



# Bay Area SCIENCE FESTIVAL

April 21-30, 2022

## ENGAGEMENT

 180 Organizations  
**INVOLVED**

**1,000**  
VOLUNTEERS

**63** STEM  
Events

**SPONSORS** 12 **SPONSORS**

6 SPONSORS SUPPORTED the **FESTIVAL**  
for **6+ YEARS** AND **WOULD RETURN!**

## COMMUNICATION

 **54%** INCREASE in  
INSTAGRAM  
FOLLOWERS

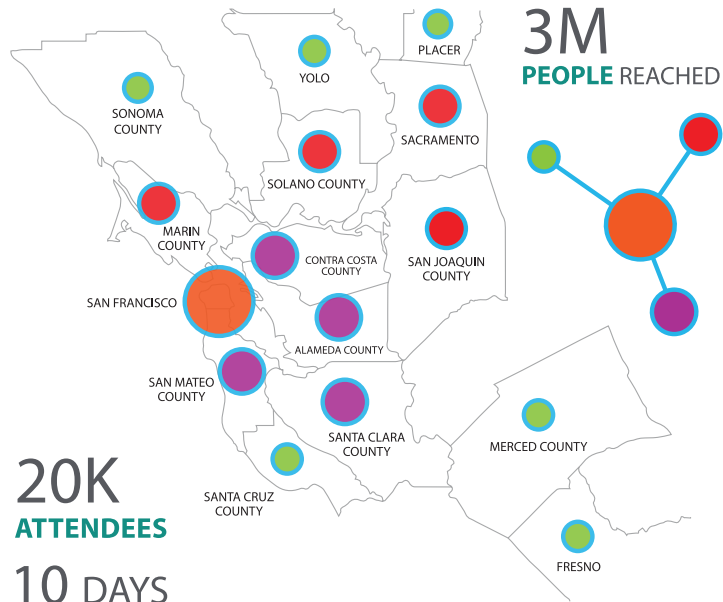
**NEW WEBSITE** launched   
**28K VISITED** the site

**24K**  
**ACTIVE**  
e-newsletter  
READERS

**PRINT** and  
**ONLINE**  
**REACHED**  
**1.1M**

Television and radio **COVERAGE**  
**1.7M REACHED**

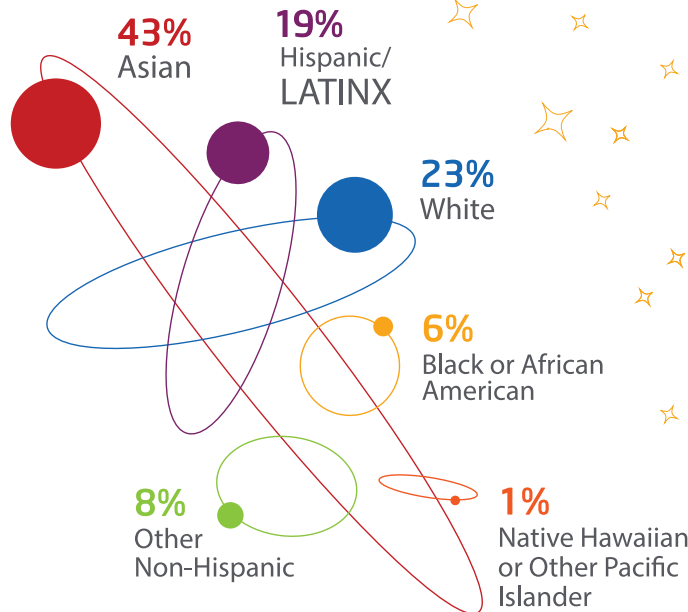
## REACH



**20K**  
ATTENDEES

**10 DAYS**  
of **FREE** SCIENCE EXPLORATION

## ATTENDEE DEMOGRAPHICS



The **PERFECT FORMULA** for learning—  
**BUBBLING**  
**OVER** with  
**DISCOVERY,**  
**INSPIRATION,**  
and  
**FUN!**

Festival Attendees:

**RATED** the event  
as **GREAT** — **99%**  
**GREAT**

Raised their **AWARNESS**  
of how they use **STEM**  
in their life — **93%**  
**YES**

Felt **INSPIRED** by  
something they did in **STEM** — **82%**  
**AGREE**

**LEARNED** something  
new about **STEM** — **82%**  
**AGREE**