



ENERGYDAY

SATURDAY, OCTOBER 19, 2019

SAM HOUSTON PARK | HOUSTON, TX



ENERGYDAYFESTIVAL.ORG

THE FESTIVAL



CLICK ON THE COMPUTER ABOVE
FOR A RECAP OF ENERGY DAY 2018

\$122,000

Through Energy Day's Academic Program, more than 850 K-12 students and teachers from around the world have been awarded over \$122,000 in financial support.

30,000

Energy Day is Houston's largest free family festival with nearly 30,000 attendees annually.

60+

Energy Day features 60+ exhibits highlighting STEM, energy technology, conservation, efficiency, career and internship programs, and more.

84

Community partners and sponsors participated in Energy Day 2018.

ATTENDEES



Energy Day's target demographic is K-12 students, parents, and teachers.



Energy Day is marketed directly to students, their parents, and teachers through relationships with 13 Houston-area school districts.



Energy Day is able to safely transport students and teachers from 20+ Houston-area schools including Houston ISD, Galena Park ISD, Sheldon ISD, Alief ISD, Spring Branch ISD, Pasadena ISD, Aldine ISD, Fort Bend ISD, Katy ISD, Spring ISD, Pearland ISD, Clear Creek ISD, and Cypress ISD.



ACADEMIC PROGRAM



01

The Energy Day Academic Program (EDAP) is a year-long series of science, technology, engineering, and math (STEM) and energy-related events aimed at driving interest in STEM careers.

02

There are eight competitions conducted throughout the year, with winners receiving an award and recognition at Energy Day.

03

Since the festival's inception, there has been \$122,000 awarded in financial support to K-12 students and teachers.

04

In 2018, CEEF's educational programs included 9 competitions and awarded nearly \$23,000 to 184 students and teachers, in addition to launching an inaugural internship program.

SURVEY

A survey of students who attended Energy Day provided Energy Day staff with the following feedback:

01

90% of the students find STEM subjects more interesting.

02

81% of the students have a better understanding of STEM and energy industry jobs.

03

More than 50% of the students report an increased understanding of the energy industry and an interest in pursuing a career in the industry.



MARKETING & MEDIA



Energy Day website
17,254 visitors



Between 10/3/18 – 10/12/18
33 Radio Spots on Sunny 99.1 KODA-FM
624,100 impressions



Between 9/1/18 and 10/27/18
57,600 impressions
3,053 profile visits



Between 10/3/18 – 10/12/18
30 Live-Liner Spots on Sunny 99.1 KODA-FM



Energy Day Save the Date Emails
and Newsletters
1400+ recipients



Between 9/1/18 and 10/27/18
38,900 profiles visits
4,088 engagements



Community Calendar
22 Listings



Between 9/1/18 and 10/27/18
12,860 impressions



Media mentions included KHOU Channel 11, KPRC 2 News, Culture Map, and several parenting magazines

SNAPSHOT
2018



2018 SPONSORS & PARTNERS

Air Liquide
American Association of University Women
American Geosciences Institute
Anadarko Petroleum Corporation
Association for Women in Science - Gulf Coast Houston Chapter
BASF
Boy Scouts of America – Sam Houston Area Council
BP
Caterpillar Inc.
Cheniere Energy, Inc.
Chevron Corporation
CITGO Petroleum Corporation
City of Houston
ConocoPhillips
Conrad Challenge
Consortium for Ocean Leadership
CoResource Solutions
Direct Energy
Dixie Chemical
Eddie V. Gray Wetlands Education and Recreation Center
Education Foundation of Harris County
Energy Transfer Partners
Engineering Council Houston
Equinor
FIRST Robotics
Funcitysk8
Genscape
Geophysical Society of Houston
Girl Scouts of San Jacinto Council
Girlstart
Golden Pass Products LLC
Green Mountain Energy Company
Gustavia Pearls Women's Outreach
Harmony Public Schools
Harris County Public Library
Hart Energy
H-E-B
Houston Gem and Mineral Society
Houston Museum of Natural Science
Houston Public Library System
Houston Public Media – PBS Kids
Houston Renewable Energy Group

iHeartMedia, Inc.
Independent Petroleum Association of America
International Union of Operating Engineers - Local 450
Just Energy
Land Rover Houston Central
Lean In Energy
Learn Fresh
LiquidPower Specialty Products Inc.
Marsh Wortham
MATE Underwater Robotics
Metropolitan Transit Authority of Harris County, Houston, Texas
Microsoft Corporation
NASA - Johnson Space Center (JSC)
Noble Energy Inc.
Phillips 66
Pink Petro
Public Utility Commission of Texas
Renewal by Andersen
Rice University Office of STEM Engagement
SHALE Oil & Gas Business Magazine
Shell Oil Company
Society of Petroleum Engineers GCS
Staging Solutions
STEM·E
Sunnova
TechnipFMC
Telemundo Houston
Ten80 Education
Texas A&M University
Texas Educational Seismic Project
The Railroad Commission of Texas
The SeaPerch Challenge
The Society of Petroleum Engineers - Texas A&M
The Williams Companies, Inc.
TransCanada Corporation
University of Houston
University of Houston-Downtown
University of Texas Jackson School of Geosciences
Watt Tracker
Women's Energy Network
Young Audiences of Houston
Young Women Energized

TESTIMONIALS

“Thank you so much! My students had an awesome time and wouldn’t have been able to if it weren’t for CEEF.”

– **K. Washington, Galena Park ES Teacher**

“My students and I would like to take this opportunity to thank you for providing us with the opportunity to participate in the Energy Day. My students told me they really enjoyed the event and they look forward to next year.”

– **N. Le, Washington HS (HISD) teacher**

“Thank you again for paying for 3 of our buses for Energy Day. We had a great time even in the rain.”

– **B. Zalesnik, Director of Innovative Programs, Sheldon ISD**

“Thank you so much! Our kids enjoyed it so much!”

– **E. Contreras, Memorial ES (HISD), Assistant Principal**

“I wanted to thank you for an AMAZING time at Energy Day on Saturday! While the weather wasn’t quite what we hoped, we enjoyed every minute- and were so amazed by how brilliant and eager to learn the attendees were....I told our group that I’m not sure we could handle a full “gorgeous brisk Fall day” crowd....we left exhausted enough ;)”

– **J. Cummins, LSPI (exhibitor)**



EXHIBITOR SPONSORSHIP OPTIONS

Sponsorship Benefits	Diamond \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Exhibit Space					
Tenting	30x30	20x20	10x30	10x20	10x10
Tables & Chairs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Power Outlets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Employee Volunteer Opportunity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Media Advertising					
TV, Radio, Print (where available)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Press Release	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Individualized Social Media Report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Media Follow & Mention	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Logo Hyperlink on Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition					
Emcee Recognition	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Option for Award Check Presentation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Option for Bus Sponsor	District Bus Sponsor	School Bus Sponsor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on Stage Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Option for Inclusion in Recap Video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CEEF STEM Lesson Plan	2 Branded Plans	1 Branded Plan	1 Plan	<input type="checkbox"/>	<input type="checkbox"/>
Stage Announcement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Name on Festival Map	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Passes & Tickets					
Parking Passes	8	6	4	2	2
Vendor Hospitality Tent Tickets	8	6	4	2	2

NON-EXHIBITOR SPONSORSHIP OPTIONS

	Sponsorship Benefits	Vendor Hospitality Tent \$10,000	Water Stations \$5,000	School District \$5,000	School Bus \$2,500	Recycling \$2,500	Swag \$2,500	Face Painting \$2,500	Raffle \$2,500
Media Advertising									
Press Release	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Follow & Mention	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo Hyperlink on Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition									
Emcee Recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company Logo on Signs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Company Logo on Giveaways	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Passes & Tickets									
Parking Passes	5	2	2	2	2	2	2	2	2
Vendor Hospitality Tent Tickets	10	4	4	2	2	2	2	2	2