Sponsorship Opportunities

University of Arizona College of Medicine – Phoenix
January 25, 2020
About Connect2STEM

The University of Arizona College of Medicine – Phoenix, in partnership with Cox Communications and the Arizona Science Festival, hosts 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 30,000 attendees in the last five years.

Youth of all ages experience hand-on learning from 500 volunteer physicians, engineers, and students who encourage youth to explore a STEM degree or occupation.

Attendance growth of Connect2STEM:

There were so many activities for our children to do and learn in the same place.”
Connect2STEM Hosts 9,000 in Phoenix

(if video cannot play, visit: https://www.youtube.com/watch?v=p-AwgqeCa_c)
About UA 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.

The college addresses Arizona’s physician shortage as the first MD-degree granting medical school in the Valley. 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.
Vision Statement: To improve the health of communities through distinction in personalized medical education, translational research and patient care, within a culture of inclusive excellence.

Core Values: Collaboration, Community, Diversity, Excellence, Innovation, Integrity, and Servant Leadership

Education Mission: Innovation and personalization to prepare future physicians for changing demands of medicine

Research Mission: Distinction in clinical translational research with tangible patient and economic benefit

Clinical Mission: Collaboration to elevate clinical education and to provide outstanding care for Arizonans

Community Mission: Improving health of communities by fostering inclusive excellence, engagement and advocacy
Connect2STEM Fun Facts

**When:** Saturday, January 25, 2020 | 10am-3pm

**Where:** Phoenix Biomedical Campus (UA College of Medicine – Phoenix)
550 E. Van Buren, Phoenix, AZ 85004

**Admission:** Free (attendance expected to be over 10,000!)

**Features:** Over 150+ interactive activates for all ages! 2019 included: Suni the Robot, TechForce Foundation, City of Phoenix Mobile recreation, The Arizona Ghostbusters, Wildcat Play Hospital, The da Vinci Surgical System, All three state Universities (University of Arizona, Northern Arizona University, Arizona State University), and **more!**
2019 Sponsors

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

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

- **TV COMMERCIALS**  
  Sponsor acknowledgement included in Connect2STEM television

- **DIGITAL ADS**  
  Sponsor acknowledgement included in Connect2STEM digital marketing

- **LIVE SHOTS WITH MEDIA PARTNERS**  
  Before & Day of the event  
  Fox10 | 3TV | KPHO5 | 12NEWS

- **VIP PHOTO OPPORTUNITY**

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

- **FEATURE STORY**  
  On phoenixmed.arizona.edu & @uamedphx social media pages

- **LOGO PRESENCE**  
  Signage, website, marketing, and 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**
  Sponsor receives space in a prime location

- **E-MARKETING SUPPORT**
  Sponsor acknowledgement included in e-Marketing, newsletter features and social media support:
  - Cox Communications
  - UA College of Medicine – Phoenix
  - Arizona Sci-Teck Festival
  - Raising Arizona Kids
  - Phoenix School Districts

- **SOCIAL MEDIA**
  Sponsor acknowledgment in dedicated post on @uamedphx social handles

- **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
  Sponsor receives space in a prime location

- LOGO PRESENCE
  Signage, website, and volunteer t-shirts

- HANDOUT/GIVEAWAY IN GRAB BAG
  (no coupons)

INVESTMENT: $1,000