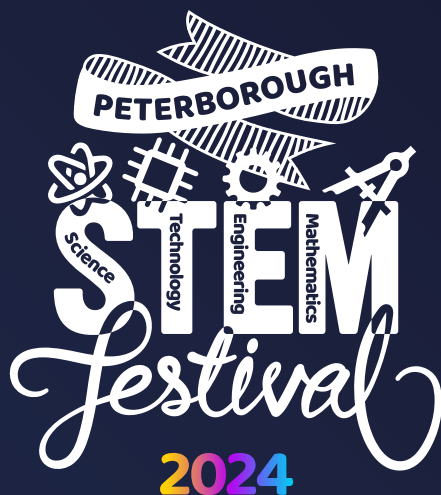




**Be part of  
something  
amazing!**

**Engage & inspire the  
next generation with STEM**



Kingsgate Conference Centre

“Very successful day and  
so many different activities  
engaging exactly what  
STEM is all about.”

Anglian Water @one Alliance, exhibitor

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“A simply fantastic full day of activities that  
my boys and I thoroughly enjoyed, one of  
our best days out ever!”

**Mark W, attendee**

# Our story



“Most outstanding  
STEM event I have  
ever been a part of!”

EAARO, exhibitor

Peterborough STEM Festival showcases and celebrates the world of Science, Technology, Engineering and Mathematics through **free-to-attend** events and fun activities throughout the year.

We aim to promote awareness of opportunities in STEM (Science, Technology, Engineering, and Mathematics) to young people and their families through community events, collaborations and meaningful partnerships.

Our first STEM Festival in 2016 hosted 500 attendees, which has successfully grown year on year, with our most recent festival hosting over 4000 STEM adventurers and their families. The average time spent on-site is a whopping 5 hours!

Our audience is school-aged children, young adults considering apprenticeships or higher education, and parents and educators in STEM and our core aim is to encourage children, particularly girls and young women, into STEM subjects and careers.

The target age for our workshops and activities for our main family day is 5-14 years; however, we encourage all ages to attend our events alongside their STEM Adventurers!



## Digital People in Peterborough

The Festival was conceived and founded in 2016 by the organisers of the non-profit organisation, Digital People in Peterborough CIC (DPIP), who are proud to have been a part of Peterborough's digital community for over twelve years.

# Our goals

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We strive to **encourage** and highlight what's new, unusual or surprising; To **inspire** by allowing participants to obtain hands-on experience; And to enhance **interest** by providing examples and introductions to **STEM** role models.

“I had a great day volunteering at the brilliant Peterborough STEM Festival, and with some amazing people (other volunteers and exhibitors). It was great to see how much it meant to all the kids who came along & enjoyed it all.”

**Scott, volunteer**

# Inspiring girls



“I learned that  
turtles breathe  
through their bums.”

STEM Adventurer Logan, age 10

Our founder, Tia Lush, was introduced to a 19th-century mathematician, writer and one of the world’s first computer programmers, Ada Lovelace, after visiting an Ada Lovelace Day event. Ada Lovelace Day is an international event celebrating the achievements of women in Science, Technology, Engineering and Maths (STEM).

Tia returned inspired and decided to set up a local festival that personifies the Finding Ada Network. The festival aims to honour Ada’s achievements, champion present-day women working in STEM careers, and inspire and encourage future generations into these careers.

**“Female pupils were less likely to rank a STEM-related subject first for enjoyment: 32% compared to 59% of males”**, Attitudes towards STEM subjects by gender, Department for Education, 2019.

Of course, we don’t exclude any genders; so the Peterborough STEM Festival hopes to inspire all young people (and their grown-ups too!)

We achieve inspiration in STEM through a jam-packed day of fun, hands-on learning activities and talks from pioneering speakers. Our goal is to sow a seed in young minds to take an interest in STEM subjects that could help them literally reach the stars.

## Augusta Ada King-Noel, Countess of Lovelace

Augusta Ada King-Noel, Countess of Lovelace (commonly known as Ada Lovelace), was an English mathematician and writer chiefly known for her work on Charles Babbage’s proposed mechanical general-purpose computer, the Analytical Engine.

In the mid-1800s Ada was the first person to recognise that the machine had applications beyond pure calculation and published the first algorithm intended to be carried out by such a machine.

As a result, she is sometimes regarded as the first to recognise the full potential of a “computing machine” and the first computer programmer.

Ada Lovelace Day, founded by social technologist Suw Charman-Anderson, has become an international week of celebration of women in STEM, with events taking place worldwide.

Peterborough STEM Festival is proud to be recognised as an official Ada Lovelace event.

We are proud to be recognised as an official Ada Lovelace event.

# Our events

## Just some of our past key speakers



Dr Sam Gregson

Scientist and broadcaster  
[@BadBoyofScience](#)  
34.7K subscribers

Maddie Moate

Broadcaster and BAFTA-winning  
TV presenter [@maddiemoate](#)  
240K subscribers



Nick Arnold

Author of [Horrible Science Books](#)

Dr Emily Grossman

[Science Communicator](#), Broadcaster,  
Speaker and Author



## Events we currently run



### Main Festival Family Day

Our keystone day of fun, hands-on learning activities for STEM Adventurers aged 5-17 and their families.

Grown from 500 visitors in 2016 to over 4000 in 2019.



FRINGE EVENT

### First LEGO League Explore

A 6-12 week challenge set where teams of 6 to 9-year-olds solve problems by coding and building LEGO structures. In association with the IET.



FRINGE EVENT

### Schools' Challenge Day

Both school and home education teams of 9-11-year-olds undertake 4 STEM-based challenges making for a day of curiosity, fun and learning.

## Events we'd like to do - BUDGET DEPENDENT



FRINGE EVENT

### STEM Shows

Hosted by the Key Theatre or the New Theatre in Peterborough, we'd invite popular STEM speakers and personalities to put on ticketed interactive shows.



FRINGE EVENT

### Careers Day 2024

Held the day before the main family festival day, we'd like to host a day with our exhibitors that targets KS3, KS4 & KS5 Promoting curriculum subjects, HE, apprenticeships and careers in STEM.



FRINGE EVENT

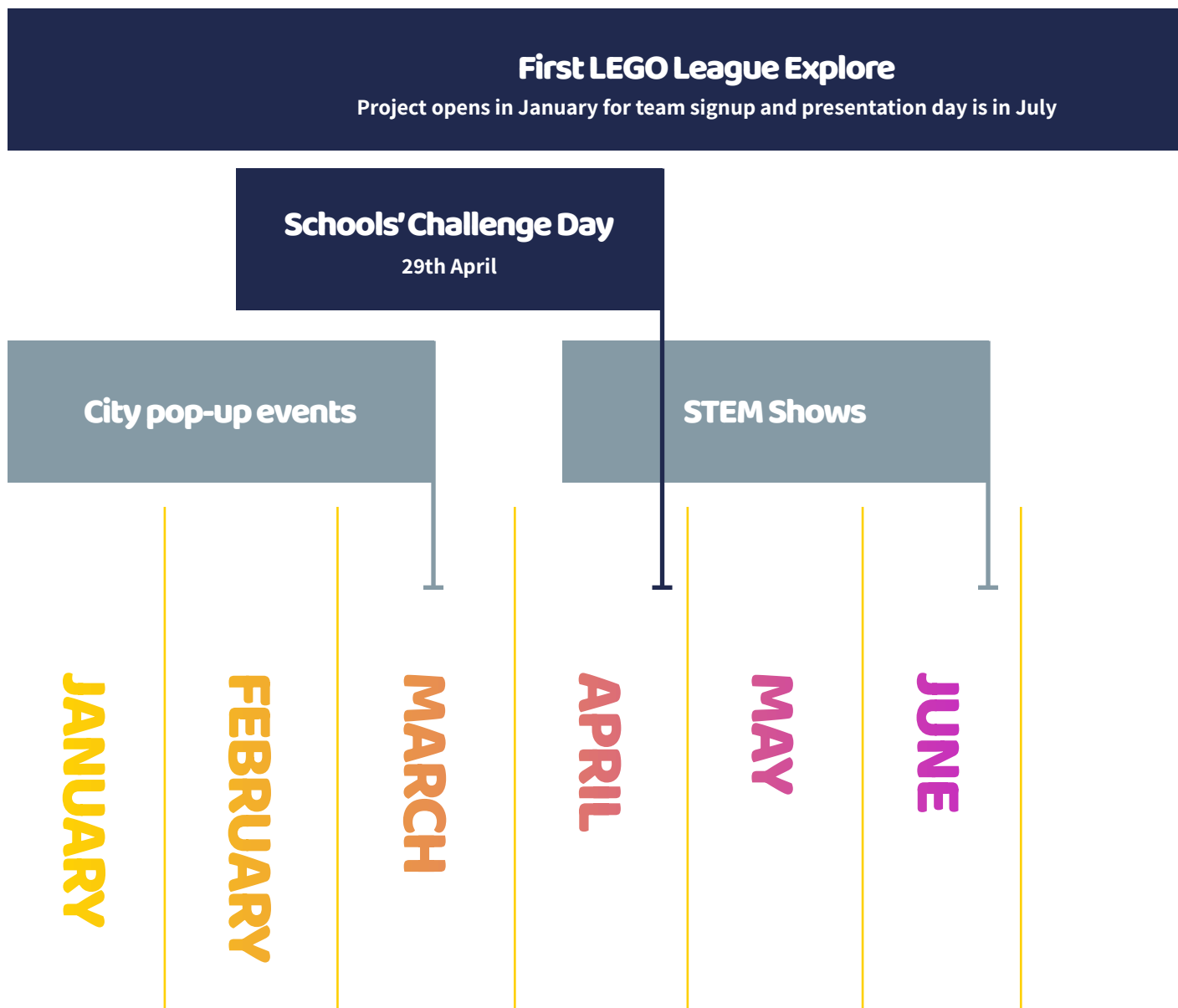
### City pop-up events

We'd like to host pop-up events around the city, making use of empty shop space and external areas. Events would include hands-on activities and demonstrations.

# Event timeline

“We were overwhelmed with the response we got from a diverse range of visitors, young and old [...] This is the best STEM event in the UK by far!”

EAARO, exhibitor

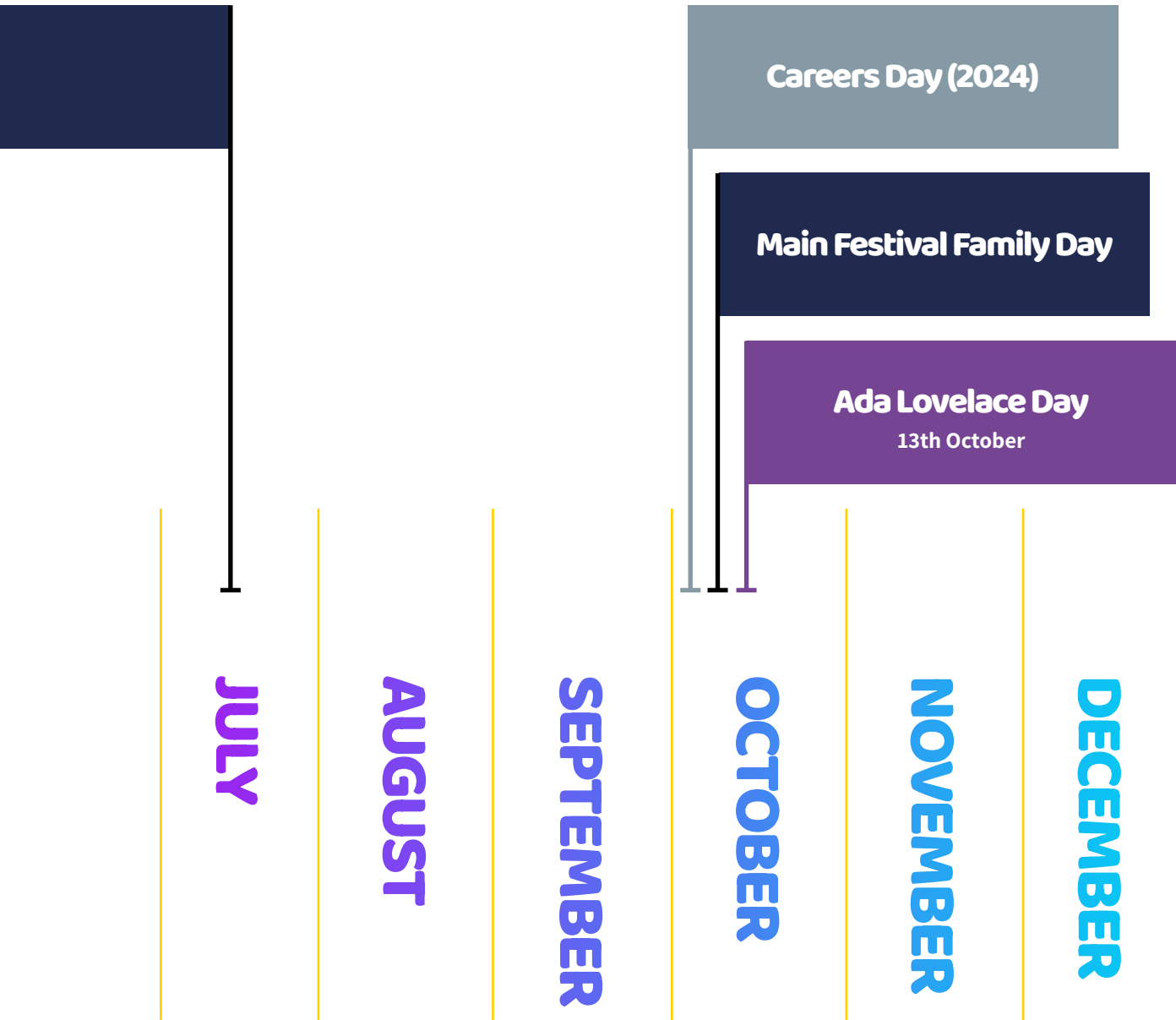




We offer more than just the Peterborough STEM Festival.

Below is a timeline guide of the events we already do and those that we would like to do in the future as fringe events in order to bring STEM interest to the local area throughout the year.

Each event targets different age ranges and through our packages, your business can benefit from a range of perks at each.



# 2024 Budget

As you can appreciate, hosting these events costs money to cover such things as venue hire, security, promotional expenses like printed media and merchandise, prizes for the STEM Adventurers attending and a whole plethora of extra other things that require payment, not excluding the all important bunting!

As organisers we wish to remain open about such costs so below is a general idea of what our target minimum budget is to host the main festival day and include a Friday setup day for all exhibitors to benefit from.

## Main Festival Family Day + setup day

We have over **£15,400** worth of support value already through design, marketing, expert advice and venue access for some of our fringe events.

Our minimum budget required for this event is **£50,000**. Through our exhibitor packages detailed on page 12 we hope to raise funds to cover this so our events can remain free and open to all young visitors and their families regardless of their backgrounds and financial situations.

We want the festival to remain an inspiration to all visitors without a worry of cost.

“Really positive vibe to the whole Festival, with enthusiastic participation. The venue and staff were brilliant - very smooth running of the whole event.”

Cambridge Science Centre, exhibitor

# Benefits



We'd like to invite businesses to be involved and showcase how STEM subjects can play a key roll within careers.

Through your involvement you'll have the opportunity to promote your business to an estimated 4000+ visitors, students and families, support and participate in a unique event and help us engage a wide variety of ages throughout the year via our fringe events with the ultimate goal to encourage future generations into STEM based careers, including those within your own business.

## We invite you to:

- Showcase your business and skills and stand out as a thought leader in the STEM community reaching a targeted audience of potential customers and future employees.
- Demonstrate your role as a good corporate citizen by giving back to your local community.
- Promote your business to visitors, students and families throughout the year at all our events.
- Deepen relationships with staff, clients and stakeholders.
- Participate in a unique, free-to-attend event, accessible to all.
- Provide a platform for STEM engagement and learning.
- Engage and inspire young people through interactive hands-on experiences and fun learning.
- Engage in-person with families and teachers at the forefront of home and school career guidance.
- Demonstrate your commitment to encourage children, particularly girls and young women into STEM careers.
- Simply be part of something amazing.



# Packages

LEVELS	HEADLINE		SPONSOR & EXHIBITOR
	Terabyte £POA	Gigabyte £4,000*	
<b>Pre</b>			
Logo on all event media	✓		
Logo on official team clothing	✓		
Mention in press releases/interviews	✓	✓	
Social media promotion	Logo in graphic & tag in text	Tag in text	
Logo on promotional roller banners	Prominent	✓	
Fringe events	Prominent logo on promo media	Logo on printed media	
Promotion on website	Prominent on homepage + dedicated page	Logo & bio on sponsors page + homepage + details on What's On page	
<b>During</b>			
Main Festival Day exhibitor space	Prominent in main arena & venue entrance	Priority space in main arena	
Fringe events	Prominent space to exhibit	Prominent space to exhibit	
Social media promotion	✓	✓	
Logo in printed event programme	Prominent	✓	
Logo on promotional media	Prominent	✓	
Event video	Prominent logo + interview	Logo	
<b>Post</b>			
Mention in press releases/interviews	Prominent	✓	
Event social media mentions	✓	✓	

All prices are inclusive of VAT. \*Charity details required.

Exhibiting at Peterborough STEM Festival starts from just £250 which ensures an exhibition space on the main festival day.

Upgrade packages are available that come with all the listed benefits highlighted below to **increase your brand visibility** and opportunity to stand out as a thought leader in the STEM community.



## EXHIBITOR

## EXHIBITOR

	Megabyte £2,000*	Kilobyte £1,000*	Byte £250	Not for profit* FREE
	Sign up mention	Sign up mention	Sign up mention	Sign up mention
	✓	✓		
	Logo on printed media	Logo on printed media		
	Logo on sponsors page and homepage + What's On page	Logo on sponsors page and homepage + What's On page	Details on What's On page	Details on What's On page
	Space to exhibit	Space to exhibit	Space to exhibit	Space to exhibit
	Space to exhibit			
	✓			
	✓	✓	✓	✓
	✓			

# Support we have

Peterborough STEM Festival is a community-driven grassroots event and is kindly supported by leading organisations in and around Peterborough.



# Get in touch

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If you do any any further questions then please do reach out to us at [team@peterboroughstemfestival.co.uk](mailto:team@peterboroughstemfestival.co.uk).



@PboroSTEMFest



@peterboroughstemfestival

*Andy, Liz and Jonathan*

