



WESTERN NEW YORK'S LARGEST
FREE STEAM FAIR

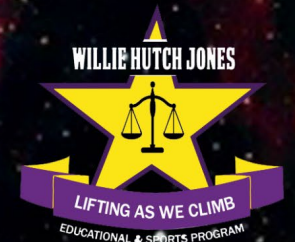
2024 PARTNERSHIP PRESENTATION

Explore the wide world of science, technology, engineering, and math.

SATURDAY MARCH 23 @ 11:30AM

BUFFALO STATE UNIVERSITY - SCIENCE & MATHEMATICS COMPLEX

1300 Elmwood Avenue | Buffalo, NY 14222





OUR APPROACH ●



EXPERIENCE

Curating experience is a cornerstone of our approach to providing enriched learning environments. We expand the perception that learning only happens while seated at a classroom desk. Our participants understand that every experience, in and out of the classroom, offers a lesson. It is through experiential learning we are able to engage the senses to better connect theories to real world situations.



EXPLORATION

Further still, we understand the importance of “wow and wonder” in the developing minds of young people. Being that exploration promotes curiosity and discovery while quailing fear and anxiety, we have included a science excursion field trip. Winners of the showcase embark on an unforgettable journey to national landmarks to learn and explore more of the amazing world of STEAM.

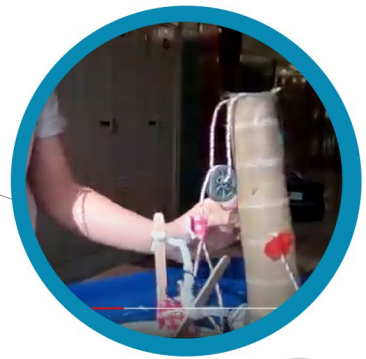


EDU-PLAY

WHJESP harnesses the power of play to elevate both the experience and exploration components in our engagement approach. Through sports, arts, music, dance, and interactive STEAM experiences, we have managed to enhance the quality of life for over 10,000 young people. These three components work together to create life-long learners.

OUR OUTCOMES .

Over the past eight years we have proudly showcased over 150 group and individual projects from third through twelfth grade students that span the vast domain of science, technology, engineering, and mathematics. With support from teachers, faculty, family, and community, our participants have uncovered many marvels of our world and have presented concepts that expanded our minds. In addition to the science trip excursions, winners receive fun and educational prizes, as well as valuable gift cards .



OUR COMMUNITY REACH

9 YEARS

340 STUDENTS

40 SCHOOLS

1,200 ATTENDEES

165 FACILITATORS





Four decades of leading youth programming for the urban community has produced well-established relationships with major WNY media outlets and professionals.



- + Radio commercials and interviews reach **300,000** listeners

- + Television new coverage reach **250,000** homes

- + Printed and digital newspaper articles reach **92,000** readers

- + We circulate over **5,000** pieces of marketing material

- + Our social posts regarding the fair are generously shared

OUR MEDIA EXPOSURE

OUR CONTRIBUTION

*We go together like...
rama lama lama ka
dinga da dinga dong*



WE ARE A GREAT...

★ **Community Partner**

The respect we have earned within the community extends into every social arena. We are trusted and highly sought after for a variety of event and program opportunities. As a standard, we explore how to extend this benefit to our partners.

★ **Highly Visible Platform**

Our wide variety of programming places us in front of our extensive audience of families, schools, organizations, and community centers across WNY throughout the entire year.

★ **Source of Patronage**

We carefully select aligned partners, so that our participating families are a potential patron of your organization. As such, we look forward to sharing your programs and offerings with our beloved network.

OUR IMPACT ON REAL LIVES



ALL IN A YEAR'S WORK...AND WE HAVE 40 YEARS WORTH

OUR AFTERSCHOOL AND SATURDAY ACADEMY PROGRAMS provide youth with the opportunity to expand their learning experience through sports and the arts.

In a time when these key elements of development are being drastically cut from school budgets, WHJESP programming offers our youth a chance at growing beyond textbooks and standardized tests.

As a 21st Century Afterschool Program facilitator, we currently conduct over 15 enrichment classes with 25 instructors and 5 volunteers serving 196 students.

OUR SUMMER PROGRAMS are an extension of the programming provided during the school year at a broader scale. Like all WHJESP programs, our summer programs are offered at no cost to all youth throughout Buffalo and are conducted across a dozen parks, schools, and communities centers.

Similar to our afterschool programs we offer a variety of enriching options; including soccer, baseball, softball, basketball, volleyball, tennis, swimming, chess, dance, drums, and rowing.

Our programming includes instruction by field professionals, free lunches, as well as access to all needed gear and equipment.

OUR SPECIAL EVENTS are our highlight moments that embody the principles of WHJESP – education, service, and care. At a glance, these annual events include the S.T.E.A.M. Fair, Gear Up A Child, Major League Baseball Play Ball Weekend and Pitch Hit & Run, Thanksgiving and Christmas Giveaways, S.T.E.A.M. Essay Contest and Field Trip Expeditions.

In summary, over the last four decades, WHJESP has worked with ten thousand Buffalo youth through meaningful and impactful programming. WHJESP is like no other home grown youth-focused community organization.

OUR OPPORTUNITY

PRIME SPONSOR

Logo inclusion on network television commercials and naming on radio commercials

30-second advertisement played during event day presentation

Prominent logo on backdrop

Prime sponsorship naming during all media interviews

Outreach table on event day and naming of media green rooms

Large logo placement on T-shirts

Full page inner front or back cover in event day program booklet (while available)

Front row VIP seating at event

Exclusive title naming on event-day posters and printed material

Live or recorded announcements during event

Prominent logo placement on all pre-event printed marketing material, emailings, and postal correspondence with social media and website promotion

Entrance and on-stage placement of company-owned retractable banners

Branded merchandise in event day "swag" bags

Company representative award announcement

\$5,000

COMMUNITY SPONSOR

15-second spot on network television showing, with logo placement on television commercials, naming on radio commercials and logo on backdrop

Naming during all media interviews

Logo placement on network television showing and commercials

Outreach table on event day

Medium logo placement on T-shirts

Half page advertisement in event day program booklet

Logo on event-day posters and printed material

Live announcements during event

Logo on all pre-event printed marketing material with social media and website promotion

Branded merchandise in event day "swag" bags

\$3,000

CONTRIBUTING SPONSOR

Logo placement on network television commercials

Outreach table on event day

Standard 2-inch logo placement on T-shirts

Quarter page advertisement in event day program booklet

Logo on event-day printed material

Live acknowledgment during event

Logo on selected pre-event printed marketing material and website

Branded merchandise in event day "swag" bags

\$1,500

Company listing in event day program booklet

FRIEND OF WHJESP \$250

EVENT SUPPORTER

Standard 2-inch logo placement on T-shirt

Logo and contact in event day program booklet

Logo on event-day printed material

Logo on selected pre-event printed marketing material and digital platforms

\$500

IN KIND DONATION

There are more ways to support! We shine in building relationships from the ground up. Let's discuss your interest and capabilities. We will be glad to create a custom marketing package.

THANK YOU

We look forward to hearing from you.

Visit our website www.whjesp.org to view videos and images of our complete no cost program offerings.

whjscinc@gmail.com
716.715.4980

Donate directly.
Click or take a picture.

