



Invent the Future

Sponsorships

2021

KID Museum's Regional Maker Challenge
for Middle Schoolers

Invent the Future Challenge

KID Museum's Invent the Future Challenge is one of the region's largest maker challenges, integrating science, technology, engineering and design for middle school students. The Challenge is designed to cultivate innovative thinking, technical and social emotional skills, and an interest in STEM.

Bringing together **over 1,000 students**, families, educators, and community members each year, the challenge **prioritizes engagement of populations that are traditionally underrepresented in STEM fields**, including youth of color, girls, and youth from low-income families.

Using maker skills to design their own inventions, students learn to innovate, solve problems, gain confidence, and work with others — all skills needed for future success.



The Program

Designed to be integrated in the classroom or an after-school club as a semester or year-long experience, the program includes a comprehensive curriculum, as well as professional development for teachers to support implementation in the classroom.

Focus on Sustainability

Youth identify a specific sustainability problem they want to tackle, from energy conservation to preventing forest fires, cleaning up ocean trash or preventing future global health pandemics. In teams of 3-6 students, youth develop original solutions and create models of their inventions that bring their ideas to life.

Preparation with the KID Museum Invention Studio

As they prepare for the challenge, youth participate in *KID Museum's Invention Studio program*, a series of hands-on, skill-building workshops focused on engineering design, coding, fabrication, and prototype development.

The Challenge Summit & Community-Wide Event

The challenge culminates in a series of community showcases and a final *Challenge Summit* where students share their work and compete for awards and prizes. Industry professionals work alongside KID Museum educators to serve as judges and provide coaching and feedback.





Reach and Impact

The Invent the Future Challenge has been designed to engage youth from under-resourced communities and populations traditionally underrepresented in STEM fields, including youth of color, girls, and youth from low-income families.

79%

of students showed an increase in STEM engagement

82%

of students showed an increase in critical thinking

71%

of students reported becoming more curious about technology

50%

of students receive free and reduced meals

66%

Of students identify as Black or Latinx



How You Can Participate

KID Museum brings together organizations and community partners to participate as Mentors and Judges, and to present awards to Invent the Future Challenge youth participants.

- Mentors offer guidance and support to teams on their choice innovation
- Judges use a KID Museum rubric to evaluate the teams and their process
- Sponsors present awards: Idea, Process, Presentation, and Judges Choice

Top-level sponsors have the opportunity to create a special award focused on key themes aligned with their interests.

We are excited to partner with KID Museum to empower the next generation of leaders, entrepreneurs and builders with the skills they need to build their best future ... We are proud to be a sponsor of the hands on learning that KID Museum fosters, which challenges young people to be active makers and not just passive observers. Let's work together to help today's learners become tomorrow makers.

**Shanika Hope, Phd, Head, Amazon Future Engineer, US
A Global Social Impact Computer Science Education
Initiative within Amazon**

At Pepco, we believe that an investment in science, technology, engineering, and mathematics education is an investment in the workforce of tomorrow. That is why we are a proud partner of KID Museum.

**Pepco Holdings, Alisha Adams,
Senior Corporate Citizenship Specialist**

Timeline

Team Recruitment

KID Museum recruits schools and teachers throughout the fall and early winter.

Community Partners

Sponsors commit to the program in February/March, and if serving as team mentors, they volunteer with students in February - April. KID Museum works with Sponsors during this time on their specific recognition level benefits.

Culminating events

Regional Invent the Future Challenge events take place in April and May, with the culminating, community-wide Challenge Summit taking place in May.



Sponsorship Opportunities

Champion Maker (\$100,000)

- Recognition as a Presenting Sponsor for the Invent the Future Challenge:
 - Welcoming remarks at the Challenge Summit (the Invent the Future culminating, community-wide event)
 - Recognition in KID Museum leadership's public remarks at the Challenge Summit
 - Customized Invent the Future Challenge Award, named for the company and aligned with the company's values and work
 - Prominent recognition in Invent the Future Challenge program and marketing materials, including company name and logo
 - Opportunity for company employees to volunteer as Invent the Future judges and mentors
- Year-round recognition in KID Museum programs and communications, including:
 - Three special acknowledgements in KID Museum newsletters (9,400+ recipients)
 - Recognition in digital/social campaigns, with hyperlinked logo recognition (~10,000 followers)
 - Recognition in KID Museum's Annual Report and on its website
- Sponsor recognition in one additional KID Museum event during the year
 - Brand recognition in all marketing and communications for the additional event with website links
- Two customized employee engagement experiences led by KID Museum educators, such as an employee team building program, a company retreat, or family event

More



Sponsorship Opportunities

Mobilizer (\$50,000)

- Recognition as a Signature Program Sponsor for the Invent the Future Challenge:
 - Recognition in KID Museum leadership's public remarks at the Challenge Summit
 - Customized Invent the Future Challenge Award, named for the company and aligned with the company's values and work
 - Recognition in Invent the Future Challenge program materials, including company name and logo
 - Opportunity for company employees to volunteer as Invent the Future judges and mentors
- Year-round recognition in KID Museum programs and communications, including:
 - Two special acknowledgements in KID Museum newsletters (9,400+ recipients)
 - Recognition in digital/social campaigns, with hyperlinked company name recognition (~10,000 followers)
 - Recognition in KID Museum's Annual Report and on its website
- Sponsor recognition in one additional KID Museum event during the year
 - Brand recognition in all marketing and communications for the additional event, with website links
- One customized employee engagement program led by KID Museum educators, such as an employee team building program or a company retreat

More



Sponsorship Opportunities

Trailblazer (\$25,000)

- Sponsor recognition in all Invent the Future communications and marketing
- Sponsor recognition at the culminating Challenge Summit event
- Customized Invent the Future Challenge Award, named for the company and aligned with the company's values and work
- Opportunity for company employees to volunteer as Invent the Future judges and mentors
- Acknowledgement in one KID Museum newsletter (9,400+ recipients)
- Recognition in KID Museum's Annual Report and on its website

Innovator (\$10,000)

- Sponsor recognition in all Invent the Future communications and marketing
- Sponsor recognition at the culminating Challenge Summit event
- Special acknowledgment in two KID Museum social media posts (~10,000 followers)
- Recognition in KID Museum's Annual Report and on its website

Maker (\$5,000)

- Sponsor name listed on the Invent the Future Challenge website
- Sponsor name listed in program materials for the culminating Challenge Summit event
- Special acknowledgment in one KID Museum social media post (~10,000 followers)
- Recognition in KID Museum's Annual Report and on its website

Contact Information

For more information, please contact
Megan Shpak: megan@kid-museum.org





About KID Museum

KID Museum is the greater DC region's pioneering experiential museum and educational makerspace. We foster the "Mind of a Maker," empowering the next generation with the skills to invent the future.

Through hands-on, maker-based learning experiences, KID Museum builds critical skills for the future. Our programs encourage youth to apply these skills to make a positive impact on the world — ***activating youth as empathetic change-makers and global citizens.***

We design and deliver programs for kids in pre-K through middle school, in partnership with educators and schools. Our weekend on-site programs, community events, and live, virtual sessions encourage families to learn and explore together.

We are part of a growing movement to remake education for all, putting young people in the driver's seat of their own learning, and preparing them to become creative, compassionate change-makers of the future.

KID Museum is a registered 501(c)3 nonprofit organization.
Learn more at kid-museum.org.



