



SATURDAY, OCTOBER 21, 2023 | 11AM - 3PM
SAM HOUSTON PARK | HOUSTON, TX



ENERGYDAYFESTIVAL.ORG



THE FESTIVAL



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

\$163,000

Through Energy Day's Academic Program, more than 1080 K-12 students and teachers from around the world have been awarded over \$163,000 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 \$163,000 awarded in financial support to K-12 students and teachers.

04

In 2022, CEEF's educational programs included 6 competitions and awarded nearly \$10,000.

IMPACT

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

- 85%** found STEM subjects more interesting
- 84%** had an improved understanding of STEM
- 73%** had a better understanding of jobs available in STEM and energy industries
- 71%** had a desire to get a job in the energy industry



MARKETING & MEDIA

SNAPSHOT 2022



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



PAST SPONSORS & PARTNERS

Allied Horizontal Wireline Services
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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 Undeclared
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	✓	✓	✓	✓	✓
Power Outlets	✓	✓	✓	✓	✓
Employee Volunteer Opportunity	✓	✓	✓	✓	✓
Media Advertising					
TV, Radio, Print (where available)	✓	□	□	□	□
Press Release	✓	✓	□	□	□
Newsletter	✓	✓	✓	□	□
Social Media Follow & Mention	✓	✓	✓	✓	□
Logo Hyperlink on Website	✓	✓	✓	✓	✓
Individualized social media report following Energy Day	✓	✓	□	□	□
Recognition					
Emcee Recognition	✓	□	□	□	□
Option for Award Check Presentation	✓	✓	□	□	□
Option for Bus Sponsor	District Bus Sponsor	School Bus Sponsor	□	□	□
Logo on Stage Sign	✓	✓	□	□	□
Option for Inclusion in Recap Video	✓	✓	✓	□	□
CEE STEM Lesson Plan	Option for 2	Option for 1	Option for 1	□	□
Stage Announcement	✓	✓	✓	✓	□
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

For more information, please call 713-337-8819 or Colleen at cmccauley@ceef.org or Aimee at aflores@ceef.org

Want to participate, but need assistance with your booth? CEEF has helpful suggestions to make it a success.