



*Dear Engineering Industry Leader,*

*As an engineer, you understand passion in the context of hard work and intellectual rigor. Discover Engineering Family Day is an event that has successfully tapped into those important qualities in DC-area students and teachers by presenting engineering in all of its challenges and glory in a single, awe-inspiring day each February.*

*DEFD truly is a great opportunity to touch hearts and minds, and instill a lifelong spark. You may have heard the phrase, "knowledge creates hooks to hang understanding on." DEFD provides generous handfuls of learning hooks that self-install in the brains of our attendees.*

*Every year, a handful of major sponsors, a few dozen stalwart contributors at more modest levels and tons of enthusiastic day-tripping engineers put on an amazing show of scientific wonder.*

*We invite you to join us in meeting the annual financial challenge of this daunting but extraordinarily worthwhile and rewarding effort.*

*Costs are always going up, but the quality and reach of DEFD has had an even steeper trajectory. The National Building Museum is an amazing venue, and the students and parents (over 8,000 of them last year!) leave our event with an everlasting warm and fuzzy feeling about science and engineering, and the genuine idea that engineering really could be their future.*

*Please read through the accompanying documents to see how your firm can become involved in DEFD.*

*Respectfully and Sincerely,*

*2019 Discover Engineering Family Day Steering Committee*



**Saturday, February 16, 2019**  
**National Building Museum**  
**Washington, DC**

**Since we're asking for your support, it's only fair to share the down low:**

- *DEFD is the largest engineering outreach event in the Washington, DC area*
- *For the last 18 years, the National Building Museum has hosted this amazing event*
- *DEFD provides hands-on and minds-on activities that demonstrate engineering principles encountered in everyday life*
- *On average, over 25 organizations, major corporations and industry associations present active and engaging activities*
- *Our feet-on-the-ground exhibitors are 300-plus hard-working engineers and scientists who share their passion and expertise in a direct, intense, personal fashion*
- *Our audience is nearly 6,000 school-age children and their families, plus teachers and youth group leaders, all looking to find out more about engineering as a skill, a vocation, and an opportunity*
- *Sponsorships, event exhibitor fees, in-kind contributions and volunteer expertise and energy fund the event so that every interested person walks through our doors free of charge*

*Read on to see how your company can make a difference in the life of a budding engineer  
(or scads of them!)*



## 2019 Discover Engineering Family Day Sponsorship Benefits

*With a budget of about \$90,000 and attendance of about 6,000 visitors, DEFD provides an entire day of immersion in the joy, wonder and challenge of engineering for about \$10 per person!  
How would you like to invest your dollars?*

- Friend** ..... \$2,500
- Name recognition and link placement on [www.engineeringfamilyday.org](http://www.engineeringfamilyday.org)
  - Name recognition on event signage and back program cover
  - 10'x10' Booth on event floor for demonstration and distribution of materials (up to 3 tables)
- Star** ..... \$5,000
- All of the Friend Sponsorship Benefits
  - (4) admission passes to National Building Museum exhibitions
- Title** ..... \$10,000
- All of the Star Sponsorship Benefits
  - Logo on event signage, Great Hall banner, and back program cover (more than 10,000 programs are distributed)
  - Photos with day-of-event special-appearance personalities
  - (8) admission passes to National Building Museum exhibitions
- Major** ..... \$15,000
- All of the Title Sponsorship Benefits
  - Logo recognition on marketing materials, over 8,000 postcards and 25,000 email contacts
  - (12) admission passes to National Building Museum exhibitions
- Lead** ..... \$25,000
- All of the Major Sponsorship Benefits
  - Opportunity to display and distribute brochures and materials at the main information table
  - (20) additional admission passes to National Building Museum exhibitions
- Presenting** ..... \$50,000
- All of the Lead Sponsorship Benefits
  - First priority booth location on event floor for demonstration and distribution of materials, as well as assistance from Museum education staff in devising a kid-friendly activity, if needed
  - (20) program passes to National Building Museum lectures, panel discussions, and other events