

# SCIENCE FESTIVAL TOOLKIT



**SCIENCE**  
FESTIVAL

#COSISciFest

[cosiscifest.org](http://cosiscifest.org)

Dear Festival Partner:

It is hard to believe that the second annual COSI Science Festival is just around the corner. The 2019 debut was a huge success thanks to great partners like you. Over four days, 12 partner communities held more than 110 events and impacted 40,000 people! We are so grateful to have your support as we move into our second year. We know your involvement will help make the festival another huge success.

The festival brings science to people of all ages, right where they live, learn, and lounge. This year we are excited to add six new partner cities from outside of Franklin County to our roster, bringing the total to 18 communities for the 2020 COSI Science Festival. With more than one hundred events throughout the Central Ohio area during the first three days of the festival, May 6-8, and culminating with the Big Science Celebration at COSI on May 9, we are looking forward to inspiring our whole community and getting them excited about science!

Of course, we want as many people engaged as possible, including your customers, friends, neighbors, and families. We believe science is for everyone, and everyone can be engaged, inspired, and transformed by the extensive hands-on programming the festival will offer.

Leading up to the festival, we will be sharing our excitement on our social media channels and we encourage you to do the same. To help promote your involvement and the festival in its entirety, we have created this toolkit, which includes:

- Logos and branding
- Social media posts and email templates
- Promotional photos and videos
- Links to digital and printable signage
- Approved copy and links to additional resources

Please review the toolkit at your leisure and help us spread the word about Ohio's largest STEM (science, technology, engineering, and math) event.

Thank you again for helping us bring science to neighborhoods in fun and unexpected ways. We look forward to your continued partnership.

Sincerely,

Frederic Bertley, Ph.D.  
President & CEO



# PARTNER PROMOTIONS CHECKLIST

We are so excited to have your partnership for the COSI Science Festival! This [toolkit](#) will provide you with assets and materials so that you can:

- ✓ Distribute an **announcement about your involvement** through your internal and external communications channels
- ✓ Promote your booth/event/sponsorship/partnership with **digital and printable signage** for storefronts, lobbies, reception desks, and more
- ✓ Share your excitement on **social media**
- ✓ **If you are hosting a community event, the COSI Science Festival Facebook page will send you an event co-host request - please accept it to help spread the word about your event! If you have already created one yourself, please make the COSI Science Festival Facebook page a co-host.**
- ✓ Add **copy to your website** telling visitors how you will be supporting the COSI mission to engage, inspire, and transform lives and communities by being the best partner in science, technology, and industry learning
- ✓ Request **COSI Science Festival promotional materials** to distribute and show your support
- ✓ Create **your own promotional materials** to share your involvement

Of course, COSI will also continue to promote the COSI Science Festival through our own social channels, on our website, inside our building, with advertising and public relations, and more, all of which you are encouraged to share as well. Follow along with us through the following digital properties and feel free to share any social posts or announcements that you would like. We will do the same for your COSI Science Festival posts as appropriate so that your involvement is shared with our **more than 134,000 combined social followers!**

## COSI SOCIAL MEDIA ACCOUNTS

- Facebook: [@COSISciFest](#) (1,229 fans and growing) and [@COSIsience](#) (94K fans)
- Twitter: [@COSI](#) (28.6K followers)
- Instagram: [@COSIsience](#) (11.7K followers)
- Event Hashtag: **#COSISciFest**

COSI Science Festival website: [cosiscifest.org](http://cosiscifest.org)

Look out for additional emails from COSI as we have more details to share leading up to the events. We will periodically update you with major announcements to keep your audiences excited about your involvement leading up to the COSI Science Festival.

# INTERNAL EMAIL ANNOUNCEMENT

## SUBJECT:

*[Company Name]* To Be Part of the COSI Science Festival!

## COPY:

**We are excited to share that *[Company Name]* will be *[an exhibitor at/a sponsor of/a partner of/an event host of]* the COSI Science Festival, **May 6-9, 2020!****

The COSI Science Festival is a four-day, unprecedented collaboration that will be a region-wide event, which brings hands-on science activities to people of all ages throughout Central Ohio. The first three days will include events in communities throughout the region highlighting science and technology. The final, fourth day of the festival will be The Big Science Celebration, a free culminating event, held on the Scioto Peninsula surrounding COSI, with booths representing different businesses, nonprofits, universities, and other organizations, each of whom will have hands-on science activities for attendees. The four-day festival is expected to reach 50,000 people with inspiring science content.

As *[your role as an exhibitor/a sponsor/a partner; an event host]*, *[Company Name]* will *[insert description of your involvement such as: host three community events throughout our city including X, Y, and Z/host a “Be A Scientist” event on Wednesday, May 6, to show people in our community how.../have a booth at The Big Science Celebration where visitors can learn...]*

This partnership is important to us because *[insert reason for participation such as: we are a premier research organization in Central Ohio who wants to shape the future STEM workforce in our own backyard/our mission is to encourage continued education/our community has made tremendous strides in the field of science and we want to show how proud we are to have such talent in our part of Central Ohio...]* The COSI Science Festival is still looking for volunteers. If you are interested, visit [cosiscifest.org](http://cosiscifest.org) for more information.

Thanks, and we will see you at the #COSISciFest!

# DIGITAL & PRINTABLE SIGNAGE

Whether you are hosting an event, exhibiting at The Big Science Celebration, or supporting all elements of the COSI Science Festival, we encourage you to show your support to your regular visitors with these signage options.

[Digital Signs](#)

[Printable Signs](#)

[Event Flyer Template](#)

## SOCIAL MEDIA POSTS

Share your COSI Science Festival involvement through social media with these suggested posts:

- We are thrilled to support the #COSISciFest May 6-9! We'll be *[hosting an event/sponsoring/an exhibitor/etc.]* and we hope to see you there. *[link to website, event URL, Big Science Celebration, etc]*
- *[Company Name]* is proud to be a part of the Central Ohio STEM community and support the #COSISciFest as a *[sponsor/event host/exhibitor/partner]* May 6-9, 2020 *[link to website, event URL, Big Science Celebration, etc]*
- We're excited to partner with @COSI to bring hands-on science to people all throughout Central Ohio at #COSISciFest this May! Who's with us? *[link to website, event URL, Big Science Celebration, etc]*

[Photo and Video Assets](#)

## WEBSITE COPY

Showcasing your COSI Science Festival partnership on your website validates your commitment to science literacy, and shows your organization's alignment with COSI and other major community organizations who are participating in the event. Consider using the following copy, along with any of the COSI Science Festival branded materials, on your website as a header, scrolling announcement, footer and more.

*[Company Name] is a proud partner of the COSI Science Festival, May 6-9, 2020. Visit [cosiscifest.org](http://cosiscifest.org) for more info.*

# REQUEST #COSISCIFEST SWAG

If you are interested in receiving branded COSI Science Festival items, please send an email to Jaclyn Reynolds at [jreynolds@cosi.org](mailto:jreynolds@cosi.org) with the following information:

- Recipient Name:
- Organization:
- Delivery Address:
- Quantity of:
  - Buttons:
  - Window Clings:
  - Bookmarks:
  - Temporary Tattoos:
  - Coasters:
  - Rack Cards:

## ASSETS FOR CUSTOM PROMOTIONAL MATERIALS

COSI encourages partners to use any and all of the [graphics and design files](#) provided within the DropBox to create their own promotional materials. These files include:

- COSI Science Festival logo
- COSI Science Festival photos
- COSI Science Festival b-roll
- COSI Science Festival event icons
- #COSISciFest hashtag graphic
- COSI Science Festival “Be An Element” graphic
- Big Science Celebration logo (May 9)

**We ask that all promotional materials referencing the COSI Science Festival include a non-modified COSI Science Festival logo, COSISciFest.org URL and the social media hashtag #COSISciFest.**

**Please note that custom uses of promotional assets MUST be approved by COSI prior to use. Please submit any customized use of COSI Science Festival assets to Jaclyn Reynolds at [jreynolds@cosi.org](mailto:jreynolds@cosi.org) and allow at least five business days for review and approval.**