



Tinkler
FEST  **2020**

MAY 9, 2020
10AM-5PM



CHABOT
SPACE & SCIENCE CENTER

Our Reach

VISITORS

189,000
annual
attendance

TINKERFEST ATTENDANCE

1,000+

MEMBERSHIP

5,000+
Households

NEWS LETTER

25,000+
Households

FACEBOOK

15,000+
followers

WEBSITE VISITS

100,000+

INSTAGRAM

1,000,000
video views

SOCIAL AND ELECTRONIC MEDIA ANNUALLY

1 million+

PRESS

600
Media Contacts

Sponsorship & Marketing Opportunity

Tinkerfest is one of Chabot's biggest festival days that brings crowds of makers, artists, and tinkerers to celebrate the creative, curious, and innovative spirit in all of us.

Attendees of all ages join in DIY fun during the daylong event. The entire Center is activated with experiences that highlight creativity and curiosity, ranging from the massive DIY cardboard village to our iconic Take Apart zones. The 2020 Zones will feature two full cars and one small airplane engine, where tinkerers can see, touch, and learn how something works by dismantling it.

Tinkerfest is geared to a family audience but intriguing for all. Guests ages 4-104 will find tinkering experiences to explore and opportunities to learn together.

Chabot Space & Science Center

Founded in 1883, Chabot is one of the oldest science centers in the country, combining hands-on, interactive exhibits with a spectrum of STEAM-focused programs for learners of all ages. As a non-profit organization located in Oakland, we rely on the generous support from our community.

Sponsorship

Your sponsorship of Tinkerfest puts your brand in front of a geographically, ethnically, and socio-economically diverse audience at an inclusive, fun, STEM oriented community event that people remember all year long.

Chabot's 25,000+ newsletter and 5,000+ member households comprise a well-educated segment (68% have advanced degrees) who will create positive associations with your brand.

As Chabot's signature event, Tinkerfest will be promoted through pre-event media campaigns, paid advertising, website, social media, member newsletter, and general audience email blasts. Day-of coverage includes local print and television media attention, as well as social media messaging.



To Learn More:

Development@ChabotSpace.org
or (510) 336-7379



Tinkerfest Sponsorship Levels & Benefits

\$20,000 \$10,000 \$5,000 \$2,500 \$500

Visibility

"Presented by" credit and logo on event signage	x				
5 second event day advertisement before all Planetarium Shows	x				
Tinkerfest t-shirt design featuring your logo in lead placement	x				
Tinkerfest t-shirt design featuring your company in list placement		Logo	Logo	Name	Name
Recognition in social media	3	2	1	1	1
Recognition on event website	Hyperlinked Logo	Logo	Logo	Name	Name
Recognition on event signage	Lead Logo	Logo	Logo	Name	Name
Recognition on annual donor wall and annual report	x				

Hospitality

Tickets to VIP dinner the night before Tinkerfest	10	6	4	2	
VIP line for easy event entry	x	x	x		
Private room for guests to store belongings	x				

Access

Event admission for employees and their families	100	50	25	10	5
Tabling and volunteer opportunity	x	x	x	x	x

Tinkerfest 2020 Sponsorship form

Confirm your sponsorship by April 1 to receive all listed benefits associated with your support level.

Please complete and mail the form along with your payment to:
Development Department
Chabot Space & Science Center
10000 Skyline Blvd
Oakland, CA 94619

If you'd like to make your payment by phone, please call (510) 336-7305 or email development@chabotspace.org for more information.

\$20,000 \$10,000 \$5,000 \$2,500 \$500

Chabot staff will contact you to follow up on all associated benefits and recognition. Who is the best person to contact for recognition and benefit details related to this sponsorship?

Name:

Title:

Company:

Phone:

Email:

