



SPONSORSHIP PACKET

EVENT DETAILS

This is the biggest fully-integrated science and art event in Portland. The idea is to collaborate researchers, musicians, and artists in novel ways so that they can combine their talents to engage a bigger audience. Researchers will present findings, musicians will perform songs, artists will exhibit work, and policy-makers will be in attendance. There will be art workshops, brain scans, and tons of other activities. We can't wait to see all sides of our Portland community working together. This event is the first of many annual NWNoggin Fests to come.

DATE

OCTOBER 11, 2017

LOCATION

TBA

ATTENDANCE

500 - 1000

WHAT WE REPRESENT

Outreach

NW NOGGIN: Neuroscience outreach group (growing in networks) is a robust, creative, and largely volunteer driven non-profit organization (EIN: 81-3885713) that brings scientists and artists and students of all ages together to share their expertise, enthuse young people about science and art, share area educational resources, and inform and excite the public about ongoing, taxpayer supported neuroscience research.

Arts Integration

Arts integration makes learning personally relevant. It allows open ended exploration of scientific concepts, and offers science teachers a broader palette from which they can differentiate their lessons. This cross-disciplinary collaboration is also valuable to artists, who often use their skills to explore and enhance work in other fields, yet are seldom exposed to this kind of collaboration during their education.

Advocating Policy

Annually, we bring outreach volunteers to Washington DC to present brains in public schools, Congress, the White House, and the Phillips Collection! In October of 2016, we were recognized for our innovative outreach model by the White House – specifically for bringing together students from multiple institutions, and multiple academic disciplines, and connecting them directly with the broader community.

DEMOGRAPHIC

Because of the unique and collaborative atmosphere of our events, we attract a crowd both very diverse, and very specific. Our average festival goer will be between 18-45, college-educated, and involved in the art, music, educational, or scientific communities in the Northwest. Sponsoring this event is a unique opportunity to share your brand with the tastemakers in the art and music world, and at the same time show the scientific community that your brand supports education and research.

WHAT WE OFFER

Exposure

Tiered Packages include exposure through social media, noggin website/blog, festival merchandise, festival fliers, festival backdrop posters, festival media coverage (WW, Mercury, Xray, Oregonian, etc.), Goodie bags, live announcements, projected advertisements, and more.

Exclusivity

We offer exclusivity for brands. If your brand chooses to sponsor, we will not accept sponsorship from any direct competitors in your area of business without your consent.

Co-Branding

We offer product giveaways leading up to, and after, the event as an opportunity to co-brand. We also have a title sponsorship package that gives your company a chance to co-brand the entire event.

Long-Term Publicity

We host frequent events all year that give brands the opportunity to use for exposure. We hold events frequently at Velo Cult, present at schools and institutions regularly, and are part of larger events within the community, and across the country, all year. We can offer exposure at all of these events, and as NWNoggin grows, our influence and exposure grows as well.

Flexibility

We work with our sponsors directly to customize packages, and accommodate their needs specifically. All of our packages are easily adjusted so that you can get the most out of your budget.



SPONSOR PACKAGES

Funding furthers our efforts to create innovative educational tools and public outreach events. We understand that everyone has different needs from sponsorship. Here are some of the packages and assets that we offer with our sponsorships. Please contact us so that we can customize the perfect package for you, within one of our tiers.

PRODUCT

Synaptic Sponsor

Food/Beverage/Stage/P.A./Lights/Shirts etc.

Parietal Patron

Auction/Raffle - One/Few things to raffle or auction

MEDIA

Neuronal Networker

Publicity through media outlets

FINANCIAL

Central Nervous Sponsor

Title Sponsor - \$15,000

Vesicle Investor

\$1,000-2,500

Brainwave Benefactor

\$5,000-10,000

Cortical Contributor

\$500-1,000

Axon Advocate

\$2,500-5,000

Cerebral Supporter

\$0-500

SPONSORSHIP REWARDS

Exposure

- Live thank yous
- Noggin Website Feature
- Social Media Feature
- Event Media (news/radio etc.)
- Brand merch exposure
- Festival Fliers
- Festival Backdrop
- Festival title
- Projected advertisement
- Custom T-Shirts
- Year long exposure via VeloCult
- Lecture Series

Swag

- Food & Drinks
- Band Merch
- Honorary Pipe Cleaner Neuron
- Handmade Brain Beanie
- Guest List (bring a client!)
- Priority sponsorship annually
- Meet and Greets
- Festival merchandise (Tshirts, stickers, etc.)

Perks

- Priority sponsorship
- Join Noggin on an outreach event in schools
- NWNoggin Brain Presentation at your company!
- Your own jingle, written by Noggin music crew
- Your own custom art piece made by Noggin art crew
- Feature in Noggin promotional videos