SARSEF
Sponsorship Opportunities 2020 - 2021

EVERY CHILD. THINKING CRITICALLY. SOLVING PROBLEMS.
We need your help to create Arizona’s future critical thinkers and problem solvers through science and engineering - now more than ever.

SARSEF SPONSORSHIP OPPORTUNITIES 2020 - 2021

SCIENCE FOR ALL STUDENTS

Over a decade ago, the SARSEF Fair was coming to a close with its signature awards ceremony. Student participants wrung their hands in anxious anticipation, waiting to see who would be awarded for their work. As the ceremony came to a close with a flourish, a little girl scanned the winners on stage and began to think critically, just as she had been taught to do. She turned to her mother and asked her lingering question.

Mommy, why are all the winners boys?

Fortunately, a SARSEF board member overheard the girl’s revolutionary question and knew it was time for change.

WHAT’S CHANGED?

Now - we are a science outreach powerhouse determined to give every student in Arizona an opportunity to think critically and let their curiosity guide them to the solutions most needed in their lives and communities by conducting projects like those you see at the fair each year.

This school year, we will be working against the digital divide and the ever-changing landscape teachers navigate to balance safety and learning during a pandemic. With your help, we can ensure all students still connect with the joy of scientific discovery whether they're learning virtually or in-person.

SARSEF IS A 501C3 NONPROFIT ORGANIZATION.
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CONTACT INFORMATION
Julie Euber
COO
(812) 340-8663
julie@sarsef.org

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WHAT IS SARSEF?

"In sixth grade I did a project on mosquito larvae and different outdoor containers because we have such a problem with yellow fever in Tucson, and that’s when I realized maybe I could do science – maybe I was good at it".

- LYDA HARRIS, SARSEF ALUM AND PHD CANDIDATE AT UNIVERSITY OF WASHINGTON

OUR MISSION

Formed in 1955, SARSEF’s mission is to create Arizona’s future critical thinkers and problem solvers through science and engineering. Our values are innovation, equity and engagement.

THE NEED WE FILL

Our increasingly complex world needs thinkers and problem solvers to meet future challenges, and schools must prepare students to ensure we have a future workforce that has skills employers will need.

However, most schools lack the budgets to provide these types of skills, teachers do not have the training to integrate STEM and current research methods into their lessons, and egregious gaps in diversity of those pursuing high-demand, high-paying STEM occupations persist. If we are to have a successful future, we need to provide equal opportunities for all students – especially those who often think careers in science and engineering are “not for them.”

COVID-19 is creating new challenges to overcome in delivering our services to students. In order to continue to provide our assistance to the state, SARSEF converted all programs to be able to run virtually. We did what we teach our students to do – problem solve. And as a result, SARSEF entered a whole new era.

For over 60 years, SARSEF has helped students expand their horizons through science, critical thinking, and problem-solving skills that provide long-lasting positive benefit. Through our programming, scientific methods are promoted and demonstrated leading to ideas and solutions that can change the world. Students, teachers, and parents receive free education and support, with an emphasis on low-income and underrepresented populations.
We can’t (and don’t) do it alone.
From universities to K-12 schools, corporations to nonprofits, we believe that collaboration creates the best outcomes for students.

We are committed to gender equity.
At the 2020 Fair, 54% of program participants self-described as female. At the high school level, that increases to 60%.

We believe the next generation of scientists & engineers is diverse.
Outreach programs impacted 64% non-white students in the 2019 - 2020 school year.

We support low income schools.
72.5% of schools that participated in the 2020 Fair were Title I or low income.

We create opportunity.
At the 2020 Fair, 1,164 checks were given out to students of all ages for a total of $110,055 in scholarships and award money!

We can’t (and don’t) do it alone.
From universities to K-12 schools, corporations to nonprofits, we believe that collaboration creates the best outcomes for students.

Our Impact

**Our Greater Impact**

**After SARSEF Participation:**
- 96% of students are encouraged to ask more questions & solve more problems
- 84% of students are now considering a STEM major or career
- 99% of teachers say students gained skills they will carry into future careers

**SARSEF Alumni at UofA:**
- 30% of SARSEF students attend the UofA, and of those, 66% are female
- 93.5% of SARSEF students major in a STEM-related field
- Average GPA is 3.6 with 35% above 3.8

Learn more at SARSEF.ORG
Racing the Sun
High School
Students team up to design, build & race solar-powered go-karts with the help of community mentors throughout the school year.

S.T.A.R. Labs at the University of Arizona
High School
Students gain access to professional research resources & mentorship, moving beyond the classroom walls to experience real-world science.

Teacher Professional Development
PreK - High School
Teachers explore lesson design, activities & resources to make science accessible to all students & learn how to integrate student-led, inquiry-based learning into everyday teaching.

Roadmap to a Rockin' Project
PreK - Middle School
Families work together to identify an issue in their lives and create a plan to investigate solutions through their very own science projects.

ACES Camp
Middle School
Girls from Sunnyside Unified School District attend summer camp to explore exciting careers & academic opportunities in science, technology, engineering, & math.

What Do We Wonder
PreK - High School
Students identify real life problems & investigate solutions through science and engineering.

Arizona STEM Adventure
November 20, 2020
4-8th grade students explore the wide world of STEM while their teachers receive professional development.

Science and Engineering Fair
March 3-6, 2021
This culminating event of all SARSEF programs provides students the opportunity to win over $100,000 in scholarships, trips, & prizes to reward them for high-quality research.

All Programs will be virtual or include virtual options during the COVID-19 pandemic. SARSEF also provides programming to schools based on their individual needs beyond the programs listed above.
The 2020 SARSEF Science and Engineering Fair included the work of 7,494 students!
Thank you to our 2019-2020 Sponsors!

- AL & SHARYN CHESSER
- AMBER PATE-MOZROLL
- ANTONIO F. RAMIREZ AND ROXANA Y. SAMANIEGO
- APS FOUNDATION
- ARIZONA DAILY STAR
- BAYER
- BETSY BOLDING
- BIOSA
- BLUE CROSS BLUE SHIELD OF ARIZONA
- BROOKE AND ROBERT MEYER
- BROOKE MINER
- BURTON FAMILY FOUNDATION
- CARDINALS CHARITIES
- CATHERINE AND CHRIS LANGHAM
- CHARLES NORTHROP
- CITY OF TUCSON
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- SCITECH INSTITUTE
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- STONE CANYON COMMUNITY FOUNDATION
- TECH PARKS ARIZONA
- TEXAS INSTRUMENTS
- THE CARIS CHARITABLE TRUST
- THE GUTENSTEIN FAMILY FOUNDATION
- THOMAS R. BROWN FOUNDATIONS
- TOM & BETTY FOURNIER
- TRICO ELECTRIC CHARITABLE TRUST
- TUCSON GEM AND MINERAL SOCIETY
- UNIVERSITY OF ARIZONA
- WYANT COLLEGE OF OPTICAL SCIENCES
- RESEARCH, INNOVATION, & IMPACT & BIO5 INSTITUTE
- COLLEGE OF AGRICULTURE AND LIFE SCIENCES
- COLLEGE OF EDUCATION
- COLLEGE OF MEDICINE
- COLLEGE OF PHARMACY
- COLLEGE OF SCIENCE
- COLLEGE OF SOCIAL & BEHAVIORAL SCIENCES
- UNIVERSITY OF ARIZONA OFFICE OF THE PRESIDENT
- VERIZON FOUNDATION
- VISIT TUCSON
- WALLACE RESEARCH FOUNDATION
- WALMART
- WELLS FARGO FOUNDATION
- WILLIAM AND ELIZABETH IGNATOFF
- WM SYMPOSIA, INC.
Sponsorship Opportunities

POWER LEVEL

$75,000

SARSEF Science and Engineering Fair Powered By YOUR COMPANY

Logo Featured on a Variety of SARSEF Materials
- Fair flyers and brochures (4,000)
- School-distributed STEM outreach flyers (10,000)
- “SARSEF Programs” Flyer distributed to the general public (5,000)
- SARSEF website with link to your website
- Prime location on virtual exhibit hall banners
- Slides at virtual award ceremonies and at judge trainings

Recognition at Virtual Awards Ceremonies
- Representative from your company kicks off virtual award ceremonies
- Featured full-page ad in virtual awards ceremony programs viewed by over 2,000

Recognition at Virtual VIP Science Soiree
- Introduction & opportunity for remarks
- 20 VIP tickets, a $2,000 value

Special Promotional Opportunities
- Featured in a full-page ad placed in Arizona Daily Star
- Spotlight in e-newsletter and recognition in social media posts
- 5 promotional items for student finalists (2,000 each - sponsor supplied) and/or 3 promotional items for judges (500 each - sponsor supplied)
- Booth in prime location at our virtual Future Innovators Night attended by 4,000 students and parents

STEPHEN HAWKING LEVEL

$50,000

Logo Featured on a Variety of SARSEF Materials
- School-distributed STEM outreach flyers (10,000)
- “SARSEF Programs” Flyer distributed to the general public (5,000)
- SARSEF website with link to your website
- Prime location on virtual exhibit hall banners
- Slide at virtual award ceremonies

Recognition at Virtual Awards Ceremonies
- Stage introduction & opportunity to speak at two awards ceremonies
- Full-page ad in virtual awards ceremony programs viewed by over 2,000

Recognition at Virtual VIP Science Soiree
- Acknowledgement at the Soiree
- 15 VIP tickets, a $1,500 value

Special Promotional Opportunities
- Logo highlighted in a full-page ad placed in Arizona Daily Star
- Spotlight in e-newsletter and recognition in social media posts
- 4 promotional items for student finalists (2,000 each - sponsor supplied) and/or 2 promotional items for judges (500 each - sponsor supplied)
- Booth in prime location at our virtual Future Innovators Night attended by 4,000 students and parents
Sponsorship Opportunities

(Continued)

**KATHERINE JOHNSON LEVEL**  
$25,000

**Logo Featured on a Variety of SARSEF Materials**
- School-distributed STEM outreach flyers (10,000)
- SARSEF website with link to your website
- Prime location on virtual exhibit hall banners
- Slide at virtual award ceremonies

**Recognition at Virtual Awards Ceremonies**
- Stage introduction & opportunity to speak at two awards ceremonies
- Half-page ad in virtual awards ceremony programs viewed by over 2,000

**Recognition at Virtual VIP Science Soiree**
- Acknowledgement at virtual VIP Reception
- 10 VIP tickets, a $1,000 value

**Special Promotional Opportunities**
- Logo displayed in a full-page ad placed in Arizona Daily Star
- Spotlight in e-newsletter and recognition in social media posts
- 3 promotional items for student finalists (2,000 each - sponsor supplied) and/or 1 promotional item for judges (500 each - sponsor supplied)
- Booth in prime location at virtual Future Innovators Night attended by 4,000 students and parents

**ROSALIND FRANKLIN LEVEL**  
$15,000

**Logo Featured on a Variety of SARSEF Materials**
- School-distributed STEM outreach flyers (10,000)
- SARSEF website with link to your website
- Displayed on virtual exhibit hall banners
- Slide at virtual award ceremonies

**Recognition at Virtual Awards Ceremonies**
- Half-page ad in virtual awards ceremony programs viewed by over 2,000
- Stage introduction at two awards ceremonies

**Special Promotional Opportunities**
- Logo displayed in a full-page ad placed in Arizona Daily Star
- Recognized in e-newsletter
- 10 virtual VIP Science Soiree tickets- $500 Value
- 2 promotional items for student finalists (2,000 each - sponsor supplied) and/or 1 promotional item for judges (500 each - sponsor supplied)
- Booth at virtual Future Innovators Night attended by 4,000 students and parents
CHARLES DARWIN LEVEL  $10,000

Logo Featured on a Variety of SARSEF Materials
- School-distributed STEM outreach flyers (10,000)
- SARSEF website with link to your website
- Displayed on virtual exhibit hall banners
- Slide at virtual award ceremonies

Recognition at Virtual Awards Ceremonies
- Quarter-page ad in virtual awards ceremony programs viewed by over 2,000
- Stage introduction at two awards ceremonies

Special Promotional Opportunities
- Logo displayed in a full-page ad placed in Arizona Daily Star
- Recognized in e-newsletter
- 5 Virtual VIP Science Soiree tickets- $500 Value
- 1 promotional item for student finalists (2,000 each - sponsor supplied) and/or 1 promotional item for judges (500 each - sponsor supplied)
- Booth at virtual Future Innovators Night attended by 4,000 students and parents

LEONARDO DA VINCI LEVEL  $5,000

Logo Featured on a Variety of SARSEF Materials
- SARSEF website with link to your website
- Displayed on virtual exhibit hall banner
- Slide at virtual award ceremonies

Recognition at Virtual Awards Ceremonies
- Eighth-page ad in virtual awards ceremony programs viewed by over 2,000

Special Promotional Opportunities
- Name in a full-page ad placed in Arizona Daily Star
- Recognized in e-newsletter
- 3 Virtual VIP Science Soiree tickets- $300 Value
- 1 promotional item for student finalists (2,000 each - sponsor supplied)
- Booth at virtual Future Innovators Night attended by 4,000 students and parents
**RACHEL CARSON LEVEL**  $2,500

**Name Featured on a Variety of SARSEF Materials**
- SARSEF website
- Virtual exhibit hall banner
- Virtual award ceremony programs viewed by over 2,000

**Special Promotional Opportunities**
- Logo on awards slideshow
- Name in a full-page ad placed in Arizona Daily Star
- Recognition in e-newsletter
- 2 Virtual VIP Science Soiree tickets- $200 Value
- Booth at virtual Future Innovators Night attended by 4,000 students and parents

**SIR ISAAC NEWTON LEVEL**  $1,000

**Name Featured on a Variety of SARSEF Materials**
- SARSEF website
- Virtual exhibit hall banner
- Virtual award ceremony programs viewed by over 2,000
- Virtual Award Ceremony slide

**Special Promotional Opportunities**
- Name in the full-page ad placed in Arizona Daily Star
- Recognition in e-newsletter
- 1 Virtual VIP Science Soiree ticket- $100 Value
- Booth at virtual Future Innovators Night attended by 4,000 students and parents
In the 2020 - 2021 school year, SARSEF will complete last year's Racing the Sun program due to COVID-19 delays and school closings while providing support to new teams starting fresh in Fall 2020.

With the help of mentors from relevant professional fields, high school students will work in teams to design, build and ultimately race solar-powered go-karts and while gaining crucial workforce skills.

SARSEF continues to develop virtual resources for teams, including an online video bank that will teach the basic skills of building a kart. In April, SARSEF will host a socially distanced race day at the Musselman Honda Track for teams from across Arizona.
### Title Sponsor

$50,000

*Play a major role in the success of the overall Racing the Sun program*

- Naming rights for the innovative Racing the Sun program
- Logo on all printed materials throughout the year
- Recognition on SARSEF website and social media
- Premier recognition at all Racing the Sun events
- Front page recognition and full page ad in printed program on Race Day
- Banners used at Race Day (sponsor provided)
- Logo on screens at Race Day
- 1 promotional item for student finalists at Race Day (200 – sponsor provided)
- Invitations to attend, participate and be acknowledged at Racing the Sun events
- Opportunity to include a sponsor promotional video in the Workshop Video Library

### Race Day Sponsor

$30,000

*Support an event that is the culmination of the entire Racing the Sun program – it will be as memorable for the students as it will be for you*

- Logo on all printed materials throughout the year
- Recognition on SARSEF website and social media
- Recognition at Race Day
- Full page ad in printed program on Race Day
- Banners used at Race Day
- Logo on screens at Race Day
- 1 promotional item for student finalists at Race Day (200 – sponsor provided)
- Invitations to attend, participate and be acknowledged at Racing the Sun events
- Opportunity to include a sponsor promotional video in the Workshop Video Library

### Career Day Sponsor

$15,000

*Give students the opportunity to see what careers in engineering look like in the real world on a full-day field trip to relevant companies in their own communities*

- Recognition on SARSEF website and social media
- Recognition at Career Day
- Half-page ad in printed program on Race Day
- 1 promotional item for student finalists at Career Day (200 – sponsor provided)
- Banners used at Race Day (sponsor provided)
- Logo on screens at Race Day
- Invitations to attend, participate and be acknowledged at Racing the Sun events
TEST DAY SPONSOR

$10,000

The students will be revving their engines on the track for the first time, and your support will ensure they have what they need to start their engines

- Recognition on SARSEF website and social media
- Recognition at Test Day
- Quarter-page ad in printed program on Race Day
- Banners used at Test Day and Race Day (sponsor provided)
- 1 promotional item for student finalists at Test Day (200 - sponsor provided)
- Recognition on screens at Race Day
- Invitations to attend, participate and be acknowledged at Racing the Sun events

VIDEO LIBRARY VIRTUAL SPONSOR

$5,000

Kickstart the Racing the Sun season by providing support to help build an online video library with all the resources a team needs to get started

- Recognition on SARSEF website and social media
- Recognition on Video Library main page
- Banners used at Test Day and Race Day (sponsor provided)
- Invitations to attend, participate and be acknowledged at Racing the Sun events
Contact Julie Euber, COO
Julie@sarsef.org
(812) 340-8663
Visit our website
sarsef.org/donate
Visit the SARSEF Office
4574 E. Broadway Blvd
Tucson, AZ 85711