

EMBRACE YOUR INNER NERD!



 THE UNIVERSITY
OF ARIZONA

 COX

 ARIZONA
SCITECH
festival



Sponsorship Opportunities

Connect2STEM

January 30, 2021

University of Arizona

About Connect2STEM

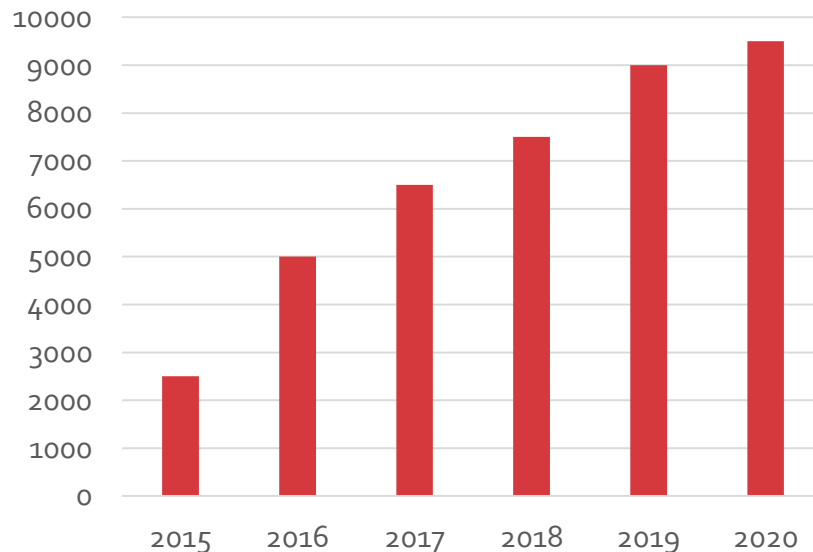


“This event is perfect for all ages. I’m a working parent that decided to go back to school partially because of this event. Kids get exposed to all these professions on a yearly basis. Well done UofA, sponsors & everyone that makes this event possible. Thank you for caring about the community.”
- Connect2STEM attendee

The University of Arizona College of Medicine – Phoenix, in partnership with Cox Communications and the Arizona SciTech Festival, host Connect2STEM, an annual family-friendly event designed to showcase the wonder of Science, Technology, Engineering, Math and Medicine (STEM). As the **largest STEM outreach event in Phoenix**, Connect2STEM has reached more than 40,000 attendees in the last six years.

Youth of all ages experience hand-on learning from 550 volunteer physicians, engineers, and students who encourage youth to explore a STEM degree or occupation.

Attendance growth of Connect2STEM:



Connect2STEM 2020 Hosts 9,500 in Phoenix



<https://youtu.be/UGXfsCRkPG8>



“Connect2STEM is a wonderful way to get a hands-on experience for everything STEM, or just get a glance at the different part of STEM. You can see robots, practice CPR, or even hold a brain!”
– Connect2STEM attendee

KID TESTED. PARENT APPROVED.

Q. Overall, how would you rate Connect2STEM?

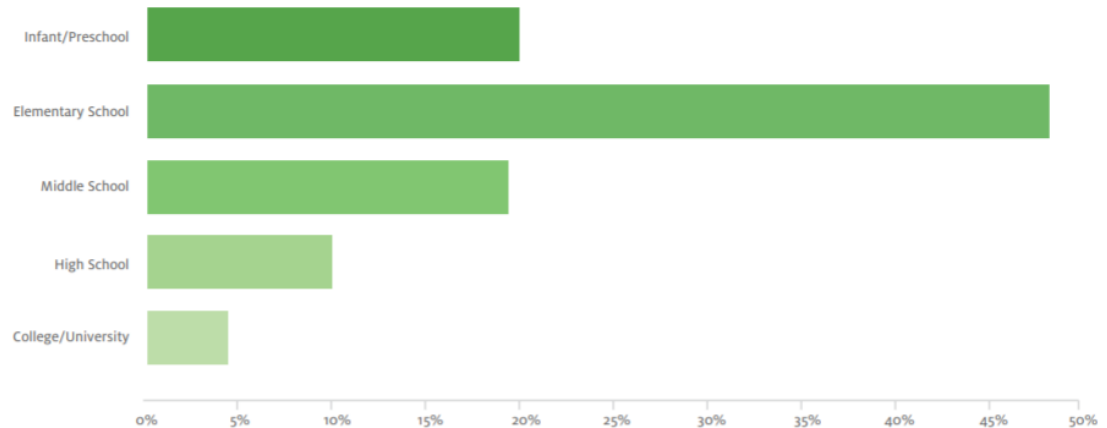


93%

EXCELLENT OR GOOD

Q. What grade is/are your child/children in?

Select all that apply



Jan. 30, 2021

CONNECT2 STEM



Connect2STEM Live
TV



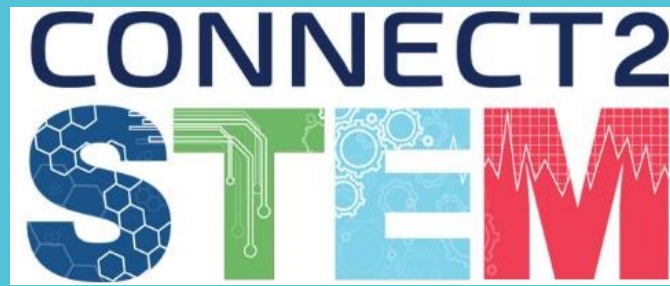
Phoenix Dynamic
Drive Thru



Tucson Drive Up
Activity



Activity Kit Drops for
Underserved Youth



2021

Phoenix - Tucson - Online

Saturday, January 30, 2021 | 10am-2pm

NEW Connect2STEM TV LIVE: Kick off begins on 1/30 on You Tube; Live special event experiences every Saturday in February

NEW Drive Thru Experience in Phoenix: Cruise safely from your vehicle, visit: mannequins in the Center for Simulation & Innovation, the Brainworks Lab, a 10-foot-long inflatable colon, the Wildcat Play Hospital, University of Arizona, Northern Arizona University, Arizona State University, and more! Over 35+ drive thru activities for all ages!

Location: Phoenix Biomedical Campus (7th Street & Van Buren Street in Downtown Phoenix) 550 E. Van Buren, Phoenix, AZ 85004

NEW Drive Up Activity in Tucson: Drive up and visit mannequins from the Arizona Simulation and Education Center and to pick up an official Connect2STEM activity kit

Location: Health Sciences Innovation Building parking lot, 1670 E Drachman St, Tucson, AZ 85721

About UArizona College of Medicine - Phoenix

The University of Arizona College of Medicine – Phoenix inspires and trains exemplary physicians, scientists and leaders to optimize health and health care in Arizona and beyond.

We are uniquely positioned to accelerate the biomedical and economic engines in Phoenix and the State by leveraging our vital relationships with key clinical and community partners.

Beyond medical training, the college has an expansive vision for the future with focused energy towards critical projects supporting the citizens such as Science, Technology, Engineering, Math and Medicine (STEM) education in elementary schools, public education programs, community service projects and collaborative efforts with hospital and community partners.

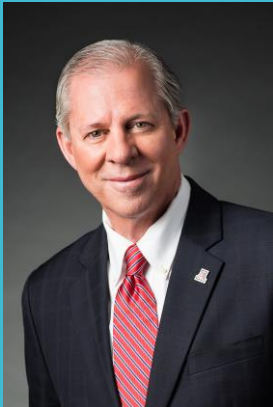


By the end of 2018, 2.4 million STEM jobs were projected to go unfilled.



THE UNIVERSITY OF ARIZONA
College of Medicine
Phoenix

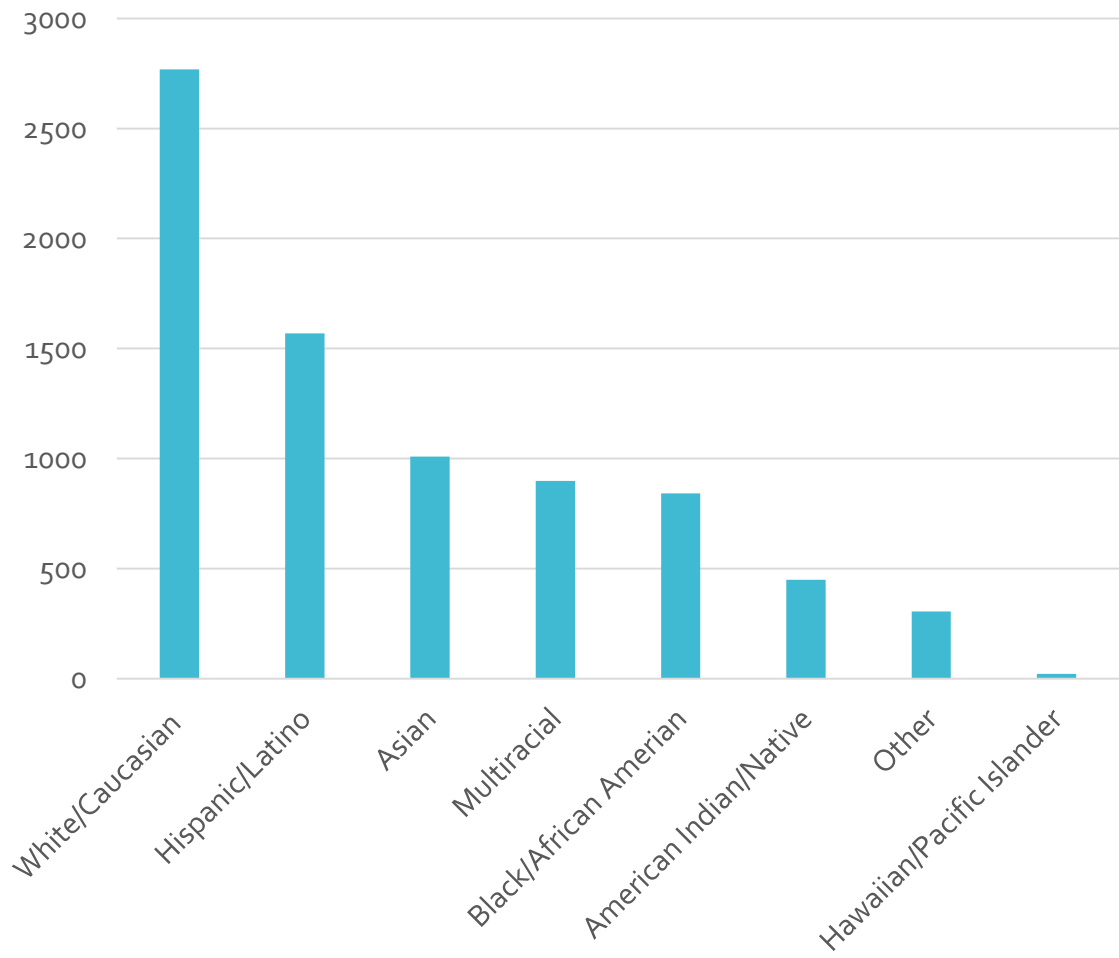
University of Arizona President
Dr. Robert Robbins



“We open our doors so youth can meet a medical or pharmacy student and see the insides of a biomedical campus. These experiences are transformative for the children, parents and teachers that attend each year. This amazing event would not be possible without our corporate partners.”



2020 Attendee Demographics





Introducing Connect2STEM TV LIVE on You Tube

<https://youtu.be/fvJPIJmalMo>

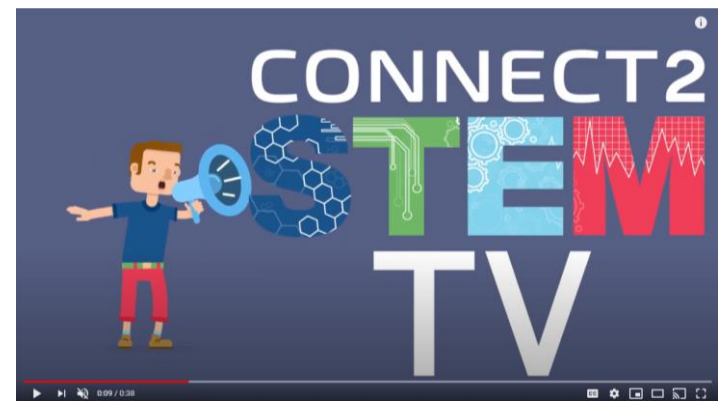


<https://youtu.be/xrmyUxzIKQk>

Connect2STEM TV LIVE

Join doctors, students and STEM professionals for dynamic experiences every Saturday in February 2021.

*Draft Schedule



2/6*	2/13*	2/20*	2/27*
10AM Scrub into Brain Surgery with neurosurgeon Dr. Peter Nakaji	10 AM Escape the Room in the Center for Simulation & Innovation with Med Students	10AM Special visit to the Wildcat Play Hospital with College of Nursing Faculty & Students	10 AM Virtual field trip inside the gross anatomy lab!
11 AM Exploding Toothpaste Experiment with College of Pharmacy Students	11 AM Learn the basics to become a Veterinarian	11AM Cardiologist showcases the wonders of the human heart	11 AM Learn the wonders behind 3D printing, wear tech, & virtual reality!

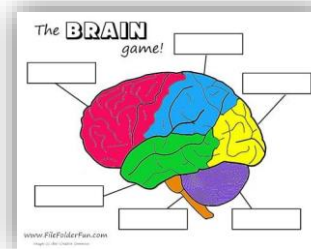
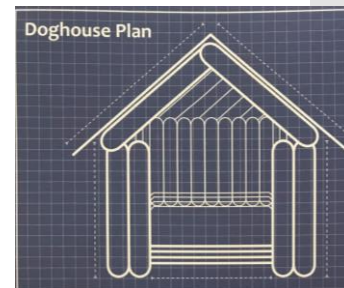
Connect2STEM Activity Kit

Each Connect2STEM youth will receive an epic activity kit featuring:

- Syringe pen*
- Stethoscope*
- Supplies to build a brain hat, yarn heart & toy doghouse*

*items are subject to change

Items are designed to enhance
Connect2STEM TV
LIVE activities.





2021: Reaching the Underserved

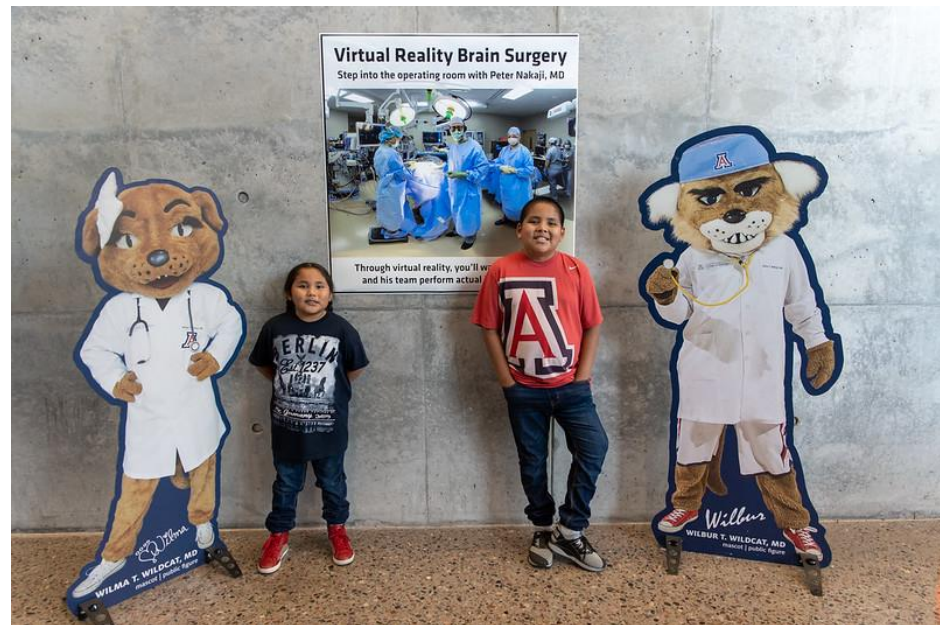
Partners Organizations:

United Way*

UMOM*

Boys & Girls Clubs of the Valley*

- GOAL: With sponsorship support, the University of Arizona will provide 3,000 Connect2STEM activity kits to underserved youth.
- Building the pipeline of future healthcare providers and STEM professionals is critical for Arizona. The activity kits will showcase the wonders of science – in a bag!
- UArizona will offer health and wellness education to 3,000 children in support of the University's Inclusive Excellence mission to mitigate health disparities, especially for marginalized groups and vulnerable populations.
- The activities correspond to the Connect2STEM TV LIVE experiences and curriculum.



Media Metrics

Television Advertising

322,088
Reach



Email Blasts

Emails were sent to last year's attendees as well as university faculty, staff and students, sponsors, exhibitors and community partners.

Reach: 25,732 Open rate: 32.8% CTR: 5.6%

MEDIA COVERAGE

Print Media

5
Hits

3,936,077
Reach

\$36,408
Est. Advertising Value

- Greater Phoenix in Business Magazine
- AZ Big Media

- The Arizona Republic
- The Arizona Pulse

Television Hits

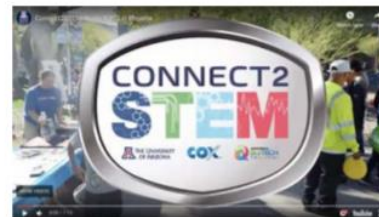
5
Hits

5,093,718
Reach

\$47,117
Est. Advertising Value

- CBS – Saturday Night News at 10 pm
- Good Evening Arizona
- Fox 10

- 3 TV News at 10 pm
- Good Morning Arizona



51 calendar mentions from publications across the valley.

2020 Sponsors

All Connect2STEM sponsors were recognized in event promotions, social media, press releases, interviews, materials and signage.



Thank You to Our 2020 Sponsors



INNOVATION IN OPERATION™



“As Arizona continues to add and create more jobs in STEM-related fields, we have to make sure our students are getting the education they need to build bright, successful futures,” said **Congressman Greg Stanton**.

“The Connect2STEM event makes science and medicine fun for kids of all ages—and it opens their eyes to the world of possibilities in STEM education.”



“STEM education drives advancements in our industries and society. In order to see Arizona continue to thrive and build the economy of tomorrow, we must ensure our youth recognize the value of careers in science, technology, engineering and mathematics.

As a graduate of the Air Force Academy I know the significance of STEM based education – my academics were demanding and prepared me for the work that I would do as a combat pilot.

Thank you to the University of Arizona, COX Communications and SciTech Institute for putting an emphasis on the need for STEM education and for organizing the largest STEM-related event in Phoenix so we can build the workforce for the economy of tomorrow.”

– **Senator Martha McSally**



SCIENCE LEVEL SPONSORSHIP

- **DESIGNATED ACTIVATION ZONE AT DRIVE THRU EVENT**
(Example - “Bioscience Zone” sponsored by Banner Health)

- **TV COMMERCIALS**

Sponsor acknowledgement included in Connect2STEM television ads aired on COX Cable

- **DIGITAL ADS**

Sponsor acknowledgement included in Connect2STEM digital marketing

- **LIVE SHOTS WITH MEDIA PARTNERS**

Before & Day of the event

[Watch FOX 10 segment featuring sponsor Banner Health](#)

- **PROVIDE REMARKS AT [RIBBON CUTTING](#)**

- **SPONSOR ACKNOWLEDGMENT IN DEDICATED SOCIAL MEDIA CAMPAIGN**

- On phoenixmed.arizona.edu, @Connect2STEM, @UAZHealth and @UAZMEDPHX social media pages

- **LOGO PRESENCE**

Signage, website, marketing, and the volunteer t-shirts

- **VIDEOGRAPHY**

1-2-minute piece showcasing sponsor at Connect2STEM

- **ALL BENEFITS OF THE TECHNOLOGY & ENGINEER LEVEL SPONSORSHIPS**

INVESTMENT: \$10,000



TECHNOLOGY LEVEL SPONSORSHIP

- **DEDICATED EXHIBITOR SPACE AT DRIVE THRU**

Sponsor receives space in a prime location

- **E-MARKETING SUPPORT**

Sponsor acknowledgement included in e-Marketing, newsletter features and social media support:

- Cox Communications
- UArizona College of Medicine – Phoenix
- Arizona Sci-Teck Festival
- Raising Arizona Kids
- Phoenix School Districts

- **SOCIAL MEDIA**

Sponsor acknowledgment on phoenixmed.arizona.edu, @Connect2STEM, @UAZHealth and @UAZMEDPHX social media pages

- **LOGO PRESENCE**

Signage, website, marketing, and volunteer t-shirts

- **RAISING ARIZONA KIDS AD**

Sponsor acknowledgement on Connect2STEM ad

- **ALL BENEFITS OF THE ENGINEER LEVEL SPONSORSHIP**

INVESTMENT: \$5,000



ENGINEER LEVEL SPONSORSHIP

- **DEDICATED EXHIBITOR SPACE AT DRIVE THRU EVENT**

Sponsor receives space in a prime location

- **LOGO PRESENCE**

Signage, website, social media

- **HANDOUT/GIVEAWAY IN GRAB BAG**

“There were so many great activities. This was our first time attending. It was such a great event and we were so impressed by all the educational opportunities. Thank you for providing it to our communities. We will be back next year!”

- Connect2STEM attendee

INVESTMENT: \$1,000

Thank you!

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phoenixmed.arizona.edu/connect2stem

