

# MSEF

## Massachusetts Science + Engineering Fair

### SPONSORSHIP PACKAGES - 2024





## WHO WE ARE

### Our Mission and Vision

Tomorrow's science workforce is being created today. MSEF is making that happen! We inspire future problem solvers in science and engineering, developing critical thinkers who can analyze and understand the world around them, whatever field they pursue.

We develop young talent through experiences in science and engineering practices using well-proven programs and novel approaches that empower students and educators to learn in and beyond the classroom.

### Our History

For 75 years, MSEF has organized the Commonwealth's premiere pre-collegiate STEM competition. MSEF supports students and educators in a year-long journey that culminates in the Fair. The Fair provides a unique opportunity for middle and high school students, regardless of background and resources, to both showcase their independent research projects and innovative ideas, and engage with professional scientists and engineers.

**Support MSEF and help us reach a future where every student is empowered through learning in science and engineering practices.**

### Our Future

As a 501(c)(3) nonprofit organization, MSEF relies on the generous donations of like minded organizations to further our work in inspiring and empowering students across the Commonwealth. This young talent becomes the future pipeline of STEM workers and leaders in Massachusetts and beyond.

*"The feeling of making a contribution and impacting the world through my efforts to realize a goal - one I spent months perfecting and testing - was incredible. It was a monumental effort, but I am very grateful for each lesson and experience I have gained." Freya, MSEF Alumna*



## WHAT WE DO

Each year MSEF supports 4,000+ students in Massachusetts, facilitating their experience in the professional practices of working scientists and engineers through the development of independent research projects. Through MSEF's free Science Fair Ready Network, students and educators are supported every step of the way.

MSEF provides hands-on, real-world experiences and personalized learning to foster curiosity and encourage innovation beyond the classroom setting. MSEF provides professional development, curricular tools, and a host of mentorship programs for teachers and students, supporting their work.

### What We Do For Students

#### ➤ Support them

- Providing a wealth of resources to guide them through each step of the science fair process: webinars; toolkits; coaches; etc

#### ➤ Connect them

- Facilitating invaluable connections with local STEM professionals including Fair judges. We match students with strategic mentors from academia, industry, and across the community

#### ➤ Inspire them to

- Embrace the complicated issues that arise when working on real world problems
- Be comfortable with failure, as science requires iterating to get to success
- Be problem solvers, whether working alone or as collaborators

*"This process of finding a problem, researching, and testing possible solutions has been one of the most valuable processes for me as I have embarked on my science fair journey. It has taught me to question and understand concepts on a deeper level." Jacob, MSEF High School 2023 participant*

## What We Do For Educators

### ➤ Financially support them

- Supplying the most in-need classrooms with resources and materials that their students require for projects, at no cost to them

### ➤ Coach them

- Providing guidelines, resources, on-demand consultations and workshops so that they are equipped to support their students through the science fair process

### ➤ Connect them

- Facilitating mentor connections and feedback sessions



## What We Do for Massachusetts

### ➤ Keep Massachusetts competitive in STEM

- For 75 years MSEF has cultivated and nurtured future scientists and thought leaders, contributing to a strong and bright future for the State's STEM industries

### ➤ Showcase Massachusetts on the international stage

- MSEF takes top Massachusetts STEM talent to compete in the International Science and Engineering Fair (ISEF). The state delegation is consistently strong, inspiring and award winning in this forum

### ➤ Elevate the valuable underrepresented perspectives found across Massachusetts

- MSEF is strategically positioned to provide the opportunity for populations historically underrepresented in STEM to engage and thrive in the rich Massachusetts STEM ecosystem

*"I am so proud of our MSEF student scientists. In 2023 we took 15 projects to the Regeneron International Science & Engineering Fair where they won 2 first place awards, 2 second place awards and 2 third place awards. In addition, 3 projects won special awards! There were over 1,800 students from 75 countries represented!" Helen Rosenfeld, Executive Director, MSEF*



## OUR IMPACT

Each year MSEF makes a powerful impact on students, educators and the professional STEM community across Massachusetts. **MSEF provides unique and meaningful access to thousands of students across MA, these are a diverse group of smart, inquisitive, awe-inspiring students that are interested in STEM careers, they are your future talent pipeline!**



Students represent **225+ schools**; both public and private including; charter, vocational, parochial and homeschool



MSEF awards **\$250,000+** in prize money and scholarships directly to students



**4,000+ students** develop projects in science + engineering



**250+ educators** are supported through the science fair process



MSEF sends a Massachusetts delegation of top students to compete at the **International Science + Engineering Fair** each year

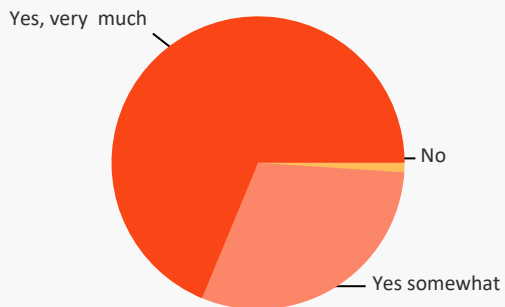
MSEF's programming plays a crucial role in encouraging scientific inquiry, fostering creativity and developing critical thinking skills, communication, and teamwork in students. The MSEF journey encourages them to pursue future roles in STEM, building our workforce in a critical area for competitiveness and economic success. We're creating tomorrow's problem solvers and innovators.

*"The conversations with the judges, taught me what I need to do to pursue a scientific breakthrough that is genuinely impactful...having personal conversations with the judges during the judging period taught me about what professional positions the field of science has to offer, and truly motivated me to pursue science in the future — the judges' careers seemed so impactful and important!" Yasmine, MSEF High School 2023 participant*

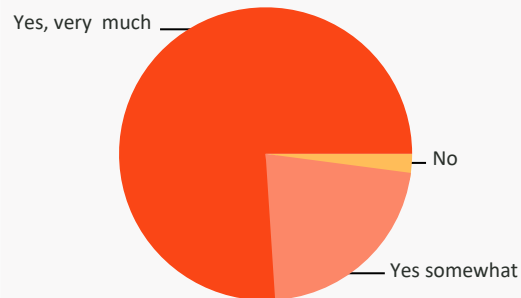
## Students learn to:

- Analyze, evaluate, and synthesize information
- Think critically, and communicate effectively
- View mistakes as opportunities to learn

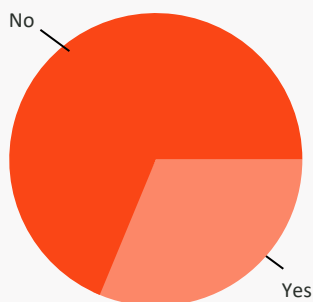
These are the skills that are needed in today's workforce.



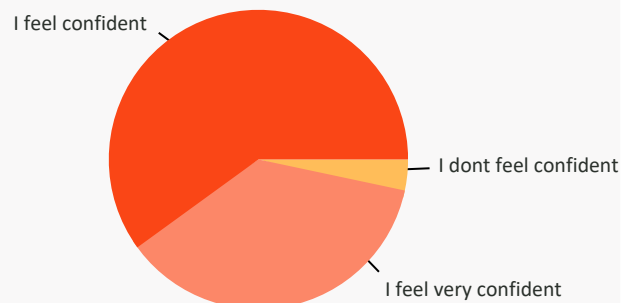
**99% said the fair increased their understanding** of how STEM research and work is conducted



**98% said the fair increased their interest** in STEM careers



**30% of students were hesitant to** conduct a Fair project. Not all students who participate at the State Fair started with confidence and comfort with the challenge



Of the 30% of students who were hesitant to participate, **99% indicated post-fair that they are now confident** in their ability to conduct future projects

We continually use impact data to inform our work with students and schools. These are exciting results for us and show that we're hitting the mark.

Student comments represented by the charts, were obtained by a post-MSEF High School State Fair survey, 2023

*"I had to figure many things out as I went, which taught me a lot about being flexible. This project also greatly helped me improve my problem-solving and critical thinking, all extremely valuable skills to have in any field." Nicole, MSEF High School 2023 participant*



## LOOKING FORWARD

**MSEF needs your financial support today because the world needs the brightest minds and most critical thought leaders of tomorrow.**

There is no time to waste in supporting the best of today's youth, no matter where in the Commonwealth they live. MSEF will never charge any student, school or educator for participation in the transformative journey that is the Massachusetts Science + Engineering Fair.

With increased financial support MSEF will immediately work to:

- Ensure all students in Massachusetts have equitable access to programming
- Pair any student who wants a coach with a strategic professional or academic match
- Ensure that access to equipment and materials does not limit participation
- Increase interest and retention of students historically underrepresented in STEM

*"I learned the importance of overcoming the difficulties I ran into, as in the end, I was able to really see how far I got when I did not give up."*  
Haruki, MSEF High School 2023 participant

*"I learned so much from the process of research and also how to effectively communicate my findings orally and visually! It was also super valuable writing a research paper and receiving feedback from my peers, as well as talking with encouraging mentors/judges."*  
Andrea, MSEF High School 2023 participant

# BECOME AN MSEF SUSTAINING MEMBER

STEM has a vital role in shaping our society and economy. Join us in our mission of equipping all Massachusetts' youth with the skills and experience needed to successfully enter this changing workforce. Through MSEF's year long Science Fair Ready programming and the iconic State Fairs, students develop the critical skills of problem solving, creative thinking, emotional intelligence and interpersonal skills vital for future success. Investing in MSEF is investing in a future where every student is empowered through learning in science and engineering practices.

## Real World Benefits To Your Organization

### Engagement with Massachusetts' brightest young STEM innovators

- Increase brand awareness and visibility with the next generation of scientific and engineering leaders
- Engage with rising talent by judging or volunteering, building student knowledge and affinity with your corporate brand
- Foster a pipeline of future talent

### Positive corporate branding

- Increase awareness and media coverage of your company's commitment to STEM literacy
- Align yourself with MSEF's mission of a future where every student is experienced with science and engineering practices before leaving high school
- Identify as one of Massachusetts' most proactive organizations, investing in the next generation of STEM talent

### Engagement opportunities

Have your employees serve with ease and impact as:

- One of 500+ fair judges
- Mentors in their field of expertise
- Volunteers as a team

By making a financial contribution to MSEF you show your commitment to nurturing the most talented and diverse young STEM enthusiasts in Massachusetts. MSEF's Sustaining Members and Fair Sponsors are essential to the future of STEM in the State and beyond.

*"The questions the judges asked me inspired me to continue conducting research on my science project even after the fair because there is so much left to discover!" Alisha, MSEF High School 2023 participant*

# MSEF SUSTAINING MEMBER INVESTMENT INCLUDES FAIR SPONSORSHIP - \$5,000 +

## In recognition of your investment MSEF will:

- Make a “New Supporter” announcement on our website and social media channels
- Display your logo on the MSEF website which clicks-through to your corporate website
- Provide a “We support the next generation of STEM leaders and innovators” logo for you to display on your website and hiring literature
- Display your logo on signage at the State Fair
- Place your logo on “Meet the Supporters” section in the 75th Anniversary Commemorative Fair Brochure
- Invite your employees to serve as judges at the Fair
- Provide opportunities for your company to have continued student connections including but not limited to:  
internships, shadow days, participation at industry conferences



*“The intelligence, excellence, creativity, and vision my mentee displayed while working on his science fair entry was tremendously energizing for me —the future is in very capable hands.” Michael, MSEF volunteer*

# MSEF STATE FAIR SPONSORSHIP PACKAGES

Exponentially increase your visibility and connections with Massachusetts' STEM students through these opportunities. They are available on an exclusive or limited basis for maximum impact. With each option below you contribute to the sustainability of the organization's programming and thus enjoy the recognition provided to all Sustaining Members. In addition, your dollars go directly into making the State Fairs a reality and thus come with enhanced recognition benefits. **All sponsorship can be customized to your specific organizational goals.**

## Title Sponsor - High School State Fair \$125,000

The ultimate investment in MSEF and its participants providing unrivaled corporate visibility. *MSEF High School State Fair powered by **Amazon**.*

- Sponsor name will be included in name of Fair on all signage, MSEF's website, and all internal and external communications (e.g., press releases, social media campaign, and participant materials)
- Prominent top of homepage branding placement on MSEF website (during spring fair season)
- Speaking opportunity during the opening remarks
- Logo on stage signage at the Fair
- Exclusive front of t-shirt logo placement
- Exclusive branding on the front cover of 75th Anniversary Commemorative Fair Brochure
- Opportunity for exclusive company created editorial content in 75th Anniversary Commemorative Fair Brochure

## Title Sponsor - Middle School State Fair \$75,000

The ultimate investment in MSEF and its participants providing unrivaled corporate visibility. *MSEF Middle School State Fair powered by **Cabot Corporation**.*

- Sponsor name will be included in name of Fair on all signage, MSEF's website, and all internal and external communications (e.g., press releases, social media campaign, and participant materials)
- Prominent top of homepage branding placement on MSEF website (during spring fair season)
- Speaking opportunity during the opening remarks
- Logo on stage signage at the Fair
- Exclusive front of t-shirt logo placement

## ISEF Delegation Sponsor \$75,000

Unique opportunity to extend your visibility and support on an international level. Exclusive sponsorship of the Massachusetts ISEF delegation.

- Sponsor name will be included in name of ISEF Delegation on all signage, MSEF's website, and all internal and external communications (e.g., press releases, social media campaign, and participant materials)
- Prominent top of homepage branding placement on MSEF website
- Thanked during opening remarks
- Speaking opportunity during the High School State Fair
- Logo on signage at the Fair
- Recognition for covering all ISEF delegates' travel, lodging and food costs
- Exclusive back cover ad placement on 75th Anniversary Commemorative Fair Brochure
- Opportunity for exclusive company created editorial content in 75th Anniversary Commemorative Fair Brochure
- Exclusively branded delegation t-shirt

## Grand Winner Award - High School \$75,000

You will sponsor the award presented to the Fair's overall top scoring student across all categories, at the High School State Fair.

- Sponsor award for the top placing student at the High School State Fair
- Company name included in the name of the Award, mentioned verbally and on all Fair signage
- Thanked during the Fair's opening remarks
- Associated with the prize money
- Your company name is included in the name of the Award on MSEF's website, and all internal and external communications (e.g., press releases, social media campaign, and participant materials)
- Speaking opportunity at Fair
- Logo on stage signage at the Fair
- Premium placement of logo on back of t-shirts (top and largest size)
- Exclusive inside front cover positioning in 75th Anniversary Commemorative Fair Brochure

## Grand Winner Award - Middle School \$55,000

You will sponsor the award presented to the Fair's overall top scoring student at the Middle School State Fair.

- Sponsor award for the top placing student at the Middle School State Fair
- Company name included in the name of the Award, mentioned verbally and on all Fair signage
- Thanked during the Fair's opening remarks
- Associated with the prize money
- Your company name is included in the name of the Award on MSEF's website, and all internal and external communications (e.g., press releases, social media campaign, and participant materials)
- Speaking opportunity at Fair
- Logo on stage signage at the Fair
- Premium placement of logo on back of t-shirts (top and largest size)

## **Shooting Star Winner Award - High School \$45,000**

You will sponsor the award presented to the student scoring 2nd highest across all categories at the High School State Fair.

- Sponsor award for a top placing student at the High School State Fair
- Company name included in the name of the Award, mentioned verbally and on all Fair signage
- Thanked during the Fair's opening remarks
- Associated with the prize money
- Speaking opportunity at Fair
- More prominent placement of logo on back of t-shirts given to all High School participants
- Full page, color advertisement in 75th Anniversary Commemorative Fair Brochure

## **Shooting Star Winner Award - Middle School \$25,000**

You will sponsor the award presented to the student scoring 2nd highest at the Middle School State Fair.

- Sponsor award for a top placing student at the Middle School State Fair
- Company name included in the name of the Award, mentioned verbally and on all Fair signage
- Thanked during the Fair's opening remarks
- Associated with the prize money
- Speaking opportunity at Fair
- More prominent placement of logo on back of t-shirts given to all Middle School participants

## **Bright Star Winner Award - High School \$35,000**

You will sponsor the award presented to the student scoring 3rd highest across all categories at the High School State Fair.

- Sponsor award for a top placing student at the High School State Fair
- Company name included in the name of the Awards, mentioned verbally and on all Fair signage
- Thanked during the Fair's opening remarks
- Associated with the prize money
- Speaking opportunity at Fair
- Prominent placement of logo on back of t-shirts given to all High School participants
- Full page, color advertisement in 75th Anniversary Commemorative Fair Brochure

## **Bright Star Winner Award - Middle School \$15,000**

You will sponsor the award presented to the student scoring 3rd highest at the Middle School State Fair.

- Sponsor award for a top placing student at the Middle School State Fair
- Company name included in the name of the Awards, mentioned verbally and on all Fair signage
- Thanked during the Fair's opening remarks
- Associated with the prize money
- Speaking opportunity at Fair
- Prominent placement of logo on back of t-shirts given to all Middle School participants

## Category Award High School \$25,000

Exclusive opportunity to award the top placing student in a designated category. Students enter their projects within one of 13 categories, all of which can be sponsored. This allows you to specifically align the award with your company's area of expertise.

- Sponsor an award category relating to your company's work
- Company name included in the name of the Award, mentioned verbally and on all Fair signage
- Associated with the prize money
- Logo on back of t-shirts given to all participants
- Half page, color advertisement in 75th Anniversary Commemorative Fair Brochure

## G.R.I.T Award \$25,000

Guts, Resilience, Initiative, Tenacity  
Opportunity to celebrate a student who has demonstrated exceptional growth during the science fair journey. Students are nominated by their teachers and winners determined by MSEF.

- Sponsor an award for a student who has excelled during the MSEF journey
- Company name included in the name of the Award, mentioned verbally and on all Fair signage
- Associated with the prize money
- Logo on back of t-shirts given to all participants
- Half page, color advertisement in 75th Anniversary Commemorative Fair Brochure

## Educator Award \$25,000

Exclusive opportunity to award two educators, one at the High School level and another at the Middle School level, who have excelled in supporting and empowering students through the MSEF journey. The educator award winners are reviewed and determined by MSEF.

- Sponsor awards for two educators who exemplify the MSEF values of supporting and inspiring students to reach their full potential
- Company name included in the name of the Award, mentioned verbally and on all Fair signage
- Associated with the prize money
- Logo on back of t-shirts given to all participants
- Half page, color advertisement in 75th Anniversary Commemorative Fair Brochure

# ADDITIONAL WAYS TO INVEST IN MSEF

All sponsorship packages can be tailored to your unique goals, priorities and budgets. You can extend your visibility and increase your investment in MSEF by purchasing one of the exclusive and impactful opportunities listed below.

## Full details + rates provided upon request

- Full Page Ad in MSEF's 75th Anniversary Commemorative Fair Brochure and be seen by every participant and Fair judges
- Exclusive company created editorial content in 75th Anniversary Commemorative Fair Brochure
- MSEF 75th Collectors Pins given to all participants and judges
- Exclusive Branding On Delegate Bag
- Company items in Delegate Bag
- Sponsorship Student Lunch
- Sponsor Judges' Lounge and reach STEM professionals from Massachusetts based organizations
- Lunch + Learn or other speaking engagement with MSEF students and/or staff
- Mentoring opportunities
- Student Symposium at MIT
  - May 4th, 2024
  - Students invited to share their research with one another
  - Judges, volunteers, and other members of the professional community invited to engage with student in small workshops
  - 100-200 attendees expected



# LET'S CONNECT!

**Get in touch and let's talk about ways we can work together:**

Sarah Thomas

Pronouns: she/her

[stthomas@scifair.com](mailto:stthomas@scifair.com)

(617) 491-1500 ext 703

**Massachusetts Science +  
Engineering Fair (MSEF)**

