

THE SCIENCE LINE

SPONSORSHIP PROSPECTUS 2017



Ashley Kelly, Electrical Engineer, APS
*Wearing a Thermochromic Color
Changing Dress*

ABOUT US

The wearable technology market is set to surpass \$30 billion by 2020. While science and technology jobs continue to grow in this area, women still make up less than 28% of the science and engineering workforce. Women continue to avoid Science, Technology, Engineering and Math (S.T.E.M.) fields for many reasons including lack of role models for young girls to look up to, negative stereotypes about their capabilities as a girl, lack of skills being taught at an early age and stereotypes of the S.T.E.M. fields that are different than how girls see themselves. Like many problems, in order to really change the future, the solution needs to confront the source.

The Science Line seeks to change these statistics by combining science and technology with fashion to break down barriers. We enable young girls to be introduced to S.T.E.M. fields, have positive female role models in these fields and learn useful skills to empower them. Founded in 2016, The Science Line is a fiscally sponsored non-profit, working to bridge the gap between science, technology and fashion by inspiring youth through S.T.E.M. fashion shows, competitions, educational kits and hands-on workshops.

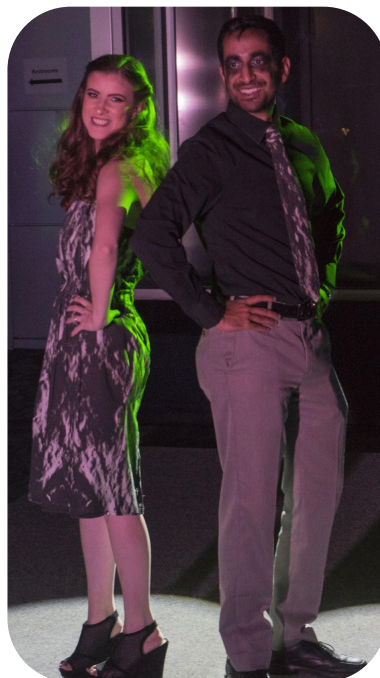
We're excited at the prospect of partnering with you to further our mission. We invite you to learn more about our organization and our many sponsorship opportunities.

Thank you,



Sara Jennings
Founder, Executive Director

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Sara Jennings, Founder and Executive Director, The Science Line
Michael Merchant, Co-Founder, Progressive Programming

S.T.E.M. FASHION SHOWS

In 2016, The Science Line hosted its first S.T.E.M. Fashion Show at the Challenger Space Center of Arizona.

The fashion show featured aspiring designers from around the U.S. All of the designs were inspired by or incorporated, an aspect of science, technology, engineering or math. The models were women and men in S.T.E.M. fields and were able to share their stories and act as role models to inspire young audience members to pursue S.T.E.M. fields through this show.

The Science Line will continue to inspire the next generation through more S.T.E.M. fashion shows. This year The Science Line will host three S.T.E.M. Fashion Shows across the U.S.:

NYC
April 2017



New Hampshire
Christa McAuliffe Planetarium
May 2017



TBD
November 2017



Kellie Gerardi, World-Renowned Science Communicator, The Science Line Board of Directors

S.T.E.M. FASHION SHOWS

	Title Sponsor \$10,000	Presenting Sponsor \$5,000	Runway Sponsor \$1,000	Partner \$500	Supporter \$250
Event Speaker Slot	●				
Logo on Promotional Materials	●	●	●	●	●
Company Product Display	●	●	●	●	
VIP Reception	●	●	●	●	
Recognition on our website	●	●	●	●	
Logo on Event Signage	●	●	●	●	
Name on Event Signage					●
Ad in Event Program	Full Page	Half Page	¼ Page		
Recognition During the Event	●	●			
Gift Bag Insert	●	●	●	●	●
VIP Seats	10	8	2		
General Admission Tickets				2	2

Interested in hosting a show at your company offices or donating in-kind services such as catering?

We are always looking for exciting companies to partner with to bring our S.T.E.M. fashion shows to life.

S.T.E.M. FASHION WORKSHOPS



The Science Line hosts week long workshops throughout the year and offers two different workshops:

The Science of Fashion & Fashion and Technology

In the **Science of Fashion**, kids learn about:

- The history of fashion
- How to sew
- Science textiles and materials
- The future of science
- final project using heat color changing fabric.

The Fashion and Technology workshop teaches kids about:

- The history of fashion
- How to sew
- Fashion electronics
- The future of tech fashion
- Final tech fashion project making a lighted shirt.

The Science Line is committed to working with underrepresented schools to host workshops in partnership with these schools throughout the year.

S.T.E.M. FASHION WORKSHOPS

Workshop Sponsor: \$8,000

By sponsoring a workshop, you are bringing a life changing opportunity to kids at an underserved school or group. We partner with low income schools around the U.S. to host workshops to empower kids to learn new skills and introduce them to the opportunities in S.T.E.M. fields.

Workshop sponsorship includes:

- Recognition on our website, newsletter and social media
- Logo on promotional materials and camp shirts

Sponsor a Kit: \$60

Once we have enough kits sponsored we will partner with an underserved school and host a workshop teaching kids new and valuable skills.

In-Kind Donations

The Science Line is always in need of in-kind donations to enable us to continue our workshops. The following items are always appreciated:

Sewing Machines- ● Soldering Irons ● Solder ● Electronic Components (resistors, neopixels, leds, etc.) ● Microcontrollers ● Wire ● Wire Strippers and Cutters ● Thread ● Fabric ● Giftcards to Amazon, Joanns Fabric and Michaels

COMPETITIONS



The Science Line runs regional and national competitions for Middle School and High School students to challenge them to use their skills and creativity to make science and tech fashions. Winners of the competition will have the opportunity to share their designs at an upcoming S.T.E.M. fashion show and win amazing experiences.

Competition Title Sponsorship: \$30,000

- Naming Rights for the Competition
- 6 VIP tickets to the award ceremony at a S.T.E.M. Fashion Show
- Branding on promotional material for the competition and event
- Speaking slot at the award ceremony
- Recognition on our website
- Participation in the selection process as a Judge
- All other exciting sponsorship perks of the fashion show title sponsorship

SUPPORT THE SCIENCE LINE



The Science Line, like any non-profit has general operating expenses required to keep the organization going. With your help we can continue our work.

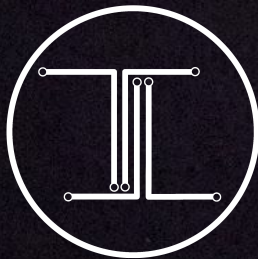
Company		Individual	
Signature	\$50,000+	Trustee	\$10,000+
Diamond	\$10,000	Champion	\$5,000
Gold	\$5,000	Benefactor	\$1,000
Copper	\$1,000	Supporter	\$500
Partner	\$500	Friend	\$1-\$250

*All donations are tax deductible.

All donations above \$250 are listed on our website. Donations at \$5,000 or above are recognized at our events, in our promotional material and through our newsletter. Donations above \$10,000 will be invited to all of our events and will receive other recognition throughout the year as available.

THANK YOU

CONTACT US



THE SCIENCE LINE

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*The Science Line is a Fiscally Sponsored Project of
Inquiring Systems, Inc. (ISI). ISI is a California Nonprofit
501(c) (3) Corporation Founded in 1978*

Kara Brugman, PhD Candidate,
Experimental Petrology, ASU
*Wearing an arduino micro powered
shooting star dress*

