAGE (sponsor of a talk)	KRYPTON PACKAGE (sponsor of a day)
INCLUDED IN PACKAGE	£475+VAT	£750+VAT	£1,250+VAT	£2,500+VAT
Company logo on the NSF24 website sponsors page, with a link to your own site	<b>✓</b>	✓50 words	✓75 words	✓ 100 words, plus quote
Company logo on the NSF24 digital newsletter during the festival promotional period	✓	✓	<b>✓</b>	✓
Support and amplification of your brand across the NSF social media platforms	<b>✓</b>	✓	<b>✓</b>	✓
Support from The Forum social media platforms during the festival promotional period		<b>✓</b>	<b>✓</b>	✓
NSF marketing toolkit for your use in your own media and marketing campaigns	<b>✓</b>	<b>✓</b>	<b>✓</b>	✓
Company logo on The Forum digital screens for specific sponsored elements of NSF24		✓	<b>✓</b>	✓
Large freestanding display at entrance of The Forum which includes company logo for duration of the festival		<b>✓</b>	<b>✓</b>	✓
Company logo in NSF24 programme	<b>✓</b>	<b>✓</b>	<b>✓</b>	✓
2 x invitations to NSF24 launch	<b>✓</b>	✓	<b>✓</b>	✓
10% discount on one venue hire booking at The Forum (valid for up to 1 year after NSF24)		<b>✓</b>	<b>✓</b>	✓
Inclusion in relevant press releases during NSF24 marketing campaign		<b>✓</b>	<b>✓</b>	✓
Opportunity for speaker introduction by sponsor			<b>✓</b>	✓
Additional social media posts to promote your talk (Argon) / day (Krypton)			<b>✓</b>	✓
4 x tickets to a talk of your choice (Argon) / or events on your sponsored day (Krypton)			<b>✓</b>	✓
Opportunity for stand on sponsored day, located in a prime spot at The Forum			<b>✓</b>	<b>✓</b>
Selection of key photos for your use after the event			<b>✓</b>	<b>✓</b>
Company logo in the NSF24 Evaluation Report			<b>✓</b>	<b>✓</b>







