

www.tempe.gov/geekweek

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Tempe City Hall/Sixth Street Park



Geek Out with Tempe



Get involved with Geek Week and Geeks' Night Out

Technology is important to Tempe. One of every five businesses in the city is tech-based. To honor those who love technology, who make it their career, their passion or their hobby, the City of Tempe will don its nerd glasses and pocket protectors and show off its smarts. And we will have fun doing it.

Geek Week is part of the Arizona SciTech Festival, which runs six weeks through February and March throughout the state. Last year, more than 200,000 people enjoyed the hundreds of events that took place in dozens of cities.

From Feb. 15 -23, Tempe businesses and schools will celebrate Geek Week, with open houses and science, technology, engineering and mathematics-related fun.

A highlight of the event is Geeks' Night Out, Tempe's celebration of science, science fiction and pop culture. Last year's Geeks' Night Out resulted in more than 3,000 people on Mill Avenue listening to music, participating in Phoenix Comicon's costume contests, meeting graphic novelists, playing video games on the big screen and visiting more than 40 free booths with things to do and cool stuff to learn.

Plans for 2013

Phoenix Comicon Costume Contest

Dress up like your favorite super hero, villain or alien from another planet for a chance at prizes.

Pop Culture Paradise Graphic Novel Signing Party More than a dozen graphic novelists will sign books, merchandise and meet with fans.

Rapid Pitch

Got a business that needs assistance? Learn from some of the best mentors and present your company to them.

Robots!

Check out robots built by students from Tempe schools and by local residents.

Ghost hunting, Ghostbusters and UFO's

The Open Minds UFO Group, Arizona Ghostbusters and Allied Paranormal Society are here to believe you. Take a haunted tour of Tempe and donate some cash to Ghostbusters charities.

Videogames

Game Truck Party and Evil Controllers will bring their favorite games to be enjoyed at no cost. Students at University of Advancing Technology will share their new Ultra Sketch Tempe game so you can try it out.

Tempe Schools Display

Tempe Unified High School District, Tempe Kid Zone, Tempe Boys and Girls Clubs and Tempe Elementary Schools will host more than 20 booths featuring everything from experiments with gravity to robots. Students will also show their science-related art, music videos they created and apps they've produced.

ASU and Rio Salado College will also feature sustainability experiments, nanotechnology and more.

STEM Open Houses

Businesses, schools and organizations throughout Tempe will open their doors to show their products and services and how science plays a role in creating them.

How to Get Involved

There are many ways your company can be involved with Geek Week and Geeks' Night Out in Tempe, from title sponsor of the event to simply hosting a booth.

Geek Week Title Sponsor - \$5,000

- Name on Mill Avenue Street Banners
- Logo in all ads, press releases and promotional video
- Company name as part of event title
- Booth space
- Opportunity to introduce a band
- Ten Geek Week T-shirts

Entertainment Sponsor - \$500

- Opportunity to introduce the band
- Booth at event
- Logo in all ads, press releases and in promotional videos
- Banner at MADCAP
- Two Geek Week T-shirt

Give Us What You Want

Seriously, if you have another sponsorship amount in mind or a different idea of how to use your money, we'll figure out how to make it work for both of us.

BYOB - Bring Your Own Booth - Free

Bring everything you need to show off your company, research or hobby to Geeks' Night Out. There is no cost, but you must have some sort of educational, interactive element. You also need to bring a generator, if you want lights or electricity of any kind, your table, and really, anything you want to have.

Geek Week Open House Listing - Free

Do you want to open your business, research facility, lab or school to the public during Geek Week? We will make a map showing all the locations and create a list of dates and times that the open house will happen. There is no cost, but you need to provide us all the information and your logo by close of business on January 21.

Exposure and Awareness

According to an independent survey, half of Maricopa County residents were aware of Geeks' Night Out and the Arizona SciTech Festival. Geeks' Night Out was one of the top four events in Arizona. Our media relations and community outreach were reasons for that high level of awareness. Here are some of the ways word was spread about Geeks' Night Out:

Television

KTVK TV 3, CBS 5, Fox 10, NBC 12 and ABC 15. Two in-house videos ran on Tempe 11 and were posted on many websites.

Print

Phoenix Business Journal, East Valley Tribune, College Times, Phoenix New Times, State Press and Wrangler News

Blogs and Online

ASU website, Raillife.com, Mill Ave, Downtown Tempe Community, Lightning Octopus, Raising Arizona Kids, Preternatural Post, Nerdvana, About.com, Geek News Network and Tempe Thoughts

On-site

Mill Avenue banners, Posters, T-shirts and Temporary Tattoos

Meet-Ups

Phoenix Comicon, University of Advancing Technology, ASU Venture Catalyst, NERDS, Geek Girls, Team HAZMAT and Pop Culture Paradise