



## 2012 High Tech Fair

*February 7th – Student/Parent Night  
February 8th – School Day Event*

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### Sponsorship Opportunities

The High Tech Fair is a collaborative effort between the Science Alliance, the San Diego County Office of Education and San Diego City Schools. It has grown over the past twelve years to include 50+ exhibitors from local cutting-edge STEM organizations and nearly 3000 students, teachers, and parents in attendance. This *non-profit* event costs approximately \$45,000 to produce and is entirely funded through corporate sponsorships, grants, and exhibitor fees. Sponsorship levels, listed below, can be customized to better fit your needs if necessary. SDSA welcomes your tax-deductible sponsorship at any level.

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#### **Platinum** - \$15,000 (Title Sponsor)

*Primary event sponsor. Sponsorship covers major costs of producing event. Our title sponsor will receive:*

- Free, premium exhibit space
- Prominent Acknowledgement as the *Title Sponsor* on all marketing materials and fair signage (*subject to copy content restrictions*)
- Name mentioned on radio advertisements and press releases (*subject to FCC regulations and copy content restrictions*)
- Logo placement on all print ads, online and hard copy registration, and website (*sized according to the amount contributed and subject to copy content restrictions*)

#### **Gold:** \$10,000 (Business Community Partner)

*Our Business Community Partner Sponsor will receive:*

- Free, premium exhibit space
- Acknowledgement as the *Business Community Partner Sponsor* on all marketing materials and fair signage (*subject to copy content restrictions*)
- Name mentioned on radio advertisements and press releases (*subject to FCC regulations and copy content restrictions*)
- Logo placement on all print ads, online and hard copy registration, and website (*sized according to the amount contributed and subject to copy content restrictions*)

#### **Silver** - \$7,500 (School Sponsor - bus/subs)

*Our Silver level School Sponsorship underwrites the cost of school participation countywide. With State budget cuts, most schools would not be able to participate if the district busing and substitute teacher costs were not covered. This sponsorship expands the reach of this valuable STEM event and ensures all public schools are able to attend totally free of cost. Our Silver Sponsor will receive:*

- Free, premium exhibit space
- Acknowledgement as the *Silver, School Sponsor* on all marketing materials and fair signage (*subject to copy content restrictions*)
- Name mentioned on advertisements and all press releases (*subject to FCC regulations and copy content restrictions*)
- Logo placement on all print ads, online and hard copy registration, and website (*sized according to the amount contributed and subject to copy content restrictions*)



**Bronze - \$5,000 (Student/Parent Night Sponsor)**

*Our Student /Parent Night Sponsor underwrites the costs of producing the public component of the High Tech Fair. Our Bronze Sponsor will receive:*

- Free exhibit space
- Acknowledgement as the *Bronze, Student/Parent Night Sponsor* on all marketing materials and fair signage *(subject to copy content restrictions)*
- Name mentioned on all press releases *(subject to FCC regulations and copy content restrictions)*
- Logo placement on all print ads, online and hard copy registration, and website *(sized according to the amount contributed and subject to copy content restrictions)*

**Pewter - \$3,000 (Individual Strand Sponsor)**

Our Pewter Sponsors will sponsor their respective learning strands at the event. They will receive:

- Free exhibit space (with signage prominent acknowledging their sponsorship of the strand.)
- Acknowledgement as the *Pewter Strand Sponsor* on all marketing materials and fair signage *(subject to copy content restrictions)*
- Name mentioned on press releases *(subject to FCC regulations and copy content restrictions)*
- Logo placement on all print ads, online and hard copy registration, and website *(sized according to the amount contributed and subject to copy content restrictions)*

**Individual School Sponsor - \$750 - \$1,500**

An individual school's participation can be underwritten with this sponsorship. At this sponsorship level, you will receive:

- Acknowledgement as an Individual School Sponsor on all marketing materials and fair signage *(subject to copy content restrictions)*
- Logo placement on website *(sized according to the amount contributed and subject to copy content restrictions)*

If you have any questions or would like to discuss these sponsorship opportunities in more detail, please contact Nancy Taylor at [ntaylor@sdcoe.net](mailto:ntaylor@sdcoe.net) or call Carin Holliday at 619.400.9777.