



SPONSOR FAQ

FOR GROUPS LOOKING TO BECOME A SPONSOR OF A MIND TREKKERS EVENT

Mind Trekkers events would not be possible without the generous help from our event Sponsors. For more information about how to become a Sponsor of an upcoming event, please contact mindtrekkers@mtu.edu.

What is Mind Trekkers?

The Mind Trekkers Road Show is Michigan Technological University's traveling K-12 outreach initiative founded in 2010. The group brings the excitement of science, technology, engineering, and mathematics (STEM) directly to K-12 students. Mind Trekkers attends expos and events throughout the nation to showcase engaging, hands-on experiments and activities. Undergraduate and graduate student volunteers serve as a pipeline, connecting thousands of prospective K-12 students to higher education and STEM career opportunities while enjoying one-of-a-kind opportunities and experiences. Mind Trekkers is inspiring our next generation of leaders to seek answers and get excited about STEM education nationwide.



What aspects of a Mind Trekkers event would my funds be put towards?

There are many components that go into a Mind Trekkers event. Funds raised will go towards the costs of bringing Mind Trekkers volunteers to the event (transportation, room, and meals), various marketing items, and supplies expenses for Mind Trekkers demonstrations, possibly bus stipends to the schools attending to help offset the cost of transportation, among other expenses. Our goal is to have the event be free admission so schools, as well as the entire community, can participate in the celebration of hands-on learning.



How will you recognize our organization of a sponsor of this event?

Your organization's logo will be placed on all of our marketing pieces, banners, VIP lunch invitations, and more. These will appear in local newspapers, on our website, in social media, and signage at the event. You



will also have the opportunity to host booths at the event with demonstrations or other items to promote your organization.

What if we can't make it to the event?

We will still use your logo on the above mentioned items. If you cannot have a physical presence at the event, you can supply us with table clothes featuring your organization's logo that we can place on tables that have our demonstrations on them.

What is the average reach of a Mind Trekkers event?

Our events can typically host between 2,500 - 6,000 people over the course of two days.

The Saturday event is usually open to the general public and will include hundreds of families and thousands of members of the community, including community leaders. Your sponsorship will be directly known throughout your community and broadcast on local media.

Where has Mind Trekkers been in the past?

Mind Trekkers has been from coast to coast. We have participated in events in 14 states including: Michigan, Wisconsin, Minnesota, Virginia, Tennessee, Illinois, West Virginia, California, Delaware, Louisiana, Kentucky, Texas, Missouri, Maryland, and Washington, D.C.

How is Mind Trekkers' outreach success measured?

Students and teachers attending Mind Trekkers events are asked to participate survey after the event. This survey gauge the students' interest level in STEM subjects, if they want to attend college after high school, what career choices they are currently considering, and what they think scientists and engineers do. Mind Trekkers has continuously seen interest levels rise and the misconceptions about what scientists and engineers do change. For example, after the 2016 NTC Wausau Science & Engineering Festival:

- 65% of students became more interested in science
- 57% of students became more interested in technology



- 51% of students became more interested in engineering
- 72% of students were more interested in attending college

Our surveys show that a Mind Trekkers event format promotes learning and student engagement and provides activities and resources not normally available in the classroom. Teachers also have the opportunity to see 100+ hands-on demonstrations at our events, as well as learn about the additional demonstrations and resources on our website that they can take back to their classrooms and share with other teachers.

How can we use this event for a recruitment tool for Michigan Tech students?

Mind Trekker volunteers are a diverse group of undergraduate and graduate students from a variety of STEM programs at Michigan Tech. For each event, 35-50 Mind Trekkers will volunteer. One possible way of networking with and recruiting these dedicated, hard-working students is to host a Corporate Dinner (usually held Friday of the event) where you can make a presentation about your company and opportunities for the students within your company, including full time, internship, and co-op positions. These dinners can be done at your organization's site and include a tour, or another place of your choosing, and are a fun, casual way to interact with Mind Trekkers volunteers.

