



## **Geeks Night Out – 13<sup>th</sup> Anniversary**

*Discover the Science*

Wednesday, March 25, 2026

5 – 7:30 p.m.

Tempe Community Complex

Southwest Corner of Rural Rd. & Southern Ave.

The City of Tempe is excited to announce the 13<sup>th</sup> anniversary of Geeks Night Out, an Arizona SciTech Festival Signature event. Tempe's STEAM festival will take place from 5 – 7:30 p.m. on Wednesday, March 25 at the Tempe Community Complex.

The free, family-friendly event is a celebration of Science, Technology, Engineering, Art and Mathematics (STEAM) that provides interactive, hands-on learning opportunities for our community to enjoy.

Researchers have found that teaching STEAM topics in a more connected manner, especially in the context of real-world issues, can make the subjects more relevant to the students and teachers. This in turn can enhance motivation for learning and improve student interest, achievement and persistence.

In 2025, the Geeks Night Out event featured 60 different vendors showcasing STEAM activities to a crowd of approximately 3,000. Highlights included rocket building and launching, forensic crime scenes, robotics, a makerspace, and so much more.

Geeks Night Out, Tempe's annual STEAM Festival, has families and their budding scientists/technicians/engineers/artists/mathematicians covered!

We are looking for partners to help us continue to bring this electrifying event to the Tempe community. Please continuing reading to learn how you can be part of the 2026 Geeks Night Out team and discover the science with us!

## Strategic Marketing Tactics

- Promotional Communications
  - Press releases (pitch local media and distribute to City list-servs)
  - Feature in Tempe Today (water bill newsletter mailed to 49,000 households)
  - Email/E-Blasts
- Advertisements
  - Tempe Opportunities brochure (Winter and Spring issues)
  - Tempe's community center facility screens
  - Tempe 11 (TV and website)
- Social Media including Facebook, Twitter and Instagram
- Website – **[www.Tempe.gov/Geeks](http://www.Tempe.gov/Geeks)**
  - All communications and materials will drive to website
  - Site map with partners that will be present, along with links to partner web sites
- Signage
  - 40' Street banners (hang on Library complex wall at Southern & Rural)
  - Light pole banners on Baseline Rd and around Tempe Community Complex
  - On-Site event signage
- Collateral Materials
  - Posters and fliers distributed at City of Tempe facilities, schools, community businesses and restaurants, partner locations, etc.
  - Event T-shirts
- School District Communication
  - School newsletters and emails
  - Poster and flier distribution
  - Morning Announcements
  - Social Media

## Partnership Opportunities

### **Terabyte ~ Geeks Night Out Presenting Partner** **\$ 7,500**

- Named as Stage and Special Event Area Presenting Partner
- Logo incorporated into Geeks Night Out materials as Presenting Partner
- Noted as Presenting Partner on marketing, press and promotional materials listed under the Strategic Marketing Tactics
- Featured as Presenting Partner in social media efforts
- Logo on Geeks Night Out website with hyperlink to partner's website
- Recognition at Tempe City Council meeting
- On-Site announcements during Geeks Night Out event
- Premium event space and signage opportunities at Geeks Night Out event

### **Gigabyte** **\$ 5,000**

- Logo inclusion in "Partner Bar" on marketing, press and promotional materials listed under the Strategic Marketing Tactics
- Logo on Geeks Night Out website with hyperlink to partner's website
- Company name mention in social media efforts
- Recognition at Tempe City Council meeting
- On-Site announcements during Geeks Night Out event
- Booth space and signage opportunities at Geeks Night Out event

### **Megabyte** **\$ 1,500**

- Logo inclusion in "Partner Bar" on marketing, press and promotional materials listed under the Strategic Marketing Tactics
- Logo on Geeks Night Out website with hyperlink to partner's website
- Booth space and signage opportunities at Geeks Night Out event

#### **Geeks Night Out Partnership Contact:**

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