

Call for Entries

The First Annual Cambridge Science Festival Saturday, April 21 – Sunday, April 29, 2007

Join the Celebration!

The Cambridge Science Festival, the first of its kind in the United States, is a celebration showcasing Cambridge as an internationally recognized leader in science and technology. A multifaceted, multicultural event, the Cambridge Science Festival makes science accessible, interactive and fun, and highlights the impact of science in all our lives.

The Cambridge Science Festival will offer a wide range of science- and technology-related activities—creative exhibitions, concerts, plays, poetry readings, lectures, debates and demonstrations—over a period of nine days and a variety of locations. It will be conspicuously branded and bannered, and include everything from high profile, headline-grabbing events to smaller, individual activities. Modeled on art, music, and literary festivals, The Cambridge Science Festival will make science and technology part of the wider culture by illuminating the richness of scientific inquiry and the excitement of discovery.

The Festival's events are expected to reach at least 100,000 people face-to-face, with many more reached indirectly through radio and TV broadcasts and other media. While the Festival is designed to appeal to audiences from preschoolers to senior citizens, the majority of Festival programming will focus on students K–12 and their families.

The overarching theme for the inaugural Cambridge Science Festival is *Science in the City*. Four sub-themes—*Innovations*, *Science & the Arts*, *Energy & the Environment*, and *Science in Everyday Life*—will provide unity and easy-to-understand structure for all Festival events.

The Cambridge Science Festival is primarily an organizing body. It will present a few key exhibitions and performances during the Festival, but in most cases Festival events will be produced and implemented by the collaborating organizations and participants.

Be Part of the First Cambridge Science Festival!

There are several ways to get involved—join the fun!

Proposals are being accepted for all aspects of the Science Festival, including opening and closing ceremonies, daily events and activities, evening celebrations and performances, and indoor and outdoor activities.



MIT Museum, Building N52-200
265 Massachusetts Avenue
Cambridge, MA 02139

tel 617-253-6914
fax 617-253-8994

cambridgesciencefestival.org

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All venues will be in Cambridge, and will include auditoriums, outdoor public spaces, theaters, storefronts, private businesses, and city streets. We are looking for ideas that celebrate science and technology in ways that combine spirit, interactivity and audience appeal. Examples of some ideas currently under consideration include:

- Undergraduate and graduate students work with local businesses to create posters to hang in store windows indicating how science and technology contribute to their individual businesses.
Theme: Science in Everyday Life
- Major science and technology-based institutions invite the public inside to see something they've never had the chance to see before.
Theme: Innovations
- Scientists and engineers participate in "Ask Me" day, wearing T-shirts inviting the public to query them about their work.
Theme: Science in the City
- Schoolchildren will introduce their own special scientists, who have been participating in classroom energy projects as part of the Festival's "Adopt a Scientist" initiative.
Theme: Energy & the Environment
- Science teachers compete in Cambridge's version of the reality television program *Iron Chef*, creating demonstrations on a science principle, using commonplace objects. The audience determines the winner.
Theme: Science in Everyday Life
- A live Town Meeting on stem cell research is simultaneously broadcast to audiences across the region.
Theme: Innovations
- In the subway stations, demonstrations and giveaways extend the fun to people coming in and out of the city on a daily basis.
Theme: Science in Everyday Life
- A series of performances by a theater group dramatize key moments of scientific discovery.
Theme: Science & the Arts
- A career exploration day on MIT's Stata Center 'Student Street' brings high school students and industry together to showcase career path opportunities.
Theme: Science in the City
- 150 children perform a science oratorio on evolution
Theme: Science & the Arts

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Guidelines for submission

- Festival participants and their events will be selected through a curated process that ensures consistency of theme and quality. Members of the Festival Programming Committee will review proposals.
- Selection is based on thematic alignment, audience appeal, technical feasibility, site availability, and funding. Participant-organized events are required to be independently funded and produced.
- Technical and financial support will be limited, and based upon the nature of the event, site location, scheduling and cost.
- Proposals that incorporate interactivity and participation by audience members are encouraged.
- Applicants are also encouraged to propose projects that involve community-based organizations in the planning and creation of pieces, exhibitions and performances to be showcased during the Festival.

Community organizations, performing groups, schools and individuals are encouraged to apply!

Note: These guidelines do not apply to corporate entities. For more information on corporate sponsorship and participation opportunities, please call the Festival Offices at 617-253-6914 or email us at sponsorships@cambridgesciencefestival.org

To Apply:

Send in the application form and requested support materials. Application information is also available at www.cambridgesciencefestival.org.

Submit by email to:

Proposals@cambridgesciencefestival.org

or submit by mail to:

The Cambridge Science Festival
The MIT Museum
265 Massachusetts Ave. N52-200
Cambridge, MA 02139

Deadline for Proposals: December 15, 2006

First Round Evaluation: January 15, 2007

Final Participant Notification: January 31, 2007

Signed Event Participation Agreements Due: February 15, 2007

The Cambridge Science Festival cannot take responsibility for lost or late applications.

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Proposals should include:

- A brief description of your program/project/performance idea. No more than two pages, please.
- Indicate how your event will support the Festival Theme *Science in the City* or sub-themes *Innovations*, *Science & the Arts*, *Energy & the Environment*, and *Science in Everyday Life*.
- Estimate the number of people your event will reach.
- Provide venue information or a request for venue identification support. The Festival will provide limited assistance in securing venues.
- If available, provide support materials that reviewers can use to evaluate your performance, workshop or installation. This can be text, graphics, photos or other renderings, audio/video/multimedia as appropriate. Large digital files should be delivered via CD or a link to Web site or online press kit. *Please include a self-addressed, stamped envelope if you would like your support materials returned.*
- Please include a list of technical requirements, if any, including any special staging or sound equipment (i.e. microphones, monitor speakers, instrument input locations), power needs, etc.
- If applicable, include participant bios or press kit/promotional materials.
- If applicable, a description of how the proposed event involves community participants.

Questions?

If you would like to discuss your proposal prior to submitting it, please contact Kate Bernhardt or Ellen Bluestein at 617-253-6914; or via email at info@cambridgesciencefestival.org

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Entry Form

Name of Group/Individual _____

Primary Contact Person _____

Address _____

City _____

State _____

Zip _____

Phone _____

Email _____

Fax _____

Web Site (if applicable) _____

Festival Theme Category _____

Number of Participants _____

Length of Performance Set (if applicable) _____

Services to be provided by the Cambridge Science Festival

The Festival will provide the following support for participants:

Listing in the Festival program of events, which will reach approximately 150,000 potential event-goers in the Cambridge and Greater Boston area and throughout New England, and which will be available at all venues during the Festival.

Inclusion in press and publicity materials, which will be distributed to members of both the arts and science/business/technology media in New England and across the country.

The Festival website will include a schedule of events, a description of your event, and a link to your website, if applicable.

Inclusion in any collateral material including all Festival-related announcements/newsletters.

Signage at participant venues.

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