



SATURDAY, OCTOBER 16, 2021 | 11 AM - 3 PM
SAM HOUSTON PARK | HOUSTON, TX



ENERGYDAYFESTIVAL.ORG

COVID-19 PRECAUTIONS

The Consumer Energy Education Foundation (CEEF) is actively monitoring the incidence of COVID-19 in the region. As health and safety are a top priority, we have been asked how COVID-19 may impact upcoming events including Energy Day in the fall. CEEF is closely following guidance from local health departments and the Centers for Disease Control and Prevention (CDC) regarding large gatherings, including [CDC recommendations](#) on preventing the spread of COVID-19.

As currently recommended for any event, “social distancing” must be practiced and face coverings worn at all times to reduce the risks of exposure to COVID-19. Because COVID-19 is extremely contagious and is known to spread mainly from person-to-person contact, CEEF has put in place preventative measures in all its activities to reduce the spread of COVID-19. However, CEEF cannot guarantee the spread of COVID-19 amongst its participants, volunteers, partners, or others.

At this time, Energy Day is scheduled to take place as planned once approval is granted from the City of Houston Mayor’s Office. We will continue to monitor the health situation, work with local authorities and develop a scaled-down version to include fewer attendees, social distancing procedures, and other recommended health, safety in accordance with CDC guidelines.

If CEEF is advised by local authorities and unable to hold an in-person Energy Day event this year, sponsors will be promptly advised and any contributions will be re-allocated to support an alternative interactive STEM events that will provide students with a similar level of STEM engagement and exposure, such as Energy Day to Go. In collaboration with school partners, this remote project-based digital learning experience for students will have hands-on STEM activities and experiments, instructional lessons, interactive content with exciting virtual field trips and tours. If Energy Day is unable to take place in the way it was originally intended, CEEF will continue to work hard and strive to fulfill its purpose of creating the future energy workforce, one STEM student at a time.

THE FESTIVAL



CLICK ON THE COMPUTER ABOVE
FOR A RECAP OF ENERGY DAY 2019

\$144,000

Through Energy Day's Academic Program, more than 1080 K-12 students and teachers from around the world have been awarded over \$144,000 in financial support.

28,000

Energy Day is Houston's largest free family festival with nearly 28,000 annually.

60+

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

80

Community partners and sponsors participated in Energy Day 2019.

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 over 1,500 students and their teachers from 50+ 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 competitions and 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 \$144,000 awarded in financial support to K-12 students and teachers.

04

In 2019, CEEF's educational programs included 8 competitions and awarded nearly \$23,000 to more than 220 students and teachers.

IMPACT

A survey of students who attended Energy Day reported that after attending the festival:

01

85% found STEM subjects more interesting

02

84% had an improved understanding of STEM

03

73% had a better understanding of jobs available in STEM and energy industries

04

71% had a desire to get a job in the energy industry



MARKETING & MEDIA

SNAPSHOT 2019



Energy Day website
21,964 visitors



6 spots on 740 KTRH
4,300 impressions



56,600 impressions
916 profile visits



Community Calendar
11 Listings



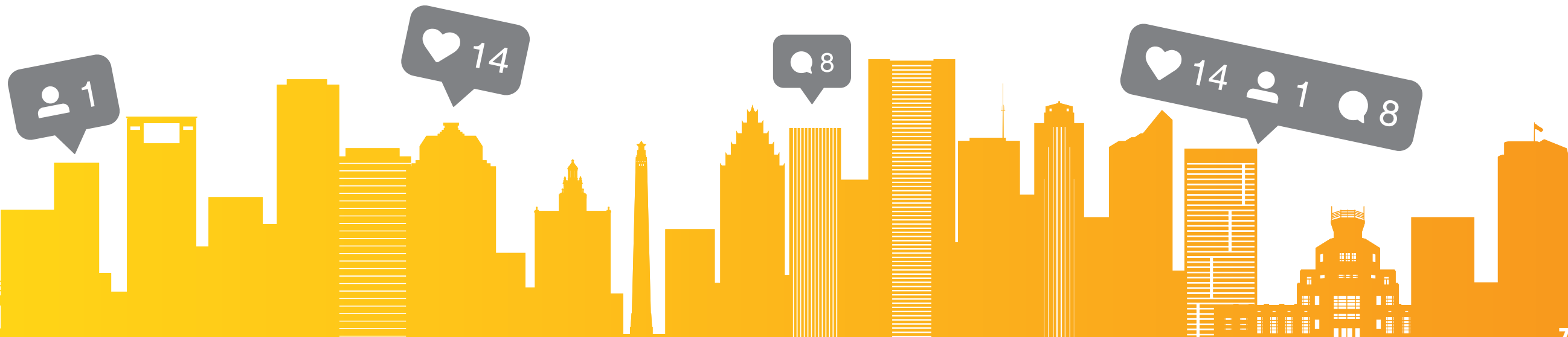
40,971 impressions
561 profile visits



Media mentions included Big Kid Small City, Chemical Engineering Progress, Chron.com, Daily Mail and General Trust, Houston Chronicle, Houston News, Houston Style, Katy News, Mommy Poppins, Our Sports Central, Road Trekkin, Telemundo Houston, The Houston 100 and Visit Houston.



2,285 impressions



2019 SPONSORS & PARTNERS

Allied Horizontal Wireline Services
American Association of Blacks in Energy
American Association of University Women
American Geosciences Institute
BASF
BHP
Boy Scouts of America - Sam Houston Area Council
Caterpillar Inc.
Chemours
Chevron Corporation
Chewie's Fun Faces
CITGO Petroleum Corporation
ConocoPhillips
Conrad Challenge
Direct Energy
EDP Renewables
Education Foundation of Harris County
Emerson
Energy Transfer Partners
Engineering Council Houston
FIRST Robotics
Geophysical Society of Houston
Girl Scouts of San Jacinto Council (GSSJC)
Girlstart
Golden Pass Products LLC
Grace School
Greater Houston Convention and Visitors Bureau
Green Mountain Energy Company
Harris County Public Library
Hart Energy
H-E-B
Houston Gem and Mineral Society
Houston Renewable Energy Group
iHeartMedia, Inc.
Independent Petroleum Association of America
International Association of Geophysical Contractors (IAGC)
Knowledge Is Power Program Houston (KIPP Houston)
Learn Fresh
Learning Undefeated
LiquidPower Specialty Products Inc.

MATE Underwater Robotics Competition
Metropolitan Transit Authority of Harris County, Houston, Texas
Microsoft Corporation
NASA - Johnson Space Center (JSC)
Noble Energy Inc.
Phillips 66 Pipeline
Pink Petro
Port of Houston Authority
Prairie View A&M University
Public Utility Commission of Texas
Renewal by Andersen
Rice University Office of STEM Engagement
5RPS Group, Inc.
Seadrill
SHALE Oil & Gas Business Magazine
Shell Oil Company
Society of Petroleum Engineers
Staging Solutions
Sugar Land Skeeters
TC Energy Corporation
Teadit
TechnipFMC
Telemundo Houston
Ten80 Education
Texas A&M University
Texas - City of Houston
Texas Educational Seismic Project
Texas Oil and Gas Association
The Mission Continues
The SeaPerch Challenge
The Society of Petroleum Engineers - Texas A&M University
The Williams Companies, Inc.
University of Houston
University of Houston-Downtown (UHD)
University of Texas Jackson School of Geoscience
Watt Tracker
Women's Energy Network
Young Audiences of Houston
Young Inventors Association of America, Inc.
Young Women Energized

TESTIMONIALS

Thank you so much for the opportunity to participate in Energy Day. It was a beautiful day and all of us had a wonderful time. The students especially enjoyed doing demos at the FIRST booth. On behalf of all of the teams, thank you.

– Lucia Sevcik, FIRST Robotics Competition (FRC) Program

Thank you for the opportunity to be an exhibitor! I can't reiterate enough how AWESOME the Energy Day event is, and what an AMAZING job your organization does to organize such a huge and valuable event! THANK YOU!

- Rachel Jante, Seadrill Americas Inc.

Thank you for a great Energy Day event! We really enjoyed our time, the crowd and our booth space! I want to especially thank you for the extra volunteers that were offered to us – they were a HUGE help.

- Candace Rogers, ConocoPhillips

Thank you for inviting NASA to Houston Energy Day once again. We had a great time. It certainly felt like this was the largest crowd I've experienced since attending the event.

- Lynn Lefebvre, NASA Johnson Space Center

It was a blast participating this year. Thank you and everyone involved for your hard work.

- John Hash, University of Texas Jackson School of Geosciences

This was by far the biggest event we have done, and it was a great experience for us. Thanks so much for the opportunity. We hope you guys will have us next year!

- Willie Talbert, Fish Fry Mama Food Truck

It was an amazing event as always. Glad to have us on board again!

- Calvin Sibert, Learn Fresh



EXHIBITING 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"/>
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"/>
Individualized social media report following Energy Day	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input 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-EXHIBITING 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"/>
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"/>
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"/>
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"/>
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"/>
Company Logo on Signs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>
Passes & Tickets								
Parking Passes	5	2	2	2	2	2	2	2
Vendor Hospitality Tent Tickets	10	4	4	2	2	2	2	2