



DigiFest 2020

Virtual Conference Sponsorship

Esteemed sponsors and exhibitors:

The purpose of this letter is to inform you of the new event format for this year's expo, and to ask for your valuable support once again. We are celebrating the 10th year that we've hosted this expo, and we've seen it grow year after year beyond our imagination. Our goal is quite simple: *by reaching students, educators, the general public, and local officials, DigiFest South demonstrates how art combined with technology leads to the innovations that shape our modern way of life.* However, due to COVID-19, we will have to refocus our plans from the traditional in-person event, and pivot towards an online event instead. Since we will *not* be able to physically host our students as in years past, the DigiFest Planning Committee has decided that we should aim towards hosting a *virtual* conference.

Here's our plan: during the next five months, we will provide a theme-based virtual conference, where each month would feature one of the letters of STEAM. Our first month begins in October, where we will focus on everything *Science*-related, November will highlight *Technology*, December will focus on *Engineering*, January will focus on *Arts*, and February will focus on *Mathematics*. Also, each month we will promote people who have influenced or contributed to that particular component of STEAM.

As we pivot towards a *virtual* conference, we want to continue to provide a highly interactive and educational event for our students. So, we've come up with the following components that we believe will augment our interactivity goals for this year's expo:

STEAM Video Presentations

We are soliciting local businesses, academia, and federal organizations who would be willing to create a short video presentation demonstrating how their organization uses STEAM, or how they contribute to STEAM education and employment in the local community. This is an amazing opportunity for exhibitors to highlight their own services or products. These videos would be hosted on both our YouTube channel and the official DigiFest website.

For example, a business that creates 3D-printed items can explain how the devices work, how they use them in the business, and what skillsets a person would need to perform this type of work. Another example would be an artist or musician who uses digital technology to create their work, showing students how they can use the same technology for their work.

STEAM Virtual Tours

This would be similar to our traditional expo, but instead of having students attend in person, we would like to have virtual "tour guides" who would visit your facility and perform live interactions with the students, by using 360° cameras. These virtual tours can assist schools to experience the conference from their own classrooms. We could have about a dozen tour guides walk around facilities and relaying live questions from the students to the staff, and even perform any activities that the students can observe in real time.

STEAM Activity Kits

The staff at the Bossier Arts Council will create and package a number of STEAM activities that students K-12 can pick up at designated locations, such as Bossier Libraries and the Bossier Arts Council. These packages would be a step up from our traditional activity books that are distributed during the expo, as they would also include illustrated instructions and a materials list required to perform the particular activity. In addition, these printed materials would also include information about DigiFest, the Bossier Arts Council, and all our event sponsors.

STEAM Digital Arts Competition

The *Digital Art Competition* is aimed at showcasing a variety of digital art genres made possible by the latest technologies. Entries are open for all ages, and a call for artists will be forthcoming.

Sponsorships

We cannot accomplish this expo every year without the generous help from our sponsors and volunteers. Sponsors help with funding the entire expo, while exhibitors typically have a booth providing interactive displays, activities, or demonstrations. If you wish to become a sponsor or an exhibitor (or both), please let us know ASAP so we can solidify all commitments and the five-month schedule. The following table represents the different sponsorship levels for this year's online expo:

	<i>Former Exhibitor</i>	<i>TIER 2</i>	<i>TIER 3</i>
Sponsorship Amount:	No Cost	\$ 100	\$ 250
<ul style="list-style-type: none"> • Listing on DigiFest Website • Ability to send content videos for placement on our youtube 	✓	✓	✓
<ul style="list-style-type: none"> • Logo on all promos and News Media • Logo on DigiFest Website • Ads shown throughout the 5 months of STEAM • Social Media shout-outs 		✓	✓
<ul style="list-style-type: none"> • Virtual Tour of your facility (360° view) with link to your website • Live video from your facility on all social media channels. • All benefits listed above 			✓

If you need more information than what is provided here, please feel free to visit our website (digifestsouth.info) or contact one of the following:

- **Robin Jones** - BAC Executive Director (robin@bossierarts.org)
- **César Marrero** - Chairman, DigiFest South (cesar@bossierarts.org)

I am excited to be working with you once again and look forward to another great DigiFest Expo.

Yours truly,



César A. Marrero, MSM
Charmain, DigiFest South