

SUPER SATURDAY!

STEM Expo

science, technology, engineering & math expo



Inspiring the next generation of innovators



Presented by Morningside Area Alliance & Community School District 5

Watch the Super Saturday!: STEM Expo promotional video by clicking [HERE](#).

SUPER SATURDAY!

Is an annual expo for youth and their families, featuring science, technology, engineering and math interactive activities and demonstrations.

May 19, 2012
Harlem Armory

Morningside Area Alliance
&
Community School District 5



Super Saturday is a partnership between Manhattan's School Community District 5 and Morningside Area Alliance. It increases STEM literacy amongst parents, students and educators and expands knowledge of STEM career opportunities and education.

FROM SOLAR POWER TO VIDEO GAMES

Super Saturday! is a free event that enables public school students (Pre-K-Grade 12) to exhibit their STEM projects alongside major NYC STEM institutions and organizations.

History

Since 2008, **Super Saturday!** has grown from a school cafeteria to the historic 50,000 square foot Harlem Armory.

Participation increased from 200 to 1,500 children and parents.

Over 45 NYC organizations and major institutions have partnered.

In 2011, 26 District 5 schools displayed student-based exhibits.



Past Presenters (abridged list)

Abyssinian Development Corporation, American Museum of Natural History, Apple, Barnard Chemical Society, Cell Motion BioBus, Community School District 5, Games for Learning Institute, Google, Harlem DNA Lab, Health Corps, Hip Hop Public Health Education Center, Intrepid Sea, Air & Space Museum, Kumon Math and Reading, Museum of Math, National Geographic, New York Cares, New York Hall of Science, Society of Hispanic Professional Engineers, Solar One, Tabula Digita, Teachers College, Columbia University, Wildlife Conservation Society

Saturday, May 19, 2012 / 10:00AM - 3:00PM

Harlem Armory
1 West 142nd St (@ 5th Ave)
New York, NY 10037
FREE to the public

STEM focused institutions & organizations set up hands-on booths alongside Pre-K-12 student-led projects

Museums, science & technology centers, colleges & universities, non-profits, professionals, companies, libraries, corporations, government agencies, and more!

Youth, parents and educators, primarily based in Harlem and upper Manhattan, participate in a variety of STEM-based activity booths. Public school student docents engage the public with their STEM projects.



HOW IT WORKS



STUDENTS & FAMILIES

The goal is to create a **high-quality experience** for families. We hope that students are **inspired to take action** – to get excited about their science and math classes, sign up for special programs, pursue a STEM college education, or find new mentors. We hope that parents are excited to incorporate STEM into their own lives and to support their children’s explorations.

EDUCATORS

Our educators have a lot on their plates and may not have the access to the STEM education resources they need to create high quality learning environments they envision. The goal is for educators to **meet the people** and **get connected** with resources that could help them take STEM education (inside and outside of the classroom) to the next level.

EXHIBITORS

With the growing list of exceptional STEM-related organizations participating each year, we create an environment where featured organizations and institutions can demonstrate how their piece of “the pie” can help **solve our communities’ (and world’s) biggest challenges** in health, education, and the environment.

GOALS



- Sponsor
- Advertise
- Partner



HOW TO PARTICIPATE

Super Expo Sponsor \$10,000

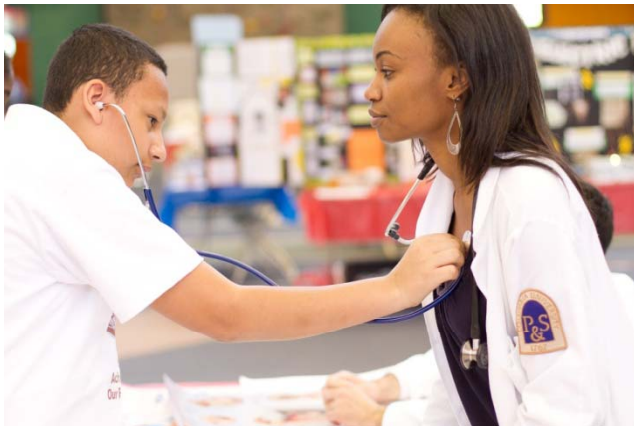
- Verbal acknowledgement at event
- Invitation to publicly address audience at event
- Sponsor booth – 8 ft table
- Acknowledgement in event promotion materials, social media and press release
- Logo on Super Saturday! website
- Prominent logo placement in event program
- Banner prominent in exhibition area (exposure to 1,500+ attendees)

Super Exhibit Sponsor \$5,000

- Verbal acknowledgement at event
- Acknowledgement in press release
- Acknowledgement in social media
- Sponsor booth – 8 ft table
- Logo on Super Saturday! website
- Prominent logo placement in event program
- Banner prominent in exhibition area (exposure to 1,500+ attendees)

Super Booth Sponsor \$3,500

- Verbal acknowledgement at event
- Acknowledgement in press release and social media
- Logo on Super Saturday! website
- Prominent logo placement in event program
- Banner prominent in exhibition area (exposure to 1,500+ attendees)



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SPONSORSHIP LEVELS

Sponsors select an aspect of the event they would like to be aligned with.

Super Expo, Super Exhibit and Super Booth sponsors support event production costs. This enables us to increase the quality of the event and the experiences of our audience. We aim to be the highest quality expo of our kind.

Inspiring the next generation of innovators

Chess Tournament Sponsor

\$2,500

- Banner positioning at tournament
- Verbal acknowledgement at event
- Logo on tournament t-shirts
- Logo on Super Saturday! webpage
- Logo placement in event program

Super Printing Sponsor

\$1,750

- Acknowledgement in program
- Logo on Super Saturday! webpage
- Logo placement in event program

Math Olympiad Sponsor

\$2,500

- Banner positioning at Olympiad
- Verbal acknowledgement at event
- Logo on Olympiad t-shirts
- Logo on Super Saturday! webpage
- Logo placement in event program

Super Food Sponsor

\$1,500

- Verbal acknowledgement amongst volunteers & participating entities (150+ people)
- Mention on Super Saturday! webpage
- Mention in event program
- Signage in volunteer & participant break-out area

SPONSORSHIP LEVELS – QUICK-PICK

Quick-picks enable sponsors to select an aspect of the event they would like to be aligned with.

The **Chess Tournament** includes 3 rounds of multi-division games.

The **Math Olympiad** is an academic competition with multi-age divisions. The **Super Printing Sponsor** funds the printing & graphics for the event program and postcard mailing.

The **Super Food Sponsor** provides breakfast, lunch and beverages for 150+ volunteers & partners.



Inspiring the next generation of innovators

Advertise

\$1,000 Full Page Program Ad

\$500 Half Page Program Ad

\$250 Logo in Program

\$100 Name Listed in Program



ADVERTISING

Super Saturday!: Science, Technology, Engineering and Math Expo 2012 is expected to draw 1,500+ attendees. Participants are 4 and up, including youth (pre-school to grade 12), parents, school leaders, teachers, community leaders, volunteers, and organizational partners.

EVENT PARTNER

Who can partner?

Anyone with a STEM focus can facilitate an activity booth: museums, science and technology centers, colleges and universities, non-profits, professionals, companies, libraries, corporations, government agencies, and more.

How does my organization participate?

Just tell us by March 15, 2012 that you would like to participate! Then once you are approved, we will send an activity form detailing the scope of your activities and your needs for the event. Submit a completed form by April 1, 2012.

Past Super Saturday Partners (abridged)

Abyssinian Development Corporation, American Museum of Natural History, Apple, Barnard Chemical Society, Cell Motion BioBus, Community School District 5, Games for Learning Institute, Google, Harlem DNA Lab, Health Corps, Hip Hop Public Health Education Center, Intrepid Sea, Air & Space Museum, Kumon Math and Reading, National Geographic, New York Cares, New York Hall of Science, Society of Hispanic Professional Engineers, Solar One, Tabula Digita, Teachers College, Columbia University, Wildlife Conservation Society





Morningside Area Alliance
NEW YORK CITY

Member Institutions

Amsterdam Nursing Home

Bank Street College

Cathedral of St. John the Divine

Columbia University

Corpus Christi Church

General Grant Houses

International House

Jewish Theological Seminary

Manhattan School of Music

Riverside Church

St. Hilda's & St. Hughes

St. Luke's-Roosevelt Hospital Center

Teachers College

The Interchurch Center

Union Theological Seminary

Click [HERE](#) to read more about the member institutions.



The mission of the **Morningside Area Alliance (MAA)** is to foster, develop and promote the advancement of the Morningside Heights district of New York City as a unique educational, residential and cultural neighborhood; to sustain linkages among its members institutions to enhance communication, public well-being and cooperative initiatives; and to identify and access the collective resources of its member institutions for the purpose of improving the areas of education and youth services, public health and community development in Morningside Heights and the surrounding community.
90 Morningside Drive, Suite 1A
New York, NY 10027
www.morningsidealliance.org

Community School District 5

District Five Community (D5), inclusive of parents and staff, collaborates to ensure high academic standards are set so that our students achieve excellence both academically and socially in order to be productive and industrious members in our global society. D5 is made up of thirty-one schools and 13,000 students.

425 W. 123rd Street – Room 204
New York, NY 10027
<http://csd5.nycdoe.org>

Watch *Super Saturday!*: STEM Expo promotional video by clicking [HERE](#).

For Sponsorship and Media Contact:

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