

2025 ENERGY DAY

SPONSORSHIP



Oct 18, 2025
Sam Houston Park
WITH YEAR-LONG ACTIVATION!



For more than 12 years, the unwavering support of sponsors, participants, and the Houston community has made Energy Day a transformative force in S.T.E.A.M education. As we enter this next chapter, we're excited to share our vision for 2025 and beyond—expanding impact, engagement, and legacy opportunities .

Together, we can make Energy Day more than an event—it's a movement shaping the future of STEM workforce development in the energy industry! We now have year-long activation and engagement for our new event date!



CEEFF is a non-profit organization focused on developing educational support materials, activities, resources, and information about career opportunities in energy and S.T.E.A.M. fields for various programs, educational organizations, and events nationally. CEEFF works to engage in and support activities and programs that motivate, inspire, and improve students' understanding of the various career opportunities that are available to them if they follow a STEM path.

50+ Activities
15,000+ Attendees
\$181,000 in EDAP awards
Biggest K-12 Energy STEM Event in TX

90%
of students surveyed found STEM subjects more interesting

81%
gained a better understanding of STEM/Energy jobs





The Importance of **STEM** Shaping the Future



STEM—Science, Technology, Engineering, and Math—is the foundation of innovation, economic growth, and problem-solving in the modern world. These fields drive technological advancements, medical breakthroughs, infrastructure development, and environmental solutions that shape our daily lives.

- **Investing in STEM education and workforce development** prepares the next generation of leaders, engineers, scientists, and entrepreneurs in the energy industry.
- **STEM fosters critical thinking, creativity, and hands-on learning**, equipping students with the skills to tackle real-world challenges.
- The **demand for a highly skilled STEM workforce is rapidly increasing** as technology evolves and energy industry advances.
- **Events like Energy Day inspire students**, spark career pathways, and connect young innovators with industry leaders.
- **Supporting STEM initiatives ensures** a brighter, more sustainable, and technologically advanced future for all.

Why Sponsor Energy Day this year?

Whether you're looking to lead the event as the Presenting Sponsor, create a dynamic hands-on activation, or support school participation, there's a **high-value sponsorship opportunity** for your organization.

- **Support the future workforce pipeline by engaging directly with students and educators.**
- Engage with **274+ schools and students** from diverse backgrounds.
- **Expand bus accessibility** to ensure more students can attend.
- Leverage **premium branding opportunities in high-traffic zones.**

Each sponsorship level is designed to maximize brand exposure, engagement, and impact.



What matters to you most?

Directly Build the Future Energy Workforce:

- Engage with 15,000+ students, educators, and families
- 81% of students gain a better understanding of STEM & energy careers
- Create a direct talent pipeline for future energy professionals

Expanded Year-Long Activation for Maximum Brand Visibility:

- Extended engagement beyond the event day
- 274+ schools participating
- Premium branding opportunities in high-traffic areas & media exposure

Strategic Industry Positioning in the Changing Energy Landscape

- Address growing energy workforce needs & skills gaps
- Leverage state & federal investments in STEM education & energy careers
- Position your company as a leader in sustainability & innovation

Community Impact & Workforce Equity

- Expand bus accessibility to bring in students from diverse backgrounds
- Sponsor a school, class, or student to create meaningful impact
- Strengthen ties with educators, policymakers, and community leaders

Unmatched Media & Networking Exposure

- 180,000+ annual reach through digital, social, and traditional media
- Gain direct access to industry leaders, policymakers & influencers
- Participate in on-site activations, VIP networking, and main-stage opportunities





SPONSOR LEVELS & OPPORTUNITIES

PRESENTING SPONSOR

S.T.E.A.M. ZONE | NAMING

S.T.E.A.M. ZONE | BIG TOP

BIG TOY ZONE

THE HUB AREA

THE EXPERIENCE STATION

COMMUNITY IMPACT

S.T.E.A.M. RUNWAY



OUR OUTREACH STRATEGY

f ANNUAL REACH = ~180,000+

 **EVENT ATTENDANCE = ~15,000+**



PR

**PRESS RELEASES
EVENT COVERAGE
MEDIA
RELATIONS**

Gain the attention of local media, community groups, local officials, influencers and VIPs.



BROADCAST

**RADIO & TV
PARTNERSHIPS
(PAID + PROMO)**

Partner with on-air coverage, online presence with their channels, social sharing and live mentions.



DIGITAL

**EMAIL
WEB
PAID SEARCH
INFLUENCERS**

Target desired demos through digital campaign optimization and connect with local group influencers.



PRINT

**LOCAL
MAGAZINES AND
COMMUNITY
OUTREACH
FLYERS**

Seek out target placements with Houston's leading print, including community papers, event booklets and direct mail.



SOCIAL

**SOCIAL MEDIA
CHANNELS**

Reach audiences with our social accounts, Facebook, Instagram, LinkedIn and YouTube - and grow audiences through active content creation and QR code sign up.



SCHOOLS

**SCHOOL DISTRICT
OUTREACH**

Communicate your brand message directly to schools and increase engagement with audiences who are influenced the most with this event.





SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (EXCLUSIVE)

Your brand will be synonymous with innovation, education, and the future of S.T.E.A.M. careers. As the exclusive Presenting Sponsor, you will lead the charge in inspiring over 274 schools and thousands of students, ensuring they gain real-world exposure to the energy, technology, and science industries. The Presenting Sponsor receives top-tier branding, recognition, and engagement opportunities. This exclusive partnership puts your brand front and center in every aspect of Energy Day.

Sponsor Investment:
\$75,000 (Exclusive)

Deliverables:

- **Logo lockup** with Energy Day branding – your brand appears on all official event materials.
- **Prime positioning** on marketing, digital, and on-site signage.
- **Branded bus sponsorship** – supporting student transportation and event accessibility.
- **VIP Experience Sponsorship** – includes reserved seating, premium networking, and branding.
- **Custom Activation Opportunity** – engage directly with attendees through an exclusive branded experience.
- **Speaking Opportunity** – recognition on the main stage as a key partner in S.T.E.A.M. education.
- **Social Media & PR Spotlights** – premium coverage across digital and traditional media.

Extra Values:

- **Promo Materials**
- **Promo Integration**
- **Event wide signage**
- **Stage Presence**
- **Community Introductions**
- **Media Interviews**
- **Stage side Activation Tent**
- **BIG TOY Showcase**
- **Selected School Sponsor**
- **Dedicated Social Media Content**
- **5 year price lock contract**
- **Social Media Collaboration**
- **2 Media Interviews**
- **1 dedicated Promo Video**
- and more customized to your Brand!



SPONSORSHIP OPPORTUNITIES



S.T.E.A.M. ZONE NAMING SPONSOR

Position your brand inside one of Energy Day's largest and most immersive activation spaces. Whether it's a demo, a workshop, or an interactive showcase, this is your opportunity to stand out, inspire, and educate thousands of attendees in a way they will never forget. Access to your own "Big Top" tents (which are strategically placed in each zone) will provide brands with additional premium engagement opportunities.



Deliverables:

- **Large branded** tent within a STEM Zone for interactive experiences.
- **Logo featured on zone signage** and promotional materials.
- **Opportunity to showcase** demos, host workshops, or engage attendees.

Sponsor Investment: \$45,000

Extra Values:

- **Own a Letter** with your Brand
- **Punch Pass Brand** Placement seen by all participants
- **High Visibility and Engagement** for traffic flow
- **Priority Tent placement** at each Letter
- It's just cool!



THE ZONE (in progress) MAP

PRESENTING SPONSOR

S.T.E.A.M. ZONE | NAMING

S.T.E.A.M. ZONE | BIG TOP

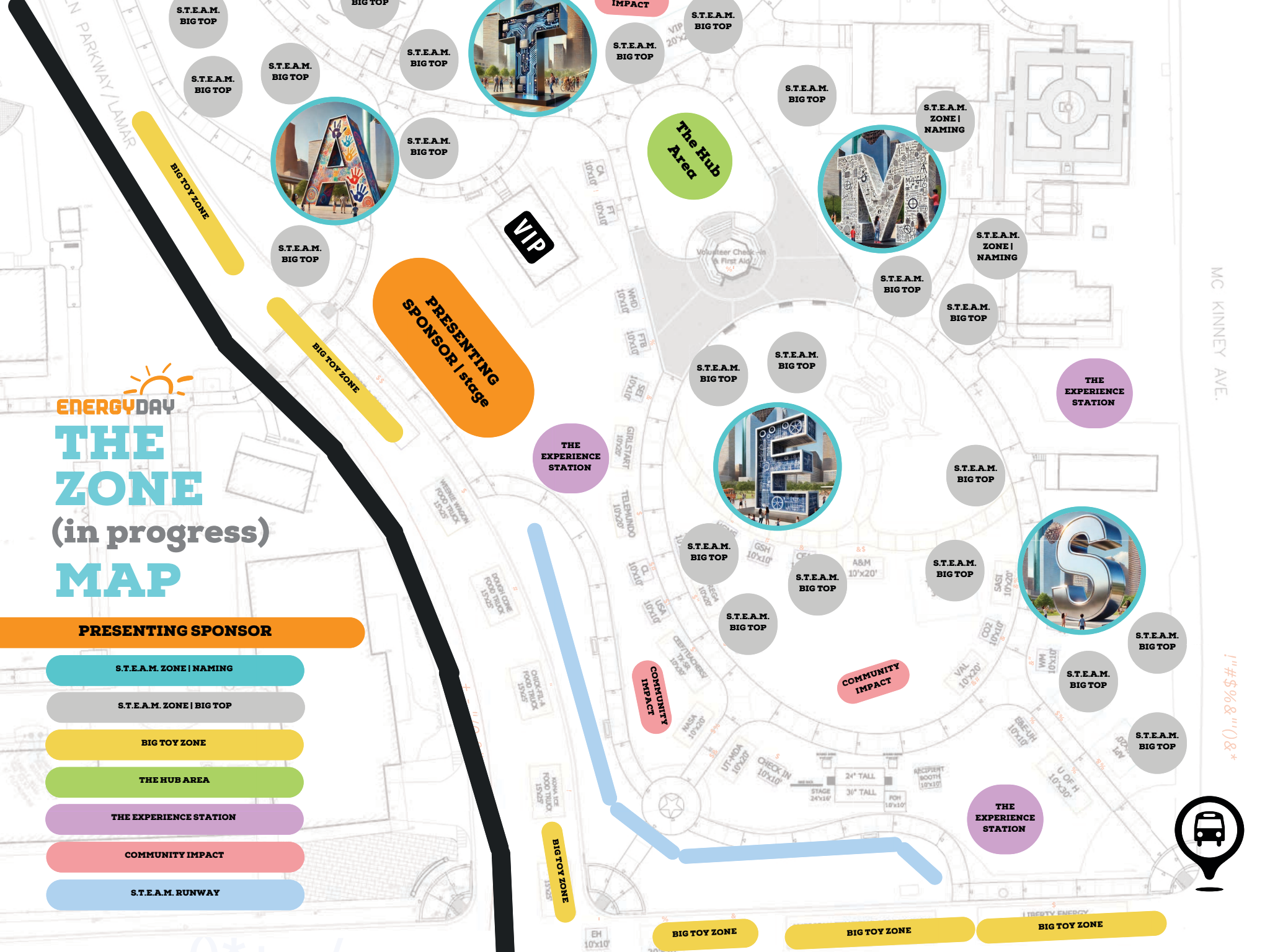
BIG TOY ZONE

THE HUB AREA

THE EXPERIENCE STATION

COMMUNITY IMPACT

S.T.E.A.M. RUNWAY



MC KINNEY AVE.

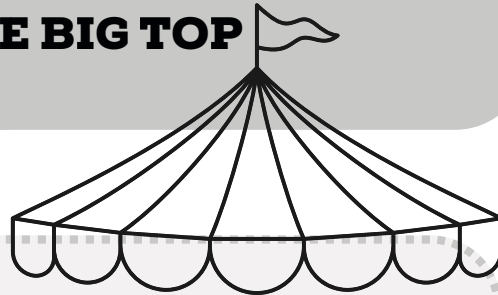
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SPONSORSHIP OPPORTUNITIES

ZONE BIG TOP



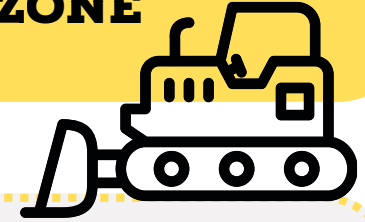
The “BIG TOP” tents are strategically placed in each zone, providing your brand your own tent with premium engagement opportunities. Position your brand inside one of Energy Day’s largest and most immersive activation spaces. Whether it’s a demo, a workshop, or an interactive showcase, this is your opportunity to stand out, inspire, and educate thousands of attendees in a way they will never forget.

Deliverables:

- **Large branded tent** within a S.T.E.A.M. Zone for interactive experiences.
- **Logo featured on zone signage** and promotional materials.
- **Opportunity to showcase** demos, host workshops, or engage attendees.

Sponsor Investment: \$25,000

BIG TOY ZONE



The BIG TOY ZONE is where innovation and fun collide, creating a space where children and families can experience S.T.E.A.M in action through large-scale interactive exhibits. Your brand will be at the heart of the excitement, ensuring education is engaging, dynamic, and unforgettable. The BIG TOY ZONE is a high-energy, large-scale interactive play area with STEM-focused attractions and activities. The streets that envelope the park will be positioned at the entry of the event.

Deliverables:

- **Branded signage** throughout the BIG TOY ZONE.
- **Opportunities** for brand-integrated activities and experiences.
- **Premium visibility** in one of the most engaging event areas.

Sponsor Investment: \$20,000



SPONSORSHIP OPPORTUNITIES

THE HUB AREA

Hub Area Sponsors provide essential event services that enhance the Energy Day experience for attendees. Whether it's hydration, sustainability, transportation, or shareable social moments, your brand will be directly associated with delivering impact and engagement. These high-traffic areas provide critical event services and engagement hubs. These are non-exhibitor locations inside and outside of the park.

Available Hub Sponsorships:

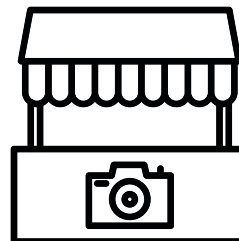
- **Prime branding** in a high-traffic hub areas.
- **Social media exposure** through attendee interactions.
- Opportunities for **giveaways, engagement, and direct audience interaction.**
- **Custom branded content** per area.
- **Media** promo promotion.

Sponsor Investment: \$19,000

Examples of Available Hub Sponsorships

- **Water & Recycling Stations** – align your brand with sustainability and eco-conscious initiatives.
- **Bus Stop Pick-Up & Drop-Off** – support accessibility while gaining branded exposure.
- **Photo & Instagram Experience** – own the most viral, shareable event moment.

Customize your area with our support of set up infrastructure.





SPONSORSHIP OPPORTUNITIES

THE EXPERIENCE STATION

This is an interactive/display opportunity rather than a table and tent experience that allows for dynamic learning. S.T.E.A.M. education is all about exploration and discovery, and your Experiential Station Sponsorship will put your brand at the center of curiosity, creativity, and innovation. Through immersive activations, attendees will experience your company's contributions to shaping the world of tomorrow.

Available Experience Sponsorships:

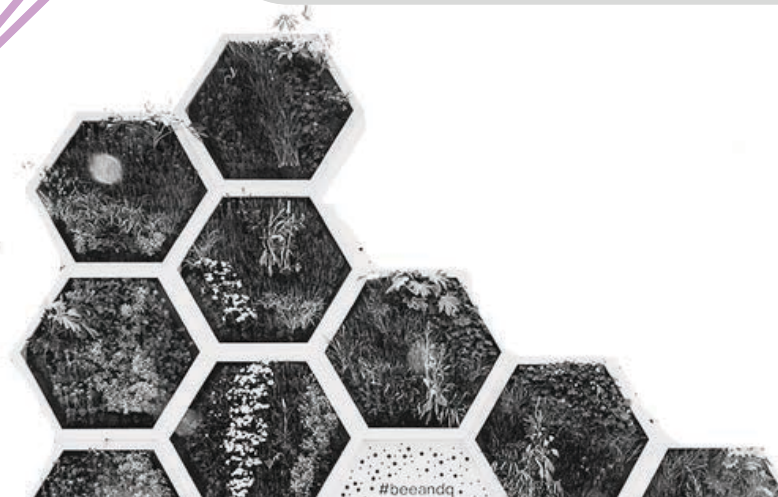
- **Custom-branded** experience station in a high-traffic location.
- **Social media & PR spotlights on activation.**
- **Hands-on engagement** with students, families, and educators.

Sponsor Investment: \$7,500

Examples of Experiential Stations:

- **Bees & Pollination Lab** – explore biodiversity and environmental science.
- **AI & Robotics Hub** – showcase the future of automation and machine learning.
- **Propane Art Display** – where energy and creativity collide.

What experience do you want to create for the participants, we can help design the solution for you!





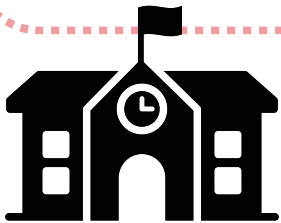
SPONSORSHIP OPPORTUNITIES



COMMUNITY IMPACT | SCHOOLS

SPONSOR A SCHOOL

"Empower an Entire School with STEAM Learning" : Your sponsorship ensures an entire school can attend Energy Day, providing students with access to hands-on S.T.E.A.M. experiences that inspire future careers. This support aligns your brand with educational equity and demonstrates your commitment to shaping the next generation of innovators.



Sponsor Investment: \$7,500

SPONSOR A GRADE

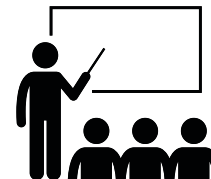
"Inspire a Whole Grade with STEM. Opportunities" : Sponsor an entire grade level and give hundreds of students the chance to explore STEM, technology, and the arts. Your support helps cover transportation, materials, and activities, creating an unforgettable learning experience for a full grade cohort.



Sponsor Investment: \$5,000

SPONSOR A CLASS

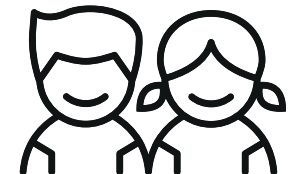
"Bring STEM to the Classroom" : With this sponsorship, you provide a full class of students the opportunity to attend Energy Day, where they will engage with industry leaders, participate in interactive exhibits, and be inspired to pursue careers in STEM fields.



Sponsor Investment: \$2,500

SPONSOR A STUDENT

"Change One Student's Future with STEM" : Support an individual student's journey to Energy Day by removing financial barriers. Your sponsorship gives them access to hands-on learning, mentorship opportunities, and a glimpse into the exciting world of STEM careers.



Sponsor Investment: \$1,500



SPONSORSHIP OPPORTUNITIES



COMMUNITY IMPACT | ACCESS

SPONSOR A STEM SCHOLARSHIP

By funding a scholarship, your brand is directly investing in the next generation of STEM professionals. You'll be supporting a deserving student on their path to a career in science, engineering, energy, or technology.



Sponsor Investment: \$10,000

SPONSOR A NONPROFIT "RUNWAY" ACCESS

Many nonprofit organizations are making significant contributions to STEM education, energy access, and workforce development. Your sponsorship ensures they have a visible platform at Energy Day to connect, educate, and inspire alongside industry leaders.



Sponsor Investment: \$5,000

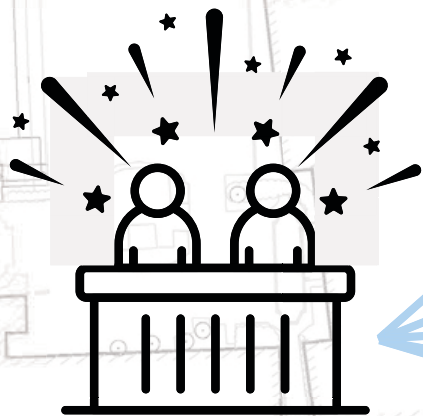


SPONSORSHIP OPPORTUNITIES

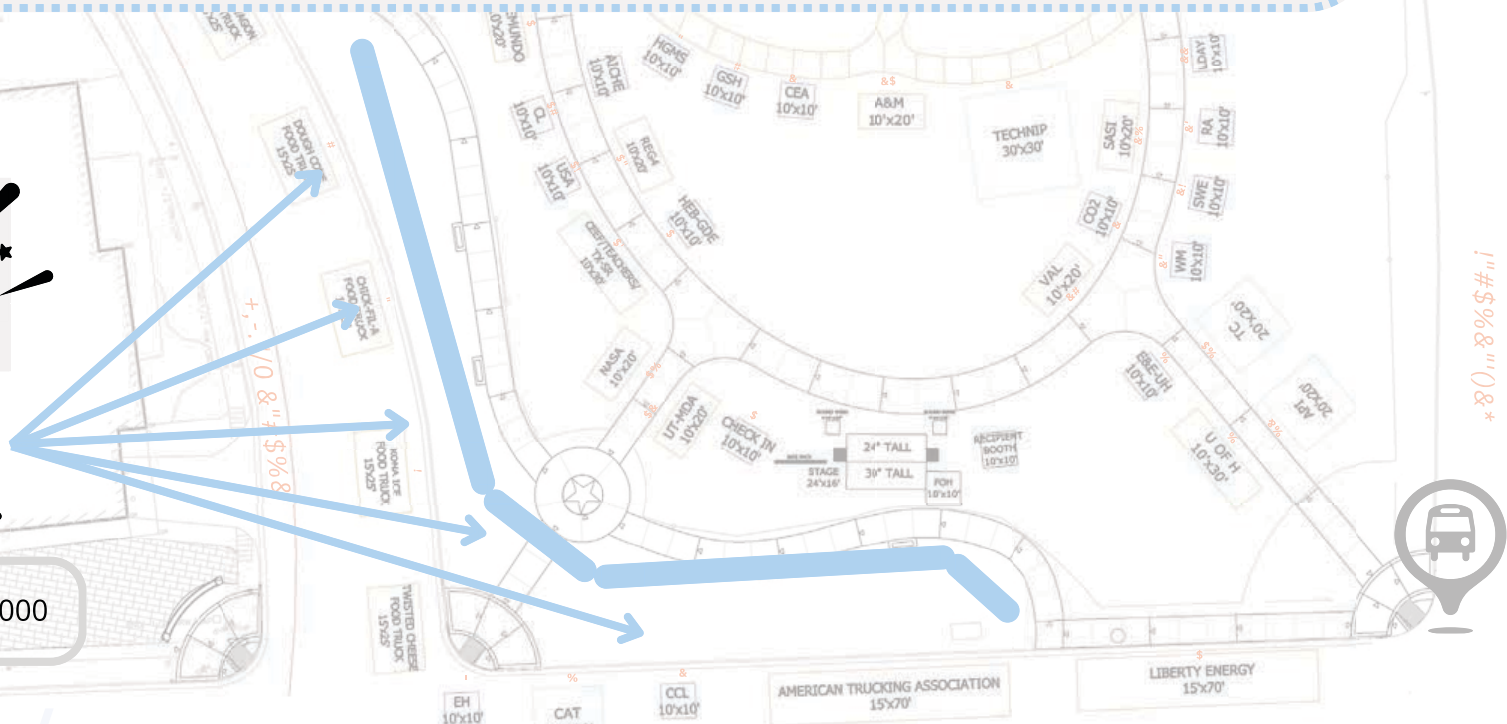


S.T.E.A.M. RUNWAY

"Showcase Your Story on the Path to Innovation" - The S.T.E.A.M. Runway offers a prime location for businesses, nonprofits, and organizations to share their mission, products, and story with thousands of attendees. This line of tables, positioned along a high-traffic pathway, provides direct access to students, families, and educators passionate about S.T.E.A.M. education and workforce development.



Sponsor Investment: \$5,000



MC KINNEY AVE.

1" = \$%8" = 0.8*

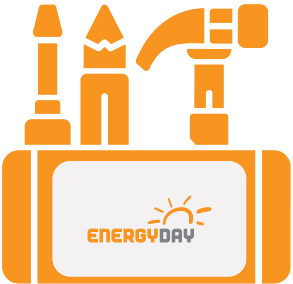
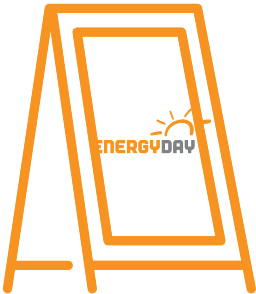


SPONSOR OUR

SWAG

**& OUR STEM
STUFF**

ENERGYDAY
2025 SPONSORSHIP



**OUR GEAR
PROMOTES YOUR
PARTICIPATION**





RECOGNITION & AWARDS



As part of Energy Day's year-round initiative to engage students in energy and STEM education, Consumer Energy Education Foundation (CEEF), Consumer Energy Alliance (CEA), and our Energy Day partners host the Annual Energy Day Academic Program (EDAP).

The Energy Day Academic Program amplifies existing academic competitions and events through unique, citywide S.T.E.A.M—and energy-related competitions aimed at motivating, challenging, and inspiring young minds to seek careers in science and technology. Winners from each competition receive an award and recognition at Energy Day.

Since its inception, EDAP has awarded over \$180,000 to more than 1200 students!

**"BECAUSE OF
ENERGY DAY...
I WANT TO BE
AN ENGINEER"**

Kimberly Ventura:
Former Energy Day Attendee
and Current Volunteer



AGGIE ENGINEERING
★
TEXAS A&M ENGINEERING ACADEMY



THANK YOU FOR YOUR CONSIDERATION

DID YOU KNOW?

Texas is projected to represent nearly **10% of future STEM opportunities in the nation**, with approximately 80% of the fastest-growing occupations being in STEM fields.

In the 2023-2024 school year, Houston Independent School District (HISD) reported that approximately **55% of students met their expected growth targets**, with notable improvements in math and science across most grade levels.

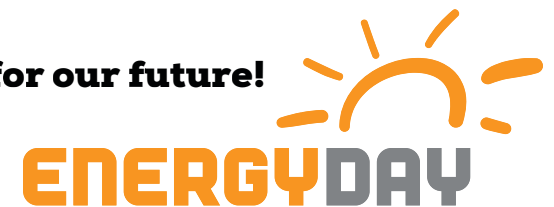
Texas Instruments has secured up to **\$1.6 billion in funding under the CHIPS and Science Act** to construct semiconductor manufacturing plants in Texas and Utah, reflecting significant investment in STEM infrastructure and workforce development.

The Texas Education Agency (TEA) is expanding the Texas Mobile **STEM Laboratory program to nine units**, with three labs operating during the 2024-2025 school year and the full fleet by 2025-2026, aiming to enhance STEM learning accessibility statewide.

Let's make STEM education a path for our future!

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Alisa Weldon | Aweldon@HBWresources.com



EnergyDayFestival.org



SUMMARY OF SPONSORSHIPS

PRESENTING SPONSOR

Sponsor Investment: \$75,000 (Exclusive)

S.T.E.A.M. ZONE | NAMING

Sponsor Investment: \$45,000

S.T.E.A.M. ZONE | BIG TOP

Sponsor Investment: \$25,000

BIG TOY ZONE

Sponsor Investment: \$20,000

THE HUB AREA

Sponsor Investment: \$19,000

THE EXPERIENCE STATION

Sponsor Investment: \$7,500

COMMUNITY IMPACT

Sponsor Investment: \$1,500 - \$10,000

S.T.E.A.M. RUNWAY

Sponsor Investment: \$5,000