



2026 SPONSORSHIP OPPORTUNITY

FOR A HANDS-ON SCIENCE FESTIVAL CELEBRATING STEM EDUCATION!

Date: March 7, 2026, 10:00 a.m. to 4:00 p.m.

Location: Sonoma County Fairgrounds, Santa Rosa, California

Admission: Free, open to the public

Serving: Entire San Francisco North Bay area

The North Bay Science Discovery Day (NBSDD) is a powerful platform to foster a love for science, technology, engineering, and mathematics in the next generation. The NBSDD is brought to life by a dedicated volunteer committee of science enthusiasts, in partnership with the University of California 4-H Youth Development Program. In 2025, there were 11,000 attendees (youth and their families), and 107 organizations providing more than 150 interactive hands-on STEM activities.

***Mission:** Spark young people's wonder and curiosity about STEM; strengthen the San Francisco North Bay's STEM learning ecosystem; and connect the STEM industry, education, and public sectors to deepen and sustain young people's STEM learning.*



Why Sponsor?

Thanks to the generous support of sponsors like you, the NBSDD remains a free event for all attendees and exhibitors! By joining our network of dedicated supporters, you'll showcase your commitment to STEM education while connecting with diverse audiences and demonstrating your passion for science and innovation. By contributing, you help create an inclusive environment where families of all socioeconomic backgrounds can share in the excitement of STEM. Together, we can build a stronger North Bay community, connecting schools, organizations, and families through a shared passion for science.

Become a Sponsor, Exhibitor, or Both!

Sponsors donate any amount of funding while exhibitors provide hands-on STEM activities during the event. Sponsors who also exhibit receive special recognition with a sign displayed at their exhibit booth.

Event Budget

Our event has a \$60,000 budget, with about 50% for the Sonoma County Fairgrounds (including security), 30% for marketing, and 20% for event logistics, including programs, signage, and hospitality. Sponsorship funds are **NOT** used to cover personnel expenses or institutional indirect costs. Every sponsor dollar supports the NBSDD.

Contacts:

- Michael Roa at mroa@sonic.net
- Steven Worker, PhD at smworker@ucanr.edu

Overall Experience

1 to 100-point scale
(1=bad ... 100=good)




















The event very much or extremely sparked wonder and curiosity about science, technology, engineering, and mathematics

Attendees

87%

See more about how attendees and exhibitors
<https://www.northbayscience.org/>

Sponsor Recognition	Rhodium (Rh) \$10,000	Platinum (Pt) \$5,000	Gold (Au) \$3,500	Palladium (Pd) \$2,500	Iridium (Ir) \$1,000	Silver (Ag) \$100	Mercury (Hg) \$50
Named Building – Logo banner on fairgrounds building*		--	--	--	--	--	--
Premium recognition on building entrance signs*			--	--	--	--	--
Feature article in newsletter				--	--	--	--
Recognition on large event entrance signs*					--	--	--
Logo on website, newsletters, and printed event program*						--	--
Name on website and printed event program*	--	--	--	--	--		--
Name on website	--	--	--	--	--	--	




*Donation commitment must be received by February 8, 2026 to appear on event programs or signs.

Sponsorship Notes

- **In-Kind Donations:** Contributions of materials and services qualifies as sponsorship.
- **Service Clubs and Volunteers:** Donations from affiliated-organizational clubs may be combined for a higher level of recognition (e.g., multiple Active 20-30, Kiwanis, Lions, and Rotary clubs). Organizations that provide groups of volunteers are recognized with their logo/name on the website.
- **Partners:** Organizations and individuals that make a significant contribution to NBSDD’s planning and operations have their logo/name on the website, program, and newsletters. Please consider joining the organizing committee; we welcome new members!

DONATE TODAY

Support the North Bay Science Discovery Day by donating through either of the organizations listed below. No goods or services will be exchanged for this donation. All gifts are tax-deductible as prescribed by law.

 <p>California 4-H FOUNDATION</p> <p>[an officially recognized support group of the University of California]</p>	 <p>Buck</p>
<p>California 4-H Foundation Tax ID # is 23-7327765</p>  <p>Pay by check Make payable to: California 4-H Foundation <i>Please write "NBSDD" on the memo line.</i> Mail to: Steven Worker, UCCE Sonoma 4-H 133 Aviation Boulevard, Suite 109 Santa Rosa, CA 95403-8279</p> <p>Pay by credit card online at https://give4h.ucanr.edu/forms/Sonoma4H-NBYSD</p>	<p>Buck Institute for Research on Aging Tax ID#: 94-3030609</p> <p>Pay by check Make payable to: The Buck Institute <i>Please write "NBSDD" on the memo line.</i> Mail to: Susan Hickey 8001 Redwood Boulevard Novato, CA 94945</p> <p>Pay by credit card online at https://secure.ggiv.com/for/northbaysciencediscoveryday/</p>

Revised April 3, 2025



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

A public education event organized by the
University of California

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