



Sponsorship Kit: Spooky Mad Science Expo 2024 (SMSE)

Join Us in Sparking STEAM Curiosity!

Chrysalis Development Group invites you to sponsor the Spooky Mad Science Expo 2024, a fusion of Halloween excitement and STEAM education, and the 9th annual holding of the event. SMSE, which has become a tradition in the City of Alexandria, is a cornerstone for community engagement, offering hands-on learning experiences that leave lasting impressions on young minds.

Event Snapshot:

Date: October 19th (rain date 26th), 2024

Venue: Alexandria, VA

Expected Attendance: 1,000+

Why Sponsor?

Support STEAM: Your sponsorship helps us instigate an interest in STEAM in our kids and fuel events and programs that make STEAM accessible and fun.

Community Impact: Show your commitment to educational growth and community values.

Brand Visibility: Gain recognition with your logo on materials and digital platforms.

Network Growth: Connect with leading STEAM organizations and community leaders.

Last Year's Impact:

Collaborated with 57 national and local organizations, including NASA, Boeing, NSF, ACS, USPTO, the Navy, and the Air & Space Museum. University partnerships with institutions including University of Maryland, Virginia Tech, and NVCC.



Sponsorship Tiers:

- **Gold Sponsor (\$5,000 and above):**
 - Logo on website and social media.
 - Acknowledgment during the event.
 - Logo on event flyers, posters and banners.
 - Booth space at the event to engage with attendees.
 - Prominent logo placement on all event materials.
 - Opportunity to distribute branded merchandise during event.
 - Special mention in interviews and our mailings to members in 2024.
- **Silver Sponsor (\$2,000):**
 - Logo on website and social media.
 - Acknowledgment during the event.
 - Logo on event flyers, posters and banners.
 - Booth space at the event to engage with attendees.
- **Bronze Sponsor (\$750):**
 - Logo on website and social media.
 - Acknowledgment during the event.

Custom Sponsorship: We are happy to work with you to create a custom sponsorship package that aligns with your marketing goals.

In-Kind Donations: We also welcome in-kind donations refreshments, decorations, or services that can enhance the event experience.