





# An event that leaves a mark

Each edition of the Festival leaves a significant impact on:

- **The city of Genoa**, enriched by installations and activities that enhance the local area.
- **The audience**, who actively participate, discovering science with curiosity and enthusiasm.
- **The protagonists**, who find an important opportunity for networking and exchange.
- **Companies**, whose support strengthens the spread of scientific culture and their social commitment.

# What is the Genoa Science Festival?

**Since 2003, an Interactive, Reliable, and Boundless Journey into the World of Science**

The Genoa Science Festival is one of the leading international events promoting scientific culture. Every year, the Festival transforms the city into a stage to celebrate the wonders of science, combining the allure of research with direct encounters with its protagonists: scientists, communicators, artists, authors, and institutions.

The Festival is a unique opportunity to:

- Discover and experience science firsthand through interactive and engaging experiences.
- Explore the beauty of Genoa, which comes alive with exhibitions, installations, and events in its most iconic locations.
- Create connections between the public, experts, and businesses.



# Who is the Festival for?

## Schools

Every year, classes from all over Italy attend the Festival's events to approach major scientific themes interactively and benefit from an educational supplement to the school curriculum.

## Families

The Festival is an opportunity to spend educational moments with family, discovering the wonders of science while also enjoying the beauty of the city.

## Enthusiasts

The Festival attracts a highly diverse audience: from science enthusiasts to those approaching this fascinating world for the first time with curiosity and enthusiasm.



# The format

Each year, the Festival's program consists of around 300 events designed to engage all types of audiences.

## Conferences

In-person and online dialogues with internationally renowned scientists, authors, and experts.



## Shows & Performances

Theater, music, cooking shows, and other expressive forms to present science in an innovative and engaging way.

## Exhibitions & Installations

Interactive spaces, exhibits, and photographs that stimulate curiosity, offering new perspectives on science.



## Workshops

Hands-on and immersive experiences dedicated to families and students, both in-person and online.

# Genova and the Festival



Genoa is the perfect setting for the Festival, thanks to its scientific and cultural vocation. During the event, the city transforms into a vibrant center of activities and attractions, decorated with the Festival's signature red asterisk.

# Who organizes the Festival?

The Science Festival was created in 2003 as a prelude to Genoa's designation as the European Capital of Culture. Each edition is organized by the Festival della Scienza Association, which includes, among its founding members, the Municipality of Genoa and the National Research Council, along with major national scientific institutions, local public bodies, and some local businesses.



# Stakeholders

## Guests

More than 300 personalities each year, including scientists, artists, journalists, authors, and entrepreneurs.

## Event proposers

The events are proposed by scientific institutions, universities, and associations and are selected through a call for proposals.

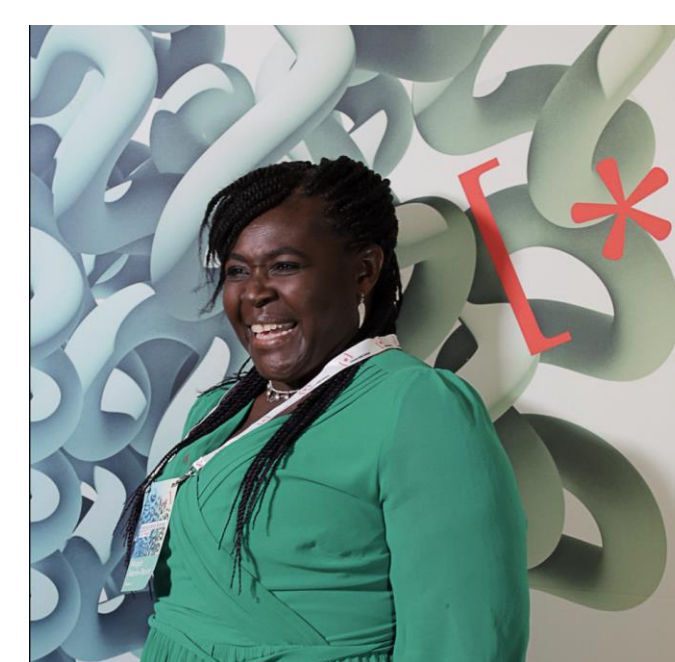
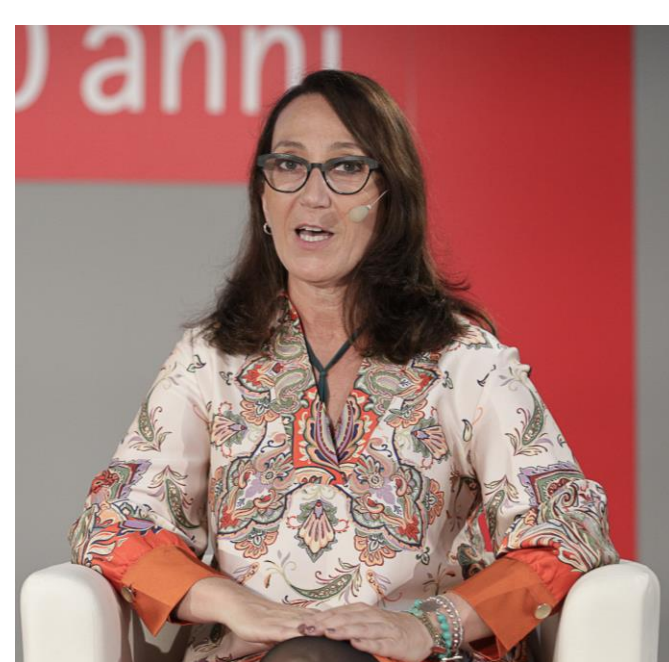
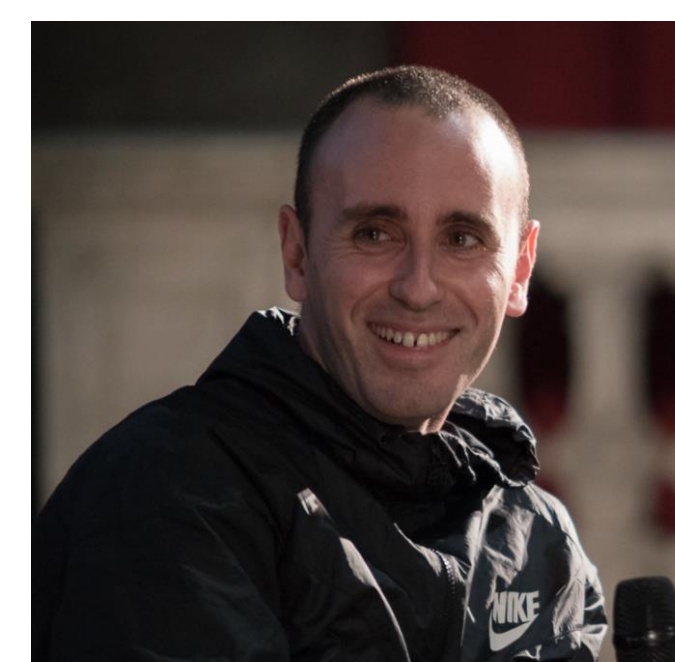
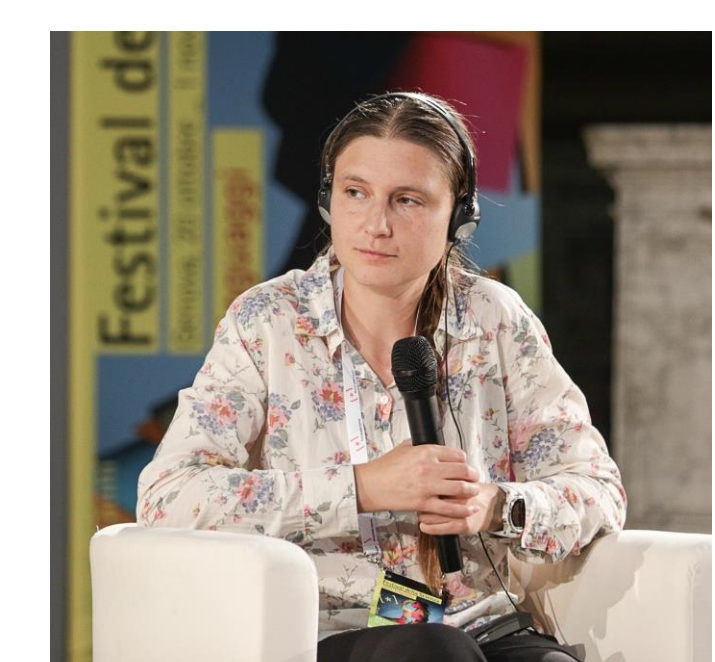
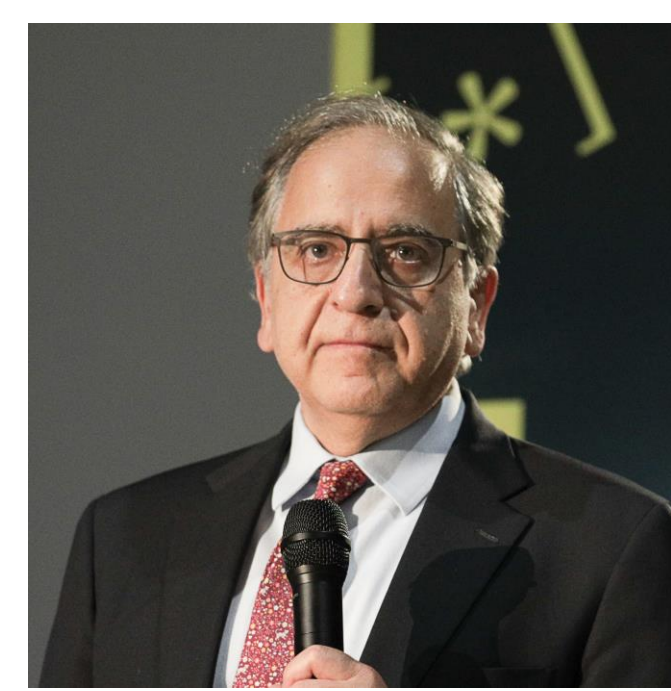
## Companies

Partners actively participate by proposing or supporting events to promote innovation and corporate values.

## Science Explainers

Enthusiastic university students who guide the public through the Festival's activities.





# Guests

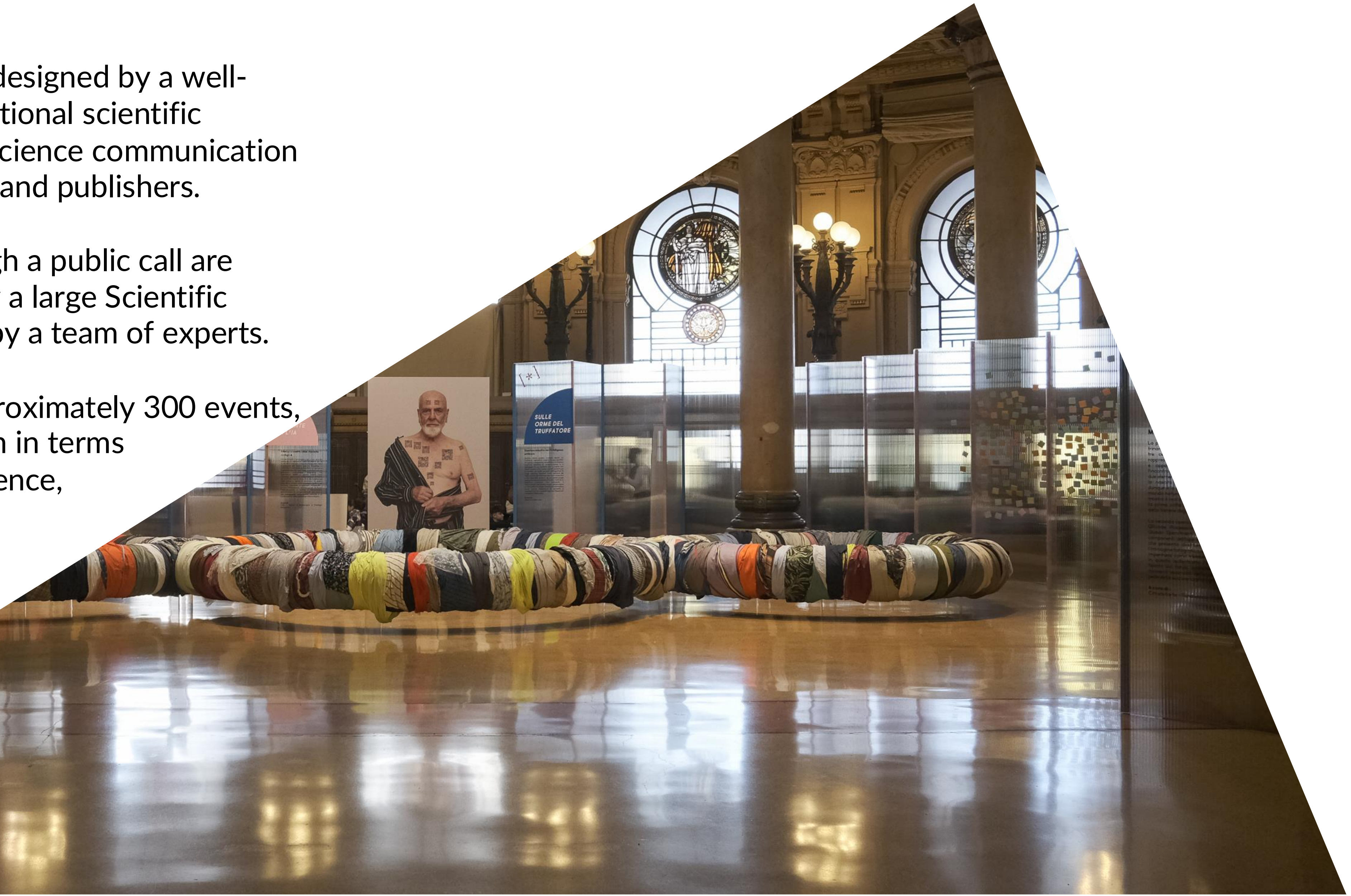
Each year, the Science Festival welcomes **over 300** guests, including world-renowned scientists, artists, journalists, authors, entrepreneurs, and prominent figures from the fields of research and science communication in all its forms.

# Event proposers

The Festival's events are designed by a well-established network of national scientific institutions, universities, science communication associations, researchers, and publishers.

Projects submitted through a public call are evaluated and selected by a large Scientific Committee and finalized by a team of experts.

Each edition features approximately 300 events, offering a diverse program in terms of event type, target audience, and themes covered.





# Companies

The Festival's corporate stakeholders actively contribute to promoting innovation and scientific culture.

Through their support and participation in scheduled events, they share corporate values, inspire new generations, and foster a sustainable future based on knowledge.



# Science explainers



Every year, over 500 university students are involved in managing the Festival's events.

The Festival's animators—often experiencing their first professional opportunity—are carefully selected, paid, and properly trained to guide the audience through the Festival's activities.

An extraordinary resource that makes the Festival a unique and unforgettable experience for visitors.

# The numbers

(2003-2024)

**22**

editions

**4 million**

visits to events

**55%**

of students  
in the total audience

**7.267**

guests and speakers

**6.834**

events  
(including exhibitions, workshops,  
conferences, performances and special  
events)

**11.325**

science explainers  
(scientific and welcoming guides, along  
with students in work-study programs)

# Media coverage

In recent editions



In addition to several national media partners, the 2024 Festival established a key partnership with **Rai Radio 2**, which became the official radio station of the event. This collaboration led to a live episode of *Caterpillar*, one of the station's flagship programs, as part of the Festival program.

The 2024 press review is available for download at [festivalscienza.it/stampa](https://festivalscienza.it/stampa)

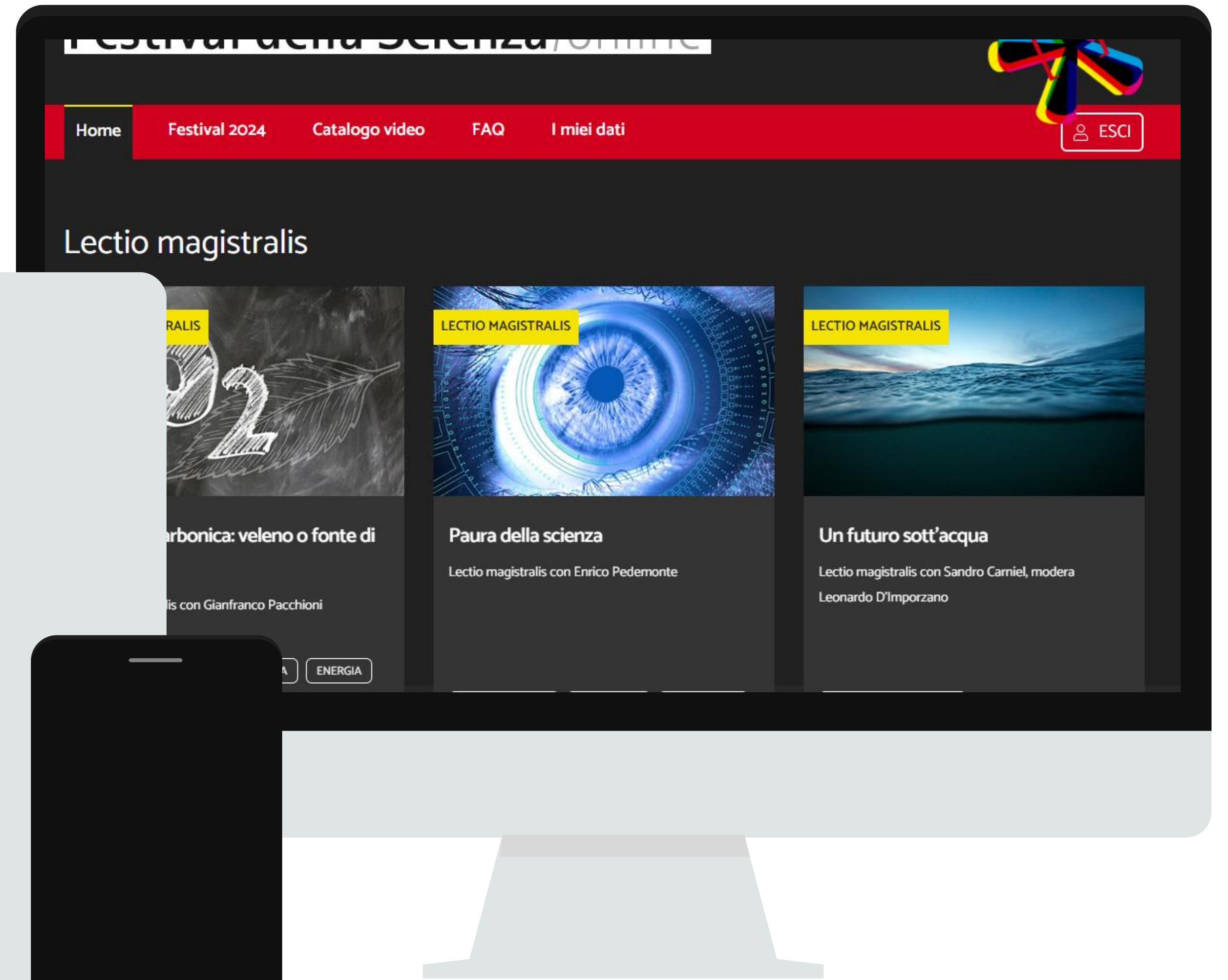
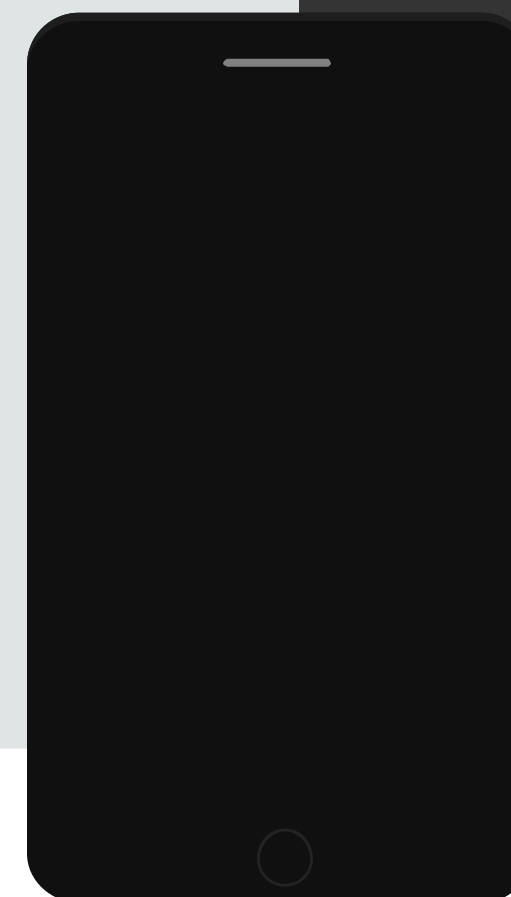
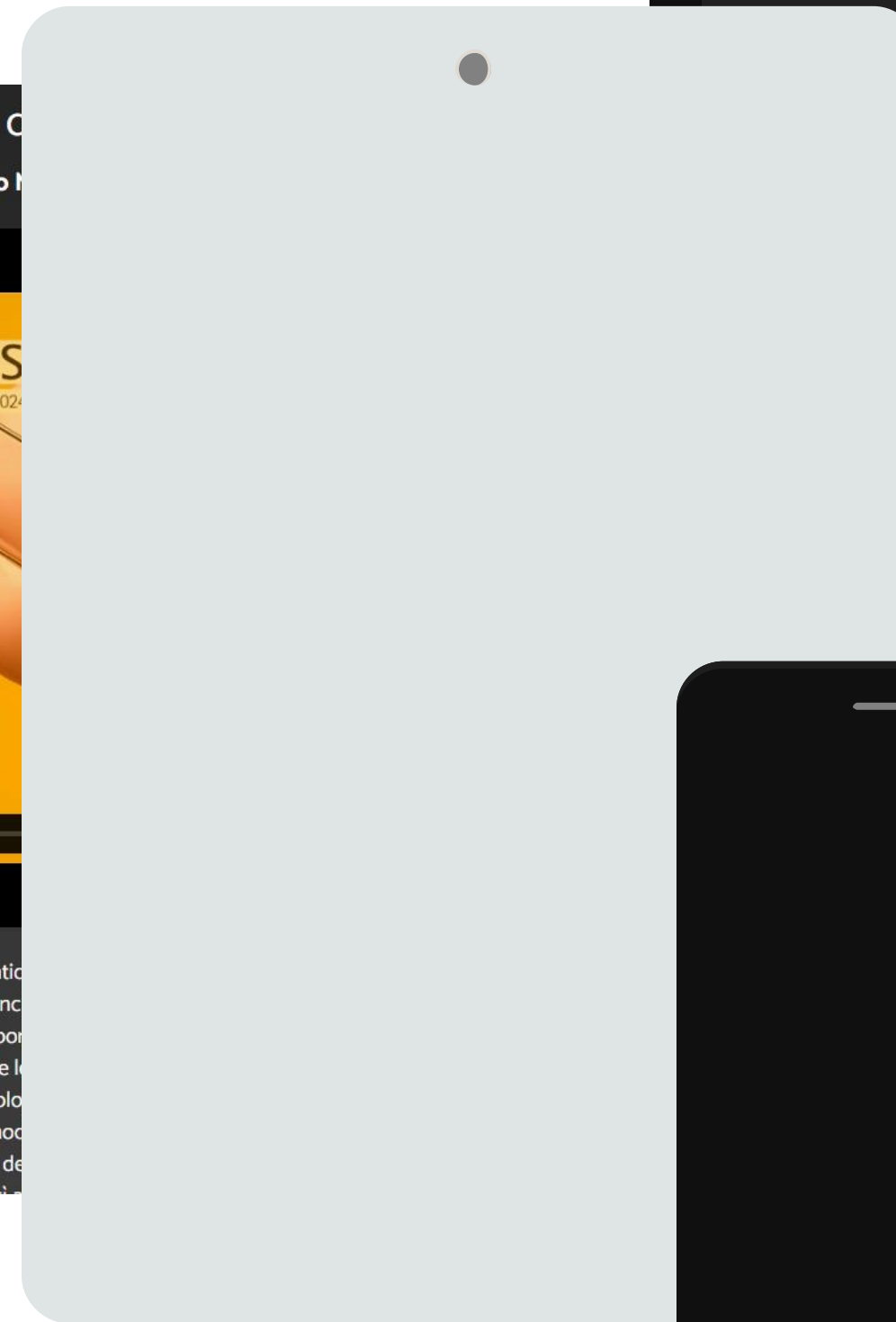
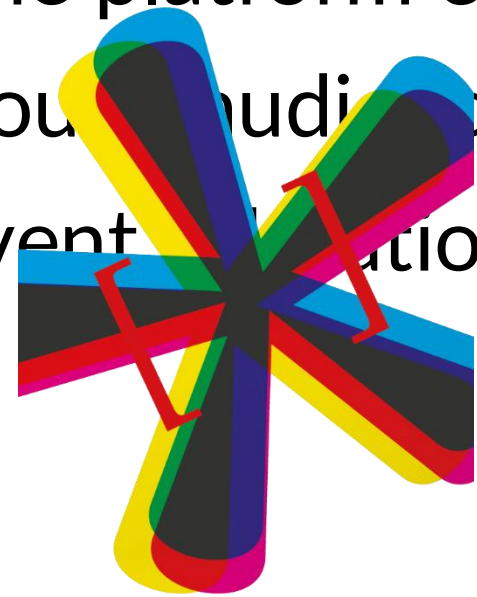
# Festivalscienza.online

## Science communication at your fingertips

The digital platform

**Festivalscienza.online** offers a wide selection of on-demand videos from past Festival editions.

With over **300 videos** and a community of **10,000 subscribers**, the platform engages a broad and young audience beyond the event duration.



# 2025 edition

**Dates:** October 23 – November 2

**Theme:** Entanglements

The 2025 theme, Connections, explores the relationships between scientific, artistic, and social disciplines to tackle the major challenges of our time. Topics will include sustainability, technological innovation, neural networks, DNA, and ecosystem interactions.

An invitation to discover how science bridges different realities, cultures, and disciplines.

## **2025 Goals**

- Strengthen the Festival's international leadership.
- Innovate the format while keeping it fresh and original.
- Enhance integration with Genoa and its surrounding area.
- Contribute to the Agenda 2030 goals (SDG 4, Target 4.7).



# Support the Science Festival

Join us to make the 2025 Science Festival an unforgettable event that intertwines science, culture, and innovation!



- Promoting your brand and values in a high-quality, internationally relevant context.
- Investing in social responsibility and strengthening relationships with stakeholders, customers, and partners.

## How to Support the Festival?

- Organizing customized events.
- Sponsoring official program events.
- Proposing corporate initiatives, European projects, or educational formats.
- Providing products or services.
- Supporting the digital platform [festivalscienza.online](https://festivalscienza.online).

# Partnership options

From 100.000 €

Main Partner

Six Categories, Corresponding to Different Levels of Financial Commitment

From 50.000 €

Partner

Detailed agreements will be evaluated on a case-by-case basis.

From 30.000 €

Main sponsor

Sponsored events are held in prestigious venues that ensure sponsors gain prestige, visibility, and a large audience.

From 10.000 €

Sponsor

The costs for venue rental, technical equipment, event animation, organization, and communication are covered by the Festival.

From 250 €

Player

# Basic benefits

for all supporters

- ✓ Logo on the sponsor page of the website
- ✓ Full-color logo on the sponsor panel on the back cover of the catalog (average circulation: 15,000 copies, also available online)
- ✓ Full-color logo in the event's catalog entry, on the corresponding webpage at [festivalscienza.it](http://festivalscienza.it) and [festivalscienza.online](http://festivalscienza.online) (if a recording is available), as well as on event signage or opening slides
- ✓ Complimentary tickets (quantity to be agreed upon)
- ✓ Discounts for employees
- ✓ Dedicated section in the press kit
- ✓ Logo on sponsor panels displayed on signposts in 10 major city squares
- ✓ Option to purchase discounted ticket packages (in addition to complimentary ones)

# Main Partner

From 100.000 euro

# Partner

From 50.000 euro

## Basic benefits

+

- ✓ Custom event production tailored to the sponsor's financial commitment, set in the most prestigious Festival locations
- ✓ Branding opportunities for program segments (e.g., themed conference series, multi-event projects) or TOP events (e.g., Nobel laureate lectures, top scientist talks, performances, major exhibitions)
- ✓ Logo on the front cover of the catalog (average circulation: 15,000 copies)
- ✓ Logo in the footer of the website's homepage
- ✓ Logo included in coordinated visuals when used for promotional purposes (e.g., billboards, magazine ads)
- ✓ Full-page advertisement in the catalog, placed in a high-visibility position
- ✓ Special visits to events
- ✓ Corporate representation at the opening press conference
- ✓ Main social media package: Sponsor social package + reel of the supported event (if applicable) on Instagram and TikTok

# Main sponsor

*From 30.000 euro*

## Basic benefits

+

- ✓ Custom event production tailored to the sponsor's financial commitment, set in high-traffic locations
- ✓ Branding opportunities for TOP events (e.g., top scientist lectures, performances, exhibitions)
- ✓ Full-page advertisement in the catalog
- ✓ Special visits to events
- ✓ Invitation and speaking opportunity at the Festival's opening event
- ✓ Main social media package: Sponsor social package + reel of the supported event (if applicable) on Instagram and TikTok

# Sponsor

*From 10.000 euro*

## Basic benefits

+

- ✓ Inclusion of own events in the program or branding of existing events in high-traffic locations
- ✓ Half-page advertisement in the catalog
- ✓ Special visits to events
- ✓ Invitation and speaking opportunity at the Festival's opening event
- ✓ Sponsor social media package: Supporter social package + sharing of the supported event (if applicable) on the Festival's Facebook page in the days leading up to the event

# Supporter

From 5.000 euro

## Basic benefits

+

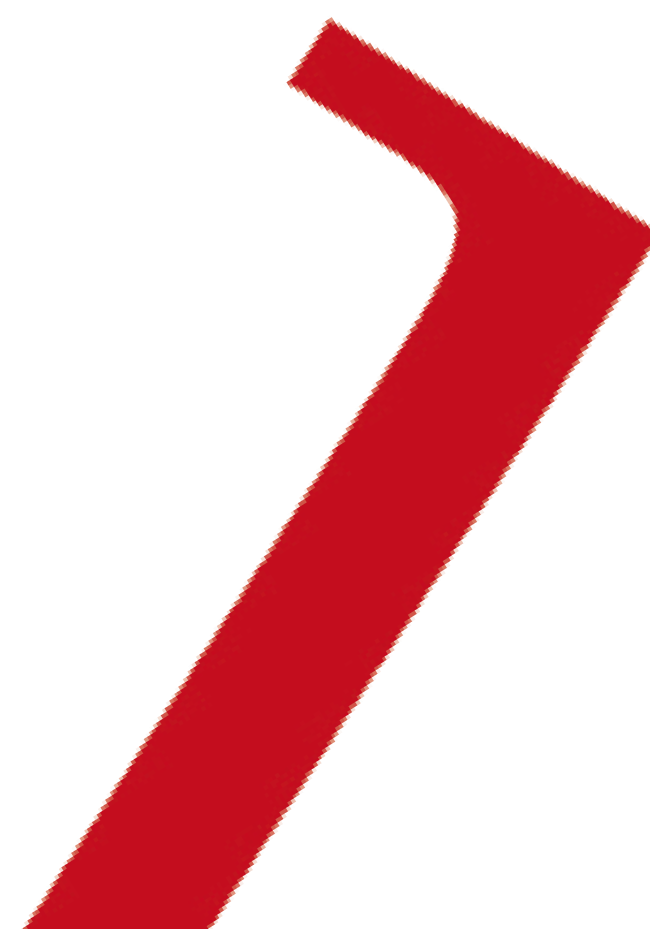
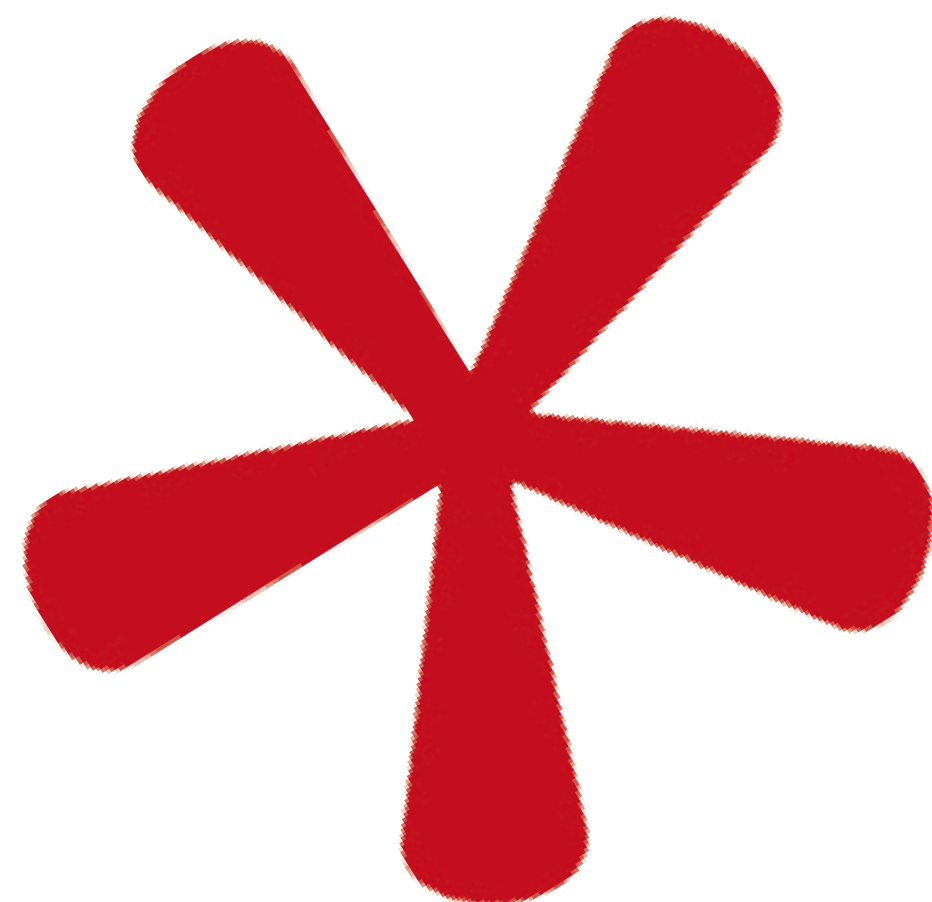
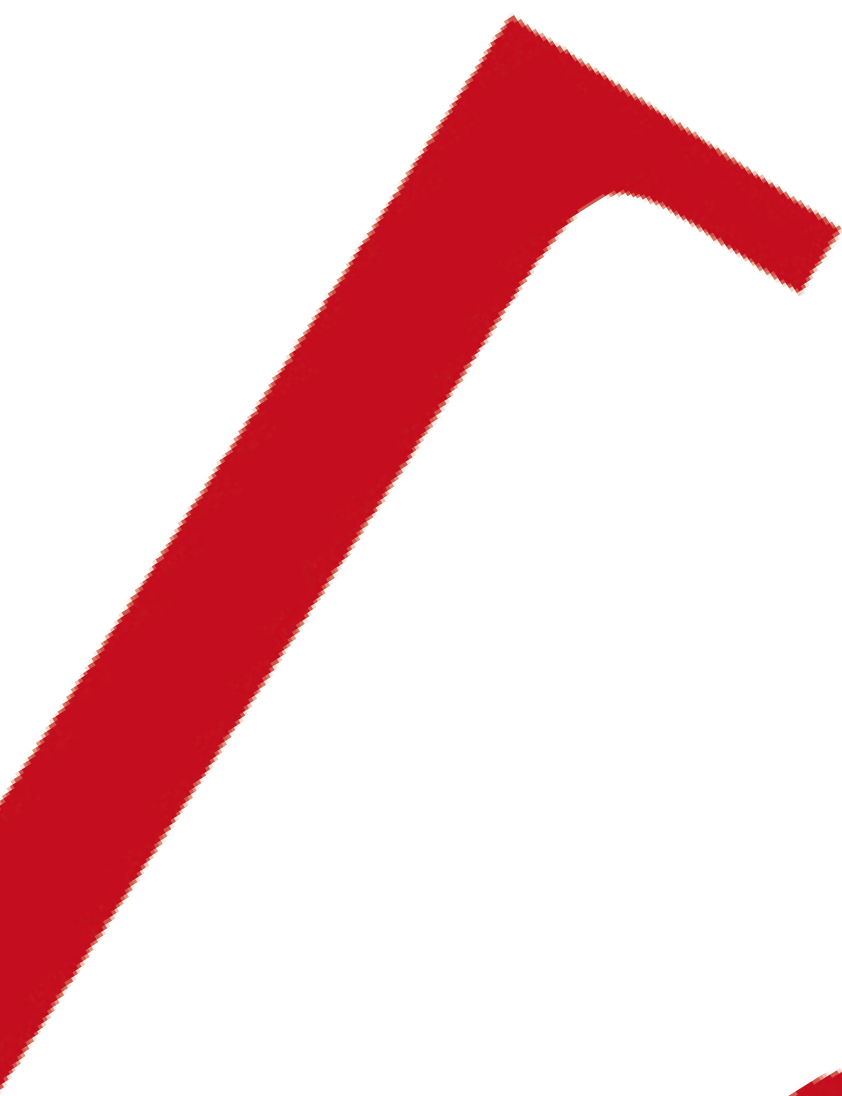
- ✓ Inclusion of own events in the program or branding of existing events in high-traffic locations
- ✓ Quarter-page advertisement in the catalog
- ✓ Special visits to events
- ✓ Invitation and speaking opportunity at the Festival's opening event
- ✓ Supporter social media package: Logo featured in a dedicated sponsor gallery on Facebook, Instagram, and LinkedIn + shared stories

# Player

From 250 euro

For organizations and companies with smaller budgets, two support options are available:

- Support for pre-scheduled events (minimum €500). Event selection will be mutually agreed upon, and visibility is ensured in the event's catalog entry and corresponding page on [festivalscienza.it](http://festivalscienza.it).
- Purchase of discounted Festival ticket packages, available in bundles from €250 (25 daily tickets) to €1,000 (105 daily tickets).



## **Contacts**

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