

FESTIVAL OF _____ **TOMORROW TUMORROW**

FEBRUARY 2027

PARTNERSHIP
OPPORTUNITIES



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



**UK Research
and Innovation**

ABOUT THE FESTIVAL OF TOMORROW

The Festival of Tomorrow blends the creative arts with research and innovation to explore the ideas that will shape our shared future.

SERVING SWINDON'S COMMUNITIES

Centred in Swindon, the hub of UK Research and Innovation, we use a range of venues and formats to bring local people, creative practitioners, researchers, businesses and cultural organisations together to support engagement and participation with a diverse range of audiences, particularly with young people from underserved communities.

FREE TO ACCESS

95% of our programme is free for everyone to enjoy, and under 18s go free to almost all activities. This is only possible thanks to the support of our partners, sponsors, exhibitors and volunteers.

JOIN OUR MISSION

We work with partners from academia, industry, government, charities and the arts to create opportunities for everyone to engage with our shared research endeavour, and how it can shape our choices in a changing world.

"Phenomenal - just what Swindon needs every year. We have stayed all day and talked with so many people. Loved the small local businesses doing cutting edge work."

"We are very lucky to have this on offer in Swindon, either free or so reasonably priced, & it's so important that our kids have access to this learning & inspiration."

>44,000

Directly engaged with
Festival of Tomorrow
activities in 2026



1.2 million new workers will be needed in the creative industries in the next decade[#]

57% drop in creative subjects Further Education enrolment between 2014/15 and 2022/23****

27% of those aged 18-34 said they had been discouraged from pursuing science at school*

Lack of STEM skills costs UK businesses

£1.5bn per year ***



WHY WE EXIST

FACING NEW CHALLENGES IN A CHANGING WORLD

In the face of environmental crises, the debate around the rise of AI and the lasting impacts of the pandemic, the need for more equitable, sustainable and inclusive approaches to how we fund, create and share knowledge has never been clearer.

By bringing research into the cultural sphere, we help to remove barriers between experts and the public, building audiences' confidence with science, and giving professionals opportunities to pilot new approaches, open conversations and grow understanding of public needs and views.

EMPOWERING YOUNG PEOPLE

The importance of the STEM and creative industries workforces and their skills in UK and global society has never been clearer, but there is still a shortage young people pursuing careers in these vital sectors. In Swindon, science and technical employers are expected to become increasingly important, yet our young people have some of the lowest qualifications and access to Higher Education in England. Over a third of parents say that they lack the knowledge and confidence to advise their children about STEM or creative career choices. Through our programmes, we work to broaden the aspirations and opportunities of young people in Swindon and beyond.

INCLUSION AND DIVERSITY

There is an overall lack of representation in both the STEM sector and the creative industries, particularly certain ethnic minority and socio-economic groups, women, disabled people and those from the LGBTQ+ community. Without greater diversity in the workplace, valuable skills, experiences and perspectives are being lost. We aim to inspire remove barriers for audiences who have not traditionally seen science or culture as 'for them'.

Sources: *3M State of Science Pandemic Pulse **Research Without Barriers Survey Commissioned by Thales, March 2021*** STEM Learning, 2018 ****PEC State of the Nation - Arts, Culture and Heritage: Audiences and Workforce #Screen South Creative Industry Skills Overview

WHAT WE DO

SHARING KNOWLEDGE AND INNOVATION

Each year, Festival of Tomorrow brings together researchers, programmers, artists and performers to share discoveries, research and knowledge and ideas from a huge variety of organisations from Swindon, the UK and internationally. By creating a joined-up festival period at venues across the town, we create excitement and anticipation with audiences and contribute to growing local pride.

We share our learnings with peers including the UK Science Festival Network, BIG and other networks, to help contribute to best practice in the sector.

INSPIRING THE NEXT GENERATION

Through our free, hands-on Discovery Zones, drop-in activities About Town, and our accessible programme of shows, we give young people opportunities to unlock their curiosity, meet diverse role models from a wide range of disciplines and help build their parents' confidence in supporting them in considering options for Further and Higher Education, and careers. Our free Schools Programme enables thousands of pupils who would not normally have the chance to take part in interactive sessions with skilled science communicators, join workshops, or chat and ask questions of role models from a wide range of organisations.

INVOLVING AND INCLUDING EVERYONE

We value the diverse range of backgrounds and interests of our attendees and contributors, and we work hard to make our programme and content relevant and engaging for people of all stages of their lives. We fundraise in order to be able to make as much of our activity free for attendees as possible, thanks to the support of our partners, exhibitors and funders. We work actively with community groups and schools to bring opportunities to people who would not normally see science or culture as being 'for them'.



93%

said the festival makes an important cultural contribution to Swindon

76%

of visitors said their interest in science increased as a result

58%

of visitors to the Festival Finale are under 18

THE FESTIVAL OF TOMORROW 2027: *NEW HORIZONS*

SCHOOLS PROGRAMME



ONLINE / IN-SCHOOL

Interactive programme, focused on Primary and EYFS schools. Online and in-school shows, presentations, workshops and challenges.

Pilot of interdisciplinary workshops for secondary schools.

Fully funded for Swindon schools.

>13,000
bookings *

01-12 FEBRUARY

HAWKING BUILDING HYBRID EVENTS SERIES



SCIENCE & INNOVATION PARK

Evening hybrid events series hosted at the Science Museum Groups' new Hawking Building national collections centre.

Live panels plus online link ups with labs, galleries and curators, aimed at science-engaged adults and teens who want to delve deeper.

~450
audience

EVENINGS 05-11 FEBRUARY

ABOUT TOWN PROGRAMME



MULTI-VENUE

Free family-focused half-term drop-in workshops, activities, self-guided trails, creative activities and art installations at shopping centres, community hubs, libraries and parks, to reach audiences who wouldn't come to the Finale.

Accessibly priced evening events programme for adult audiences.

>20,000
participants*

12-20 FEBRUARY

FESTIVAL OF TOMORROW AT STEAM



STEAM MUSEUM

Keynote immersive art installation *Mars* by Luke Jerram will provide a focal point for our *New Horizons* theme.

We will curate a wraparound programme of free performances, exhibits, creative workshops and hands-on activities to accompany *Mars*.

>12,000
Attendees*

13-20 FEBRUARY

FESTIVAL FINALE EXTRAVAGANZA



THE DEANERY, WICHELSTOWE

Free admission to 5 Discovery Zones, filled with interactive exhibits and creative activities.

Lively programme of shows in two theatres – nominal charge applied for adult tickets to minimise no-shows.

Attracts a broad and diverse audience.

~5,000
Attendees*

19-20 FEBRUARY

*based on 2025 & 2026 figures

OUR KEY PUBLIC AUDIENCES



CHILD-FIRST FAMILIES

Seek days out that will keep kids busy and entertained; 'if the kids are happy, we're happy'.
Driven by fun for the kids, rather than educational value.
Budgets are often tight, but they will spend money on activities that are perceived to offer guaranteed entertainment for kids.



FAMILY ADVENTURERS

Busy families who treasure activities both parents and kids take part in and learn together.
Family time together is precious – they want to create memories and introduce new experiences.
They like to choose their own activities and make their own adventures from a range on offer.

ENQUIRING MINDS

Always curious, with a wide range of interests – they seek experiences that stimulate their minds.
Love to ask questions, delve deeper and make connections between the things they learn.
Appreciate quieter spaces to sit and think about what they've experienced.



THE PROFESSIONALS

Work in or study science, research, engineering or technology, they produce or curate knowledge.
Seek cultural activities and evening events which match their interests.
Volunteering or running public engagement activities help them hone their skills and share their knowledge.



With our partners and exhibitors, we curate a wide range of activities to appeal to different audiences.

Our main priority is to meaningfully engage underserved audiences and to broaden aspirations for young people and those who don't normally seek out science or cultural activities.

62%

don't normally seek out science content or see science as not being 'for them'

21%

of attendees are from ethnic minority audiences

WHY SUPPORT FESTIVAL OF TOMORROW

- **Help make research and innovation relevant and accessible to Swindon's communities.** By creating dynamic, inclusive and accessible activities for people of all ages and backgrounds to engage with research, knowledge and innovation, we help remove barriers, build trust and facilitate genuine dialogue. The Festival provides an ideal platform to engage audiences with ideas, knowledge and innovations which will shape our shared future.
- **Inspire and enable the next generation.** Our free family activities, Discovery Zones and drop-in workshops bring Swindon's young people together with diverse role models from a wide range of disciplines, offering exciting informal learning opportunities for all ages.
Our schools outreach programme makes a range inspiring interactive sessions available to many Swindon schools and children who would not otherwise have the chance to experience this type of STEAM enrichment activity. By supporting our work, you help make all this possible.
- **Visibly support local communities.** Your support makes a meaningful difference to disadvantaged communities, enabling us to make over 95% of our programme free for all. Thanks to your support, we reach new audiences through town wide activities, and by bringing workshops, events and activities directly into community spaces in some of Swindon's most deprived areas.
- **Invest in your employees.** Volunteering at the Festival provides personal development opportunities for your staff, as well as enabling them to give back to the community, and act as ambassadors for your organisation.
- **Champion local and national industry agendas.** The Festival of Tomorrow provides a platform for campaigns and initiatives, such as increasing awareness of the academic and career options in STEM and the creative arts, helping to equip young people with skills needed to meet future employment needs – or showcasing how local businesses are innovating in sustainable solutions.



"It was fabulous. A real credit to Swindon and so important to show off STEM to our children"

"I feel very lucky to have this amazing experience in Swindon. It is bound to inspire my kids and many others to think about their futures and what they could aspire to to."

WHY SUPPORT FESTIVAL OF TOMORROW

ACCESS EXCLUSIVE BENEFITS AND OPPORTUNITIES

- **Reach our audiences.** From partner branding on event signage, leaflets and screens, to acknowledgement on the Festival website and dedicated social media posts; we offer a range of opportunities to put your brand and messaging in front of our visitors and online audiences. Major partners enjoy the opportunity to work with us to create a bespoke joint promotional plan to meet your objectives.
- **Demonstrate your expertise and passion.** Host an exhibit, contribute to a panel or work with us to provide an interactive demo or workshop activity. Alternatively, we can provide opportunities to showcase your digital content.
- **Entertain clients and reward employees.** Access tickets to a range of talks and shows for your employees or clients to enjoy – or we can tailor an exclusive VIP experience for your clients.
- **Grow your network.** Enjoy networking opportunities with our growing community of local, national and international businesses, universities and institutes. Several ongoing collaborations between organisations have arisen out of Festival of Tomorrow activity; discover new opportunities to innovate together for your organisation.
- **Product sampling and demonstrations.** Reach thousands of attendees at the Festival and align your brand with the latest science and innovation.
- **Excite and engage your audiences.** Maximise your impact with access to Festival of Tomorrow brand assets, content and videos for your own channels, get support with your own PR activity to promote your involvement – and be part of our social media conversation to grow excitement ahead of the event.



Key partner and sponsor benefits

	Principal Partner from £30K	Major Partner from £5,500	Festival Partner from £2,000	Venue/Zone /installation sponsor from £2,750	Volunteer sponsor from £1500	Schools Programme sponsor from £950	Individual event sponsor from £495	Exhibitor from £375
Exclusive partnership rights tailored to your objectives	✓							
Bespoke press and marketing opportunities	✓	✓						
Opportunities to help shape events and programming	✓							
Acknowledgement in Schools Programme marketing materials, website, e-comms and relevant media	✓	✓				✓		
Acknowledgement on marketing banners & welcome signage	✓	✓						
Signage rights at selected public Festival of Tomorrow events	✓			✓			✓	
Acknowledgement and profiling in the media	✓	✓	✓	✓				
Acknowledgement in printed Festival Guide & partner boards	✓	✓	✓	✓	✓		✓	
Acknowledgement on Festival website and social media	✓	✓	✓	✓	✓	✓	✓	
Acknowledgement in Festival Finale Programme	✓	✓	✓	Zone sponsor				Text listing
Invitations to exclusive VIP evening networking event	✓	✓	✓	✓	✓	✓		
Festival of Tomorrow assets and content for your own channels	✓	✓	✓	✓	✓	✓	✓	
Brand acknowledgement on volunteer t-shirts & water bottles					✓			✓
Opportunity to exhibit / present activities at Festival Finale	✓	✓	✓	Zone sponsor				✓
Employee volunteering opportunities	✓	✓	✓	✓	✓	✓	✓	

* All prices are subject to VAT

EXHIBIT AT THE FESTIVAL FINALE

Our family-focused two-day extravaganza brings together hands-on exhibitors, drop-in workshops, art installations, spectacular shows and thought-provoking panels.

Hosted by the Deanery CE Academy, in Wichelstowe, Swindon, state-of-the-art facilities include a 440-seat main theatre, a 100-seat second lecture theatre, a bright and vibrant atrium, 2 large halls, and additional rooms and spaces which lend themselves perfectly to drop-in workshops or keynote exhibits.

There is parking available onsite for 192 cars, 10 motorbikes and 12 disabled parking bays and the site is well served by buses from the town centre, as well as cycling and walking routes along the canal.

Exhibiting at the Festival Finale is a great way to engage and connect a broad audience of ~5000 visitors with your work, as part of our diverse community of innovative and passionate communicators from universities, institutes, charities and companies of all sizes.

IF YOU'D SIMPLY LIKE TO EXHIBIT, PLEASE [APPLY ONLINE](#)

COSTS: STANDARD 3 x 2m SPACE: £375* / LARGE 6 x 2m SPACE: £475*
Other sizes available by arrangement

*All prices are subject to VAT.

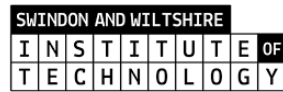
~5,000 visitors across the 2 days

97% of visitors strongly agreed that they would recommend this event to friends and family



"Our stand was topical and well attended; we had some lively conversations. The organising team was very supportive."

JOIN OUR COMMUNITY OF EXHIBITORS



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