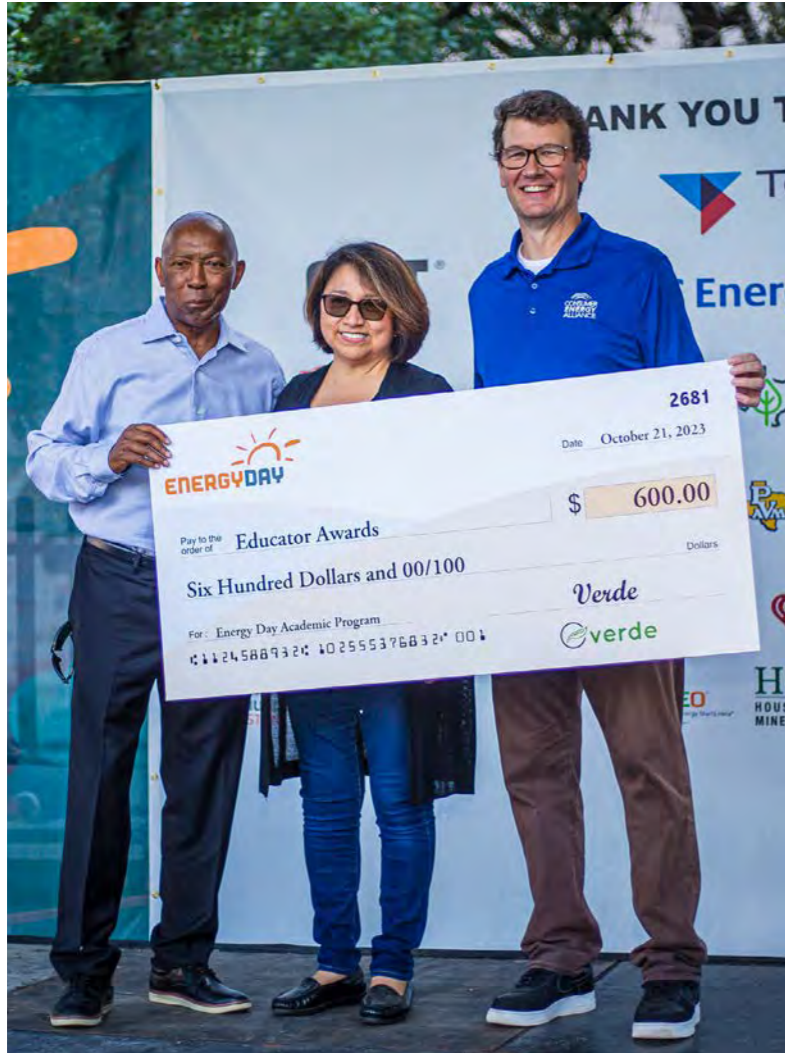
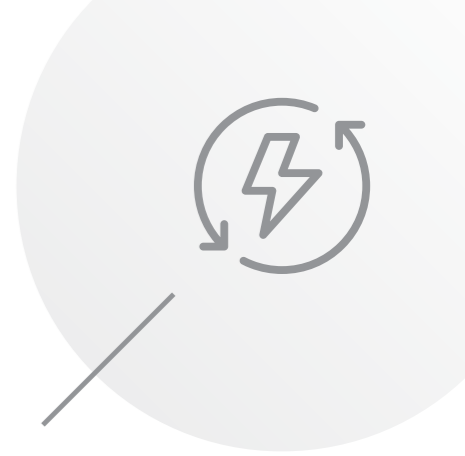
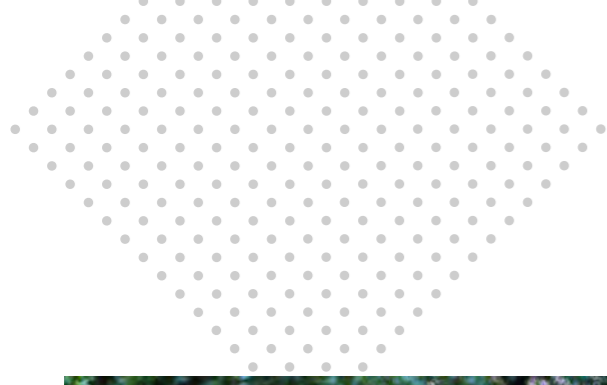


ENERGY DAY 2023 RECAP





ABOUT ENERGY DAY HOUSTON

Founded in 2011, Energy Day is Houston's largest FREE family festival showcasing exhibits focused on science, technology, engineering and mathematics (STEM).

\$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.

1,500+

Energy Day is able to safely transport over 1,500 students and their teachers from 100+ Houston-area schools including Houston ISD.

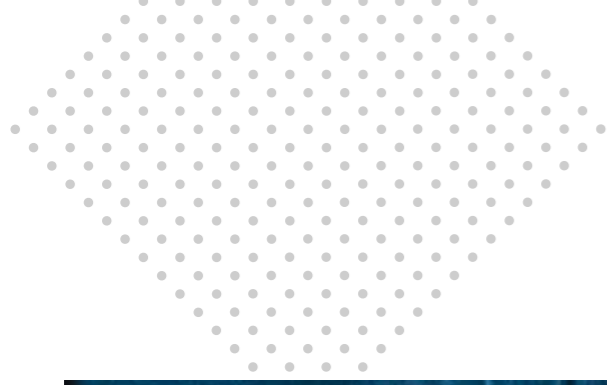
60+

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

20,000

Energy Day is Houston's largest free family festival with nearly 20,000 attendees annually.





ENSURING EQUITABLE ACCESS TO STEM

Energy Day is dedicated to fostering innovative STEM learning experiences that are inclusive and reflective of groups traditionally underrepresented in STEM fields. By forming strategic community partnerships and actively recruiting a diverse pool of volunteers, we aim to bridge the opportunity gaps in STEM education and engagement.

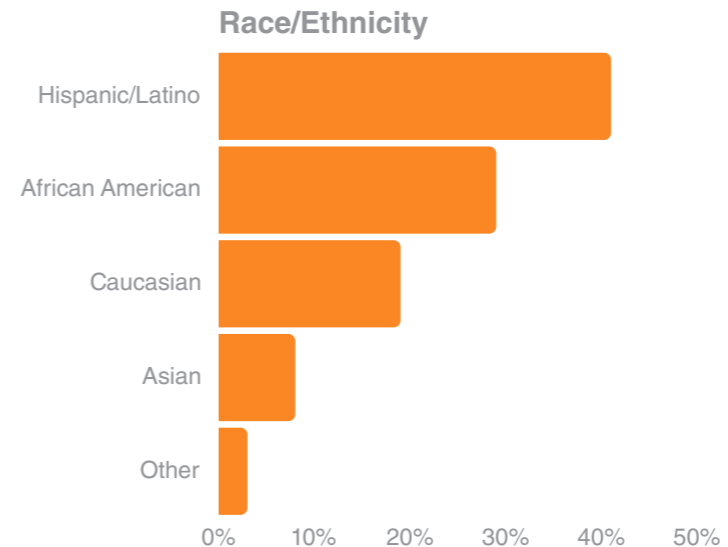
50K REACHED

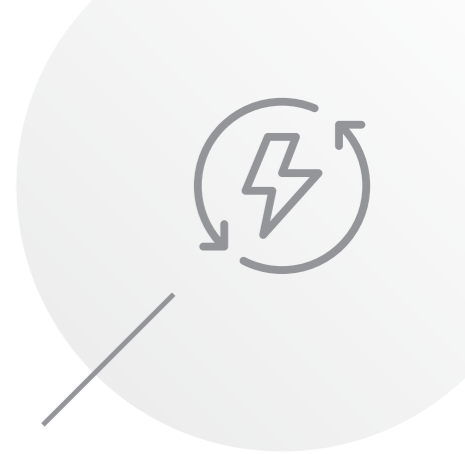
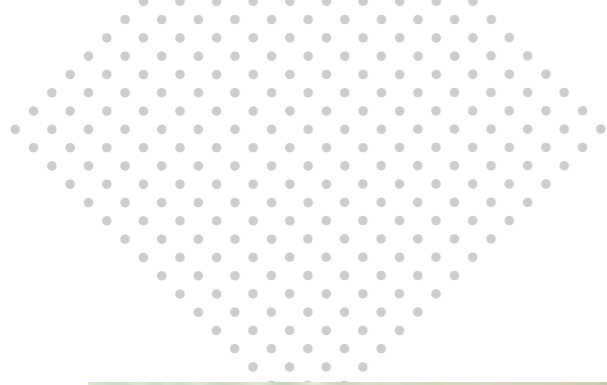
80% of partner schools are Title I

66% of students attending public schools in Houston region live in economically disadvantaged circumstances*

20% growth in STEM jobs in TX from 2017 to 2027*

*Children At Risk. (2023). Growing Up in Houston Report





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

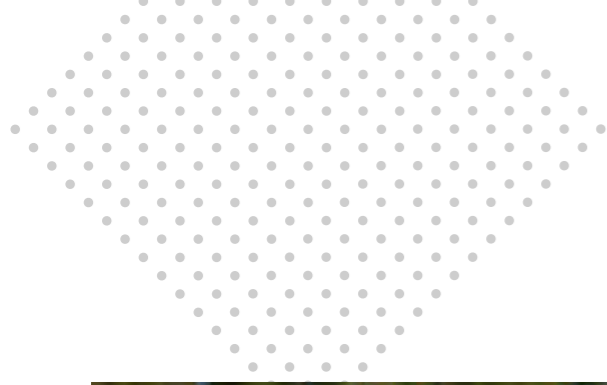
Thank you for the opportunity to be an exhibitor! I can't reiterate enough how AWESOME the Energy Day event is, and what an AMAZING job your organization does to organize such a huge and valuable event! THANK YOU!

- 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





ENERGY DAY 2023: KEY EVENT COVERAGE

[UNIVERSITY HOUSTON ALL IN FOR 2023 ENERGY DAY FESTIVAL](#)

University of Houston

[Consumer Energy Education Foundation & Consumer Energy Alliance present Energy Day Festival](#)

Culture Map Houston

[Scholars from Yound Women's Leadership Academy at Energy Day 2023](#)

Aldine ISD Monthly Newsletter

[Mayors Office Special Events - Events Calendar](#)

Office of Houston Mayor Sylvester Turner

[Energy Day Houston](#)

Kids Out and About

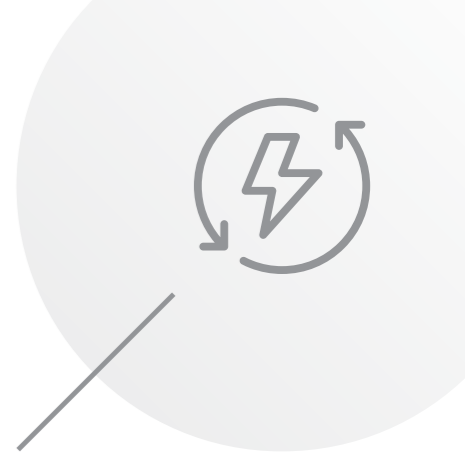
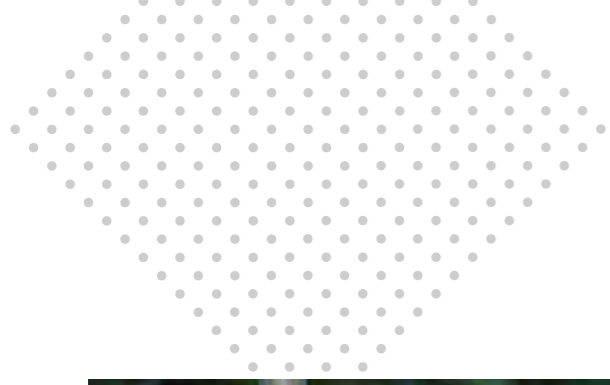
[Houston Energy Day Fall Festival](#)

Kid's Directory Houston

[Energy Day Houston](#)

KXAN Event Calendars



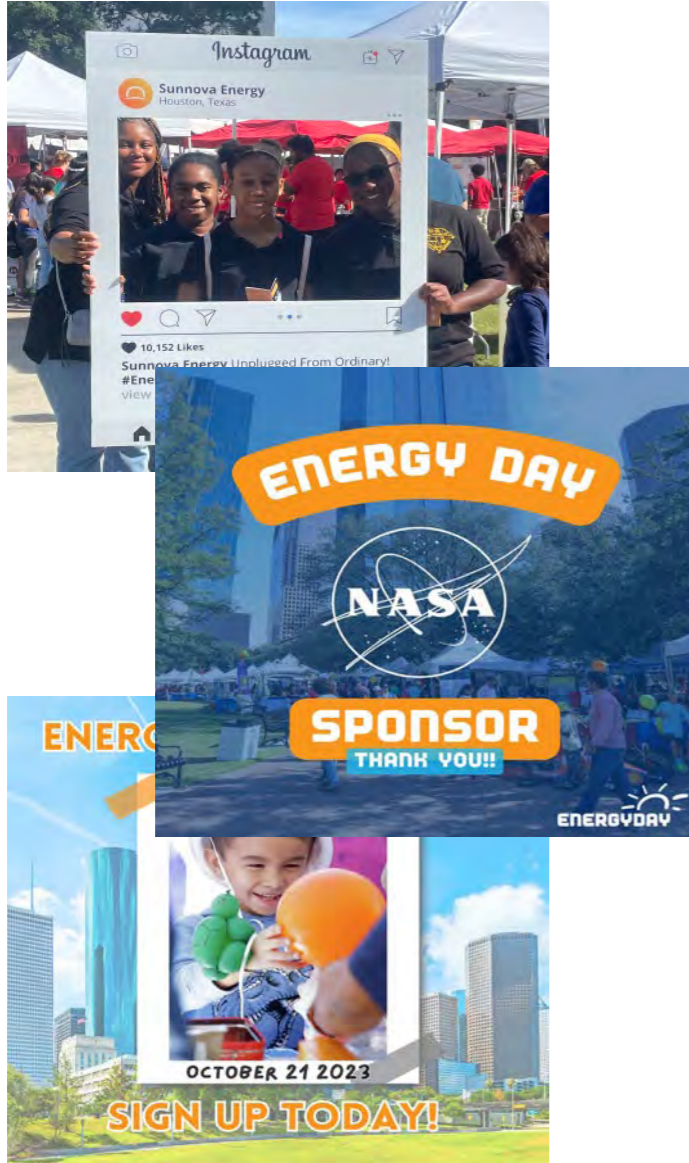


ADDITIONAL SELECT PICK-UPS

Visit Houston
365 Things to Do in Texas
Lemonade Day Houston
Sunnova
USA Energy Workers
Curiosity Cruisers
Telemundo Houston
Fun2Go Misters



ONLINE ADVERTISING



Impressions: 498,935

Industry Average: 350,000

Analysis: Our campaign outperformed the industry average, indicating a wider reach and higher visibility across platforms.

Total Clicks: 1,589

Industry Average: 1,200

Analysis: The higher number of clicks suggests that our content was more engaging or relevant compared to typical industry standards.

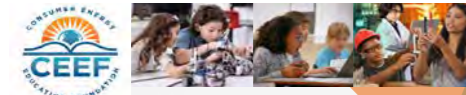
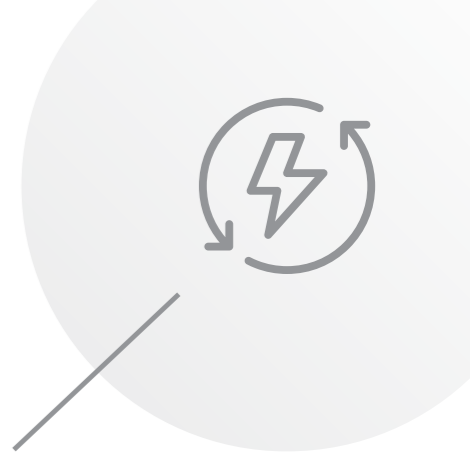
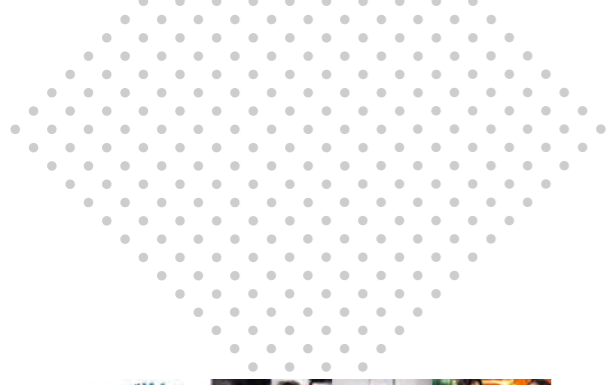
Total Post Engagements: 608

Industry Average: 500

Analysis: Our engagement rate is above the industry average, showing that our audience found the content more interactive and appealing.

Platforms Utilized: LinkedIn, Facebook, Instagram





ENERGY DAY TO GO

Take learning anywhere....

Custom Kits that contain robust, hands on energy themed STEM activities and project based learning opportunities. Robust interactive platform for 1,000 participants that can reach nationwide. In depth, custom tailored, data-gathering and analytics campaign available at designated sponsor levels. End-of-experience stakeholder's report and impact session available at designated sp

WHY PARTICIPATE?

- Continue year-round commitment to STEM ed communities nationwide
- Critical focus on innovation, zero emission and wind, solar) energy technologies
- Customized, branded visual aspects with com videos, presentations, downloadable content
- Tailor lessons and promotional materials to co
- Virtual employee volunteer opportunities with s
- Opportunity to collaborate with STEM ecosyste

For more information visit



HOW TO GET INVOLVED WITH CEEF

Sponsor an Energy Envoy Participant

CEEFF offers exciting high school and college student summer internship opportunities. CEEF and participating companies select applicants based on qualifications and place the most qualified candidates based on the best fit. Positions are limited and offered on a competitive basis. Energy Envoys allows candidates to work on real solutions to real-world problems and have a strong understanding of the inner workings of energy industry careers.

[Contact Colleen McCauley for Sponsorship Information.](#)

Sponsor a Personalized Program

We are happy to partner with Junior Achievement of Southeast Texas as well as several other industry groups to provide mentors and professionals in the classroom and beyond.

[Contact Colleen McCauley to Request Additional Information.](#)

Sponsor A Virtual Energy Day

“Energy Day To-Go” offers a virtual festival experience for underserved communities, providing custom kits with engaging energy-themed STEM activities. Tailored for varying sponsor levels, these kits ensure impactful educational outreach and foster future energy worker education through hands-on learning and project-based opportunities.

[Click Here to Learn More.](#)





GET INVOLVED WITH CEEF CONT'D

Sponsor a Summer Camp

Our summer camps challenge and inspire students while supporting a broad range of creative and artistic pursuits. Each summer camp is one-week long and will provide opportunities for students to invent, build, design, collaborate, and become excited about learning. Offerings for multiple age groups make our camps perfect for summer.

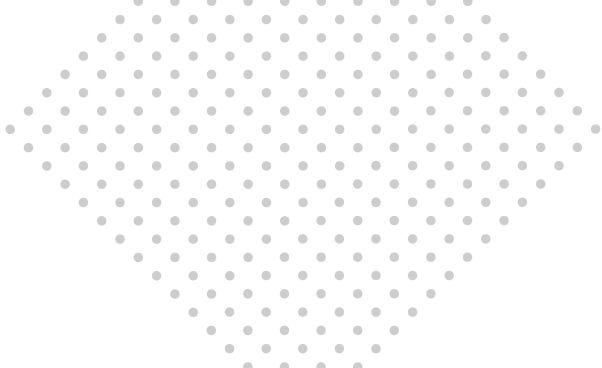
[Contact Colleen McCauley for Sponsorship Information.](#)

Donate

Your donation supports our mission to educate students, teachers, and the public about U.S. energy resources. We focus on promoting the development and research of these resources through engaging educational materials, activities, job opportunities, and informative resources, highlighting the diverse energy options available in the United States

[Click Here to Donate Online.](#)





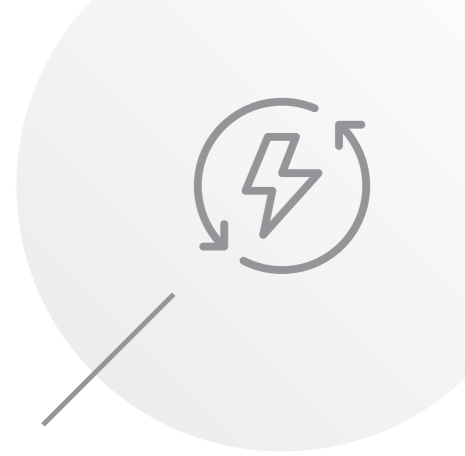
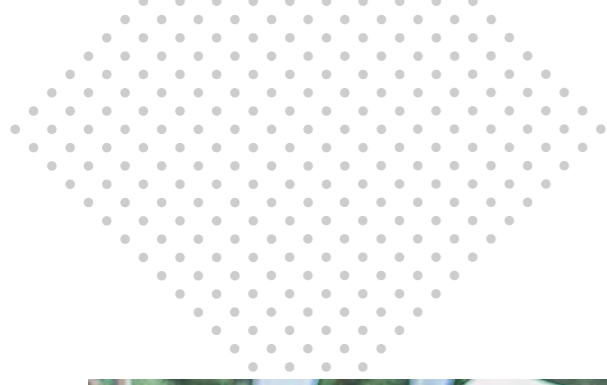
2024 ENERGY DAY ACADEMIC PROGRAM

Our Energy Day Academic Program (EDAP) features an array of competitions centered around STEM and energy themes. These contests are meticulously crafted to ignite enthusiasm among young learners, showcasing the excitement inherent in STEM fields and the diverse career paths available within the energy sector.

This years confirmed competitions include:

- **Science & Engineering Fair of Houston (SEFH)**
February 17, 2024
<https://sefhouston.org/general-information/>
- **SeaPerch**
March 30, 2024
<https://seaperch.org/about/>
- **Drone Festival**
March, 2024
<https://www.drones4water.com/thank-you-2023.html>
- **All-Earth Ecobot Challenge**
April 20, 2024
<https://www.ecobotchallenge.com/>





2024 ENERGY DAY COMPETITIONS CONT'D

- **Conrad Challenge**
April 23, 2024
<https://www.conradchallenge.org/23-24-marketingkit>
- **AEM Competition**
TBD
- **ESC Region 4**
TBD
- **NASA STEM**
TBD
- **Teacher Award**
TBD

To learn how you can support our 2024 EDAP Competitions, [click here.](#)



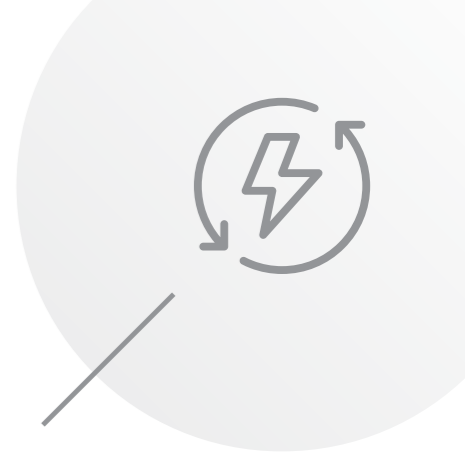
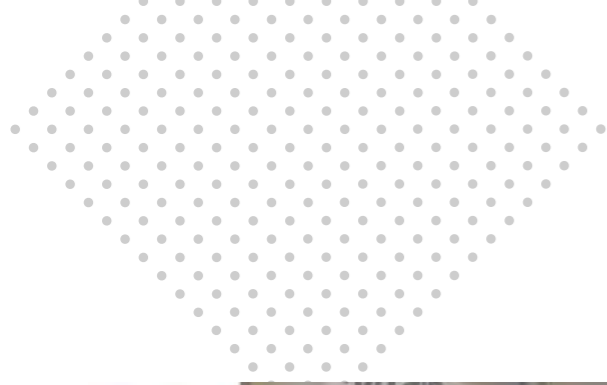


Media Advertisement
and Tailored Pitch (based on availability)

2024 ENERGY DAY SPONSOR BENEFITS

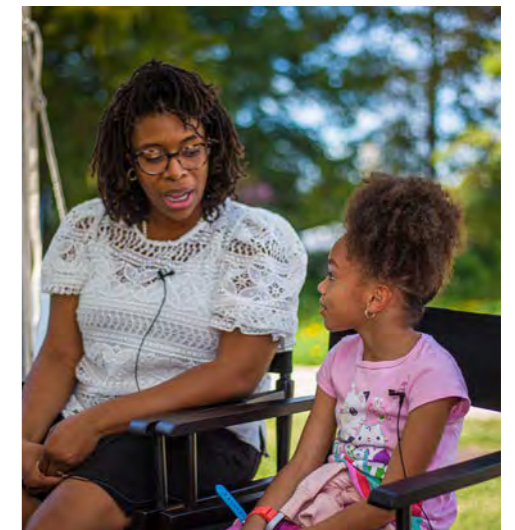
	DIAMOND \$25,000	PLATINUM \$16,500	GOLD \$11,500	SILVER \$6,500	BRONZE \$4,200
	✓	✓	✓		
Named Award & Stage Check Presentation	✓	✓	✓		
Energy Day Exhibit Space	Custom	30X30	20X20	10X30	10X20
Logo on Energy Day Website	Homepage	Homepage	Sponsor Page	Sponsor Page	
Shout-out on Newsletter / Social	Logo, Mention	Logo, Mention	Logo, Mention	Logo	Logo
Event Recognition	✓	✓	✓		
Parking Passes & VIP tent	10	8	6	4	2





PHOTOS FROM ENERGY DAY 2023

For more photos from the day, [click here!](#)



ENERGY DAY 2023 RECAP

