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WWW.WISCIFEST.ORG

2021 EVENT HOST GUIDE

PRODUCERS



Welcome, Event Hosts!

Thank you for joining the largest science festival in Wisconsin!

Now in its 11th year, the Wisconsin Science Festival continues to celebrate curiosity with communities throughout Wisconsin. This past year has been a supremely challenging one for all of us, and we are particularly inspired by the energy, creativity and sheer fortitude of the many organizations coming together to create this year's festival.

"The Wisconsin Science Festival is a fantastic way to demonstrate just how amazing — and fun — scientific exploration and discovery can be," says Eric Wilcots, dean of the College of Letters & Science at UW–Madison and chair of the Wisconsin Science Festival steering committee.

We hope you're getting excited for the festival to kick off on October 21. **Thank you for everything you are doing to make your programs a success. The Wisconsin Science Festival would not happen without you!**

Please use this **Event Host Guide** to help you brand and promote your event or program.

Our Legacy

The mission of the Wisconsin Science Festival is to inspire and engage society in the enterprise of science and discovery, to cultivate curiosity and communicate the power of knowledge and creativity to change our world view, to promote innovation and to cultivate the next generation of global citizens. The Wisconsin Science Festival is presented by a growing coalition of the science and arts community from across Wisconsin.

First launched in 2011, the Wisconsin Science Festival is a four-day statewide celebration of curiosity and creativity that brings people across the state in contact with scientists, educators, artists, manufacturers and more. More information can be found at **WiSciFest.org**.

The Wisconsin Science Festival garners widespread media attention, with some events capturing national press. Visitors from as many as 17 different states engage in events throughout Wisconsin, and the economic impact of the festival typically exceeds \$600K.



The WI Science Festival was a great way to get our 8th grade students into our high school to see how science is integrated across the curriculum. It was a great success!

Hartford Union High School

Promotional Resources

To explore our downloadable marketing materials please visit:

<https://www.wisconsinsciencefest.org/RESOURCES/>

- ❖ Logos
- ❖ Graphics
- ❖ Social media info and suggested text
- ❖ Key message and talking points
- ❖ Signage templates
- ❖ News release template
- ❖ Press Release (available in September)



To ensure our festival logo is legible it should never be smaller than 0.7" in print or 60px in digital. Please make sure the logo has the minimum allowable amount of clear space around it on all sides.

Social Media

WSF Website <https://WiSciFest.org>

Partner locations can direct people to the website for more information on other festival events.

WSF Social Media

Help the Wisconsin Science Festival trend in October! Use the hashtag **#WiSciFest** and tag **@WiSciFest**. This also helps us share your messages!

Key Message

Suggested Text

Celebrate science throughout Wisconsin at the Wisconsin Science Festival! #WiSciFest <http://wiscifest.org>

Key Message

Celebrate science throughout Wisconsin! Explore science behind the scenes in your community, take part in a statewide BioBlitz and enjoy the wonder and fun of science. Held throughout the state on October 21-24, the festival welcomes people of all ages for hands-on science, performances, demonstrations and conversations with leading researchers and creative thinkers. Unleash your curiosity!

FOLLOW US!

-  Wisconsin Science Festival
-  WiSciFest
-  @WiSciFest
-  WiSciFestival

Before Your Event

-  **Use the promotional items in your event host kit.**

Any events submitted and approved before August 1 will be invited to request an official WSF event host kit with swag that can be used to promote event.
-  **Communicate with your WSF Coordinator**

Each official WSF event will receive an event listing with a unique and searchable URL. Ensure we have the most up-to-date information on our website by confirming your listing is accurate and to your satisfaction. Last day to make changes is October 15.
-  **Spread the news about your event**

WSF will create a statewide press release that will be shared with you as well as regional networks. You are also encouraged to visit our “Resources” page for sample news releases and boilerplate text you can use to create a press release for your own regular media contacts. Include the WSF logo on your website and link to WiSciFest.org so everyone knows you are hosting an official festival event. Send your press items to info@wiscifest.org so we can help cross promote!

Call local media outlets to pitch your event as a story idea (optional). Making personal contact can make all the difference between getting coverage or not. Be sure to promote your event through media outlets BEFORE it happens!
-  **Use free online communication tools**

Local community calendars are a great way to spread the word and raise attendance. Include a link to your event listing on WiSciFest.org and include the phrase “An official Wisconsin Science Festival event.” Create event listings on social media and add [WiSciFest](http://WiSciFest.org) as co-host to gain additional visibility.

The Wisconsin Science Festival will promote events through at least one social media post (Twitter and/or Facebook) as long as the organizing party communicates appropriate social media tags/handles to be included and provides a suitable image.
-  **Create a custom WiSciFest flyer for your event**

Download a template or let us know if you are looking for specific formats. Feel free to use your own branding but please include the WSF logo.
-  **Display WSF banner and flyers in high traffic areas**

Event hosts may request an official WSF banner and blank flyers in their host kit. Display these in your venue or other public spaces to help build excitement.
-  **Consider logistics and activity needs**

If hosting an in-person event, please ensure that safe physical distancing practices are communicated and enforced, complying with all applicable federal, state and county orders or guidelines.

Secure necessary venue permits, event equipment or materials needed for a successful event. Confirm that the event venue/platform will be accessible and prepared to host your event.

For any ‘Try this at home’ activities, either live or prerecorded, please include text and preferably verbal language that says, **“Before starting this activity, please get permission from a responsible adult.”**

The Wisconsin Science Festival will provide reimbursement for expenses incurred in staging an official WSF event up to a maximum of \$100. Documentation of expenses (receipts for materials, extra labor, etc.) must be sent to Wisconsin Science Festival coordinator no later than 30 days following the conclusion of the festival.

The Wisconsin Science Festival reserves the right to terminate partnership with an organization at any time for failure to comply with these guidelines. Any mistreatment of the Wisconsin Science Festival logo or likeness, including acting in incongruity with the festival’s purpose and mission, is also cause for termination of partnership. The event host’s staff, marketing materials and general operations under the scope of the associated festival event must comply.

During Your Event

The Wisconsin Science Festival is proud of the statewide network it has built over the last decade. We know it works best when everyone actively participates. As an event host, your organization will benefit from our statewide network of promotion and the prestige that comes with participating in the largest science festival in our state!

During the month of October, we typically have over 100,000 visits to our website where participants can search for and find an event featured within one hour of every citizen in Wisconsin. Let everyone know about your **Wisconsin Science Festival** affiliation.



Show off that swag!

Event staff can wear WSF t-shirts (if applicable) and should use event host kit materials as giveaways! Help the festival reach more people!



Hang the festival banner and signage

The festival banner and any additional signage should be on display near the entry point of your event or in a prominent location.



Include WSF in event announcements

Use our PowerPoint slide templates (see “resources” webpage) as “pre-show” before virtual events or as digital signage at your venue if available. During opening remarks please inform guests they are attending “an official Wisconsin Science Festival event.”

Close your event by thanking participants for attending “our Wisconsin Science Festival event.” Remind attendees to visit **WiSciFest.org** to engage with more festival events throughout the state!



Activate social media

Ask participants to post to social media and tag both your organization and use the festival hashtag **#WiSciFest**. Tag us in any photos or videos you post so we can help share the fun!



Gather photos and stories

After the festival we will collect any photos, screenshots, anecdotes and feedback you’d be willing to share. We love seeing our fantastic partners in action and hope to include these in our festival wrap-up report as well as promotions for years to come.



Track attendance

Following the festival, we will be compiling final festival attendance. Please have a plan in place to count participation, views, engagements, etc. If you have questions about how best to determine your attendance, please contact your WSF coordinator for suggestions.

We want to trend on social media during the month of October! When promoting your event online, use the hashtag:

#WiSciFest



Wisconsin
Science Festival



WiSciFest



@WiSciFest



WiSciFestival

After Your Event



Complete the WSF Event Host survey (THIS IS SUPER IMPORTANT)

After the festival we will email a survey link which we use to not only gather your feedback on how best to improve the festival, but also collect your photos, stories and attendance! We ask that you complete this survey to your best ability no later than one month following the festival. We will contact you directly if we wish to use any of your photos or testimonials in our Wisconsin Science Festival Annual Report.



Continue to engage with WiSciFest.org

Many of our festival events have recordings or online activities that will remain available for participants for at least one month following the festival. If your event was live or a 'registration only' program but you now have a recording that you would like to share, please provide us with the updated link and we will update your event listing.



Take care of Beesly!

If you received a Flat Beesly or plush Beesly in your Event Host Kit, keep her busy (she's a bee after all!). Take photos and tag us on social media (@WiSciFest) so we can stay up to date on her adventures throughout the year.



Get excited for next year's festival!

Start thinking about ideas or other organizations you would like to involve in next year's Wisconsin Science Festival. Stay tuned to emails and our social media pages to learn about timelines and additional engagement opportunities. If you would like to be more involved in our WSF Production Committee, we'd love to have you! Please contact Sam Mulrooney (smulrooney@warf.org or 608-316-4390).

Who is Beesly???

Introduced in 2018, Beesly is a honeybee, our state insect, and **the official mascot of the Wisconsin Science Festival**. Like all worker bees, Beesly is female, and she can often be found buzzing around festival events. If you would like her to pay your venue a visit, please contact us!

If your Event Host Kit included a Flat Beesly or plush Beesly, please check out these fun suggestions. If you have more creative ideas, feel free to share them with us!

- ❖ Take photos of Beesly before or during your event. Share them on social media and tag us!
- ❖ Hide her in fun locations around your venue to create a fun challenge for participants leading up to your event.
- ❖ Strategically place her in the background of presentations and recordings.
- ❖ Download our Beesly coloring page at WiSciFest.org/Beesly.



Style Guide

Wisconsin Science Festival Colors

The following are the primary WSF colors. CMYK is typically for print while RGB is best for screens.



CYMK: 0, 60, 89, 0
RGB: 245, 130, 52



CYMK: 0, 0, 0, 770
RGB: 35, 31, 32
Used for paragraph and descriptive text



CYMK: 37, 17, 100, 0
RGB: 174, 182, 55



CYMK: 80, 50, 35, 25
RGB: 53, 94, 115
An option for lines, backgrounds or text elements



CMYK: 22, 100, 96, 15
RGB: 172, 31, 38



CMYK: 30, 0, 0, 85
RGB: 47, 68, 78

Wisconsin Science Festival Fonts

The Wisconsin Science Festival logo uses the font family Avenir. However, WSF print and web materials use the Univers family for headline and body copy. The Arial font family is an acceptable alternative if the Univers font family is not available.

Universe Black

Used for the date and some headlines.

Arial Black

Acceptable alternative font for event date and some headlines.

Universe Bold

Used for the URL and many headlines and subheads.

Arial Bold

Used for the URL and many headlines and subheads.

Universe Roman

Used for body copy, captions, listings, etc.

Arial Regular

Used for body copy, captions, listings, etc.

Thank you for helping us **unleash curiosity** at this year's Wisconsin Science Festival.

Please contact us at any time!

info@wiscifest.org

Join us next year!

Oct. 20-23, 2022



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