Cambridge BRAINFest 2017
23-25 June 2017
Sponsorship opportunities
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Cambridge Neuroscience BRAINFest is going to be the biggest outreach event for Neuroscience in Cambridge in years. A large number of prestigious guests have been invited, and this is an exciting opportunity to showcase what is best about Neuroscience in Cambridge. The focus is on high-quality presentations that will be accessible and interesting to the general public. We have chosen to host it in the Corn Exchange to maximise the accessibility and exposure of the event to the general public, visiting dignitaries and the press!

This Cambridge Neuroscience festival of brain science will center around an interactive showcase event at the Cambridge Corn Exchange where there will be approximately 25 different interactive exhibits showcasing the cutting edge research that makes Cambridge Neuroscience world famous.


Cambridge BRAINFest will bring together neuroscientists from across Cambridge presenting ground breaking research taking place through interactive exhibits, film, Q&A with Cambridge experts at Café Scientifique (a 2 day programme with approx 20 different speakers), art (including involvement from local schools), and neurotheatre. Larger evening events with public lectures, theatre and panel debates with prominent figures from the world of neuroscience and mental health will also feature over the weekend.
Dr Giles Yeo
Clinical Biochemistry
Why are we getting so fat?

Professor Usha Goswami
Psychology
The dyslexic brain: In tune but out of time?

Professor Roger Barker
Clinical Neurosciences
Can we repair the diseased brain?
OPENING NIGHT “CAMBRIDGE BRAINFEST VARIETY SHOWCASE” - £10,000 PLUS VAT
Friday 23rd June 2017 19:00-21:30

Cambridge BRAINFest will open with a special night of science, theatre and entertainment at the Babbage Lecture theatre (500 seating capacity).

The night will feature three eminent Cambridge Neuroscientists (left) who will deliver short public lectures and two contemporary performances inspired by neuroscience (poetry and dance). See BRAINFest flyer for further details.

The sponsor of this package will benefit from:

- Acknowledgement as ‘Cambridge BRAINFest Variety Showcase’ sponsor on all marketing (including online programme, online advertisements, e-marketing, media coverage, website and printed programme).
- Acknowledgement as ‘Cambridge BRAINFest Variety Showcase’ sponsor by host for the event in the introductory and closing remarks.
- Display of sponsor's logo on the screen at the beginning (and throughout) of the Cambridge BRAINFest Variety Showcase evening.
- 2 invitations to the VIP reception and an evening of ‘Brains and Mental Health’ (reserved priority seating) on Saturday 24th 2017 (4pm – 9pm).
- Display of sponsor’s logo on the main screen at the main interactive showcase event at the Corn Exchange throughout Cambridge BRAINFest.
- Prominent display of sponsor’s logo on the foldout map/programme for the main interactive showcase event at the Corn Exchange.
AN EVENING OF “BRAINS AND MENTAL HEALTH” - £10,000 PLUS VAT

Saturday 24th June 2017 16:00-21.00

Cambridge BRAINFest will host a unique event on “Brains and Mental Health”, a question time styled panel discussion hosted by Professor Sir Simon Wessely (President of the Royal Society of Psychiatrists). Featuring an expert panel from the world of neuroscience and mental health, the theme of the evening will focus on how mental illnesses are disorders of the brain, the ongoing research that will help us better understand and treat these disorders and how we can bridge the existing gap between neuroscience research and current practice in the health service. See BRAINFest flyer for further details.

The sponsor of this package will benefit from:

- Acknowledgement as ‘Brains and Mental Health’ sponsor on all marketing (including online programme, online advertisements, e-marketing, media coverage, website and printed programme).
- Acknowledgement as ‘Brains and Mental Health’ sponsor by host for the event in the introductory and closing remarks (host TBC).
- Display of sponsor’s logo on the screen at the beginning (and throughout) of the ‘Brains and Mental Health’ evening.
- 2 invitations to the VIP reception and an evening of ‘Brains and Mental Health’ (reserved priority seating) on Saturday 24th June 2017 (4pm – 9pm).
- Priority seating at ‘Cambridge BRAINFest Variety Showcase’ event on Friday 23rd June 2017.
- Display of sponsor’s logo on the main screen at the main interactive showcase event at the Cambridge Corn Exchange throughout Cambridge BRAINFest.
- Prominent display of sponsor’s logo on the foldout map/programme for the main interactive showcase event at the Cambridge Corn Exchange.
The main exhibition area of the Corn Exchange will be subdivided into five thematic zones: ‘Development’, ‘Brain & Body’, ‘Pain & Pleasure’, ‘Imagination & Perception’ and ‘Learning & Forgetting’. Each zone will contain approximately 5 large multidisciplinary exhibits based on that theme and will be designated using state of the art lighting and staging more details and 3d visualisations will be available once confirmed. Sponsors are invited to support a thematic zone.

Zone 1: Development
- Brain Development
- Autism
- The Educated Brain
- Postnatal Development
- Developmental Circuitry
- Genetics & Neurodevelopment

Zone 2: Perception & Imagination
- Vision
- Audition
- Psychosis
- Movement

Zone 3: Brain & Body
- Stem Cells & Brain Repair
- The Inflamed Brain
- Stroke
- The Brain Injury Pathway
- The Unconscious Brain
- Sleep, Dreams & Cognition

Zone 4: Pain & Pleasure
- Pain
- Addiction
- Anhedonia

Zone 5: Learning & Forgetting
- Alzheimer’s disease
- Learning
- Forgetting
- Memory
- Brain Training
- Connectomics
The sponsor of this package will benefit from:

- Acknowledgement as ‘specific zone’ sponsor on all marketing (including online programme, online advertisements, e-marketing, media coverage, website and printed programme, eg. ‘Pain & Pleasure in association with Company X’).
- Display of sponsor’s logo on the main screen at the main interactive showcase event at the Corn Exchange throughout Cambridge BRAINFest.
- Display of sponsor’s logo on screens within the specific thematic zone.
- Prominent display of sponsor’s logo on the foldout map/programme for the main interactive showcase event at the Cambridge Corn Exchange.
- 2 invitations to the VIP reception and an evening of ‘Brains and Mental Health’ (reserved priority seating) on Saturday 24th June 2017 (4pm – 9pm).
CAFÉ SCIENTIFIQUE PROGRAMME SATURDAY/SUNDAY (2 PACKAGES AVAILABLE)
£5,000 PLUS VAT

Café Scientifique events aim to provide a relaxed opportunity to discuss the science that is changing our lives, with the scientists themselves. St John’s room at the Corn Exchange will be transformed into a relaxed intimate Café where audience members can come along and listen to short informal talks given by scientists (see programme for confirmed speakers), who are experts on a given topic, to give background and to set the scene, and this is followed by questions and discussion with the audience.

The sponsor of this package will benefit from:
- Acknowledgement as ‘Café Scientifique’ sponsor on all marketing (including online programme, online advertisements, e-marketing, media coverage, website and printed programme).
- Acknowledgement as ‘Café Scientifique’ sponsor by chair for the event in the introductory and closing remarks.
- Display of sponsor’s logo on the screen at the beginning (and throughout) the programme of Café Scientifique talks during the day.
- Display of sponsor’s logo on the main screen at the main interactive showcase event at the Cambridge Corn Exchange throughout Cambridge BRAINFest.
- Prominent display of sponsor’s logo on the foldout map/programme for the main interactive showcase event at the Cambridge Corn Exchange.
- The programme is yet to be confirmed but will include a range of expert speakers from across the diverse breadth of neuroscience research at Cambridge.
- 2 invitations to the VIP reception and reserved seating at an evening of ‘Brains and Mental Health’ on Saturday 24th June 2017 (4pm – 9pm).
BUILD A BRAIN WORKSHOP - £2,500 PLUS VAT

As part of Cambridge BRAINFest, we will hold “Build a Brain Workshops’ aimed at the younger audience. These will run throughout the festival and will engage young budding neuroscientists to learn about the brain in a fun and hands on way. Participants will be guided through an interactive tour of the human brain, building as they learn, and will be able to take their masterpiece home with them.

The sponsor of this package will benefit from:

- Acknowledgement as ‘Build a Brain’ sponsor on all marketing (including online programme, online advertisements, e-marketing, media coverage, website and printed programme).
- Display of sponsor’s logo on the main screen at the main interactive showcase event at the Cambridge Corn Exchange throughout Cambridge BRAINFest.
- Prominent display of sponsor’s logo on the foldout map/programme for the main interactive showcase event at the Cambridge Corn Exchange.
- 1 invitation to the VIP reception and reserved seating at an evening of ‘Brains and Mental Health’ on Saturday 24th June 2017 (4pm – 9pm).
As part of Cambridge BRAINFest, we will hold a ‘Brain Art Competition and Exhibition’ that will be open to students across Cambridge. Schools across Cambridge and the surrounding area are invited to take part in an exciting art competition, coinciding with Cambridge BRAINFest at the Cambridge Corn Exchange. We will visit a number of local schools giving talks about the brain with the aim being to inspire the students to create original brain art. This competition is being run by Cambridge Neuroscience in conjunction with CamBRAIN. Cambridge BRAINFest is a celebration of neuroscience research at Cambridge and we are looking for artwork that is broadly brain-related. This could include structural representation of the brain or its component parts, through to portrayals of the behavioural aspects of brain function and dysfunction (from the senses to portrayals of dementia or stroke, for example). A number of prizes will be awarded in the different aged categories and artwork will be selected for display at Cambridge BRAINFest for the duration of the festival in the main foyer of the Cambridge Corn exchange.

The sponsor of this package will benefit from:

- Acknowledgement as ‘Brain Art Competition and Exhibition’ sponsor on all marketing (including online programme, online advertisements, e-marketing, media coverage, website and printed programme).
- Display of sponsor’s logo in a prominent position in the main foyer of the Cambridge Corn exchange where the exhibition will take place.
- Display of sponsor’s logo on the main screen at the main interactive showcase event at the Cambridge Corn Exchange throughout Cambridge BRAINFest.
- Prominent display of sponsor’s logo on the foldout map/programme for the main interactive showcase event at the Cambridge Corn Exchange.
- 2 invitations to the VIP reception and reserved seating at an evening of ‘Brains and Mental Health’ on Saturday 24th June 2017 (4pm – 9pm).
Together with Mr Mark Wilson, consultant neurosurgeon in London (http://www.markhwilson.com/Teach_Yourself_Neurosurgery.html), we will host NeuroTheatre, a theatrical lecture in which we follow a patient from injury to recovery. First we are shown by emergency rescue services how to deal with a head injury and then we let neurosurgeons show us how they open a fake skull and remove blood collecting in the head (extradural haematoma). This captivating show will take place on the stage of the Cambridge Corn Exchange where audience members can gather around and get close to the action. This will take place on a number of occasions during Cambridge BRAINFest (number TBC).

The sponsor of this package will benefit from:

- Acknowledgement as ‘Neurotheatre’ sponsor on all marketing (including online programme, online advertisements, e-marketing, media coverage, website and printed programme).
- Display of sponsor’s logo on the screen at the beginning (and throughout) the ‘NeuroTheatre’ performances.
- Display of sponsor’s logo on the main screen at the main interactive showcase event at the Cambridge Corn Exchange throughout Cambridge BRAINFest.
- Prominent display of sponsor’s logo on the foldout map/programme for the main interactive showcase event at the Cambridge Corn Exchange.
- 1 invitation to the VIP reception and reserved seating at an evening of ‘Brains and Mental Health’ on Saturday 24th June 2017 (4pm – 9pm).
The King’s Room will be transformed into the Cambridge BRAINFest secret cinema. Festival goers will be able to take a break from the showcase exhibit downstairs and view a collection of films from across the Cambridge Neuroscience community covering research from how neuroscientists are creating brain cells from skin cells in a dish to how we are tackling research in Obsessive Compulsive disorder and many more. The secret cinema will run for the duration of the festival and details will be provided in the programme and on information screens throughout the festival.

The sponsor of this package will benefit from:

- Acknowledgement as ‘Secret Cinema’ sponsor on all marketing (including online programme, online advertisements, e-marketing, media coverage, website and printed programme).
- Display of sponsor’s logo on the screen at the beginning (and throughout) the ‘Secret Cinema’ screenings.
- Display of sponsor’s logo on the main screen at the main interactive showcase event at the Cambridge Corn Exchange throughout Cambridge BRAINFest.
- Prominent display of sponsor’s logo on the foldout map/programme for the main interactive showcase event at the Cambridge Corn Exchange.
- 1 invitation to the VIP reception and reserved seating at an evening of ‘Brains and Mental Health’ on Saturday 24th June 2017 (4pm – 9pm).
We are working with a design team to create a foldable (A7-sized when folded) pop up map and programme for Cambridge BRAINFest. This is an excellent opportunity for your company to show its support for Cambridge BRAINFest in this take home keepsake.

**Map/Programme - £5,000 plus VAT**

The sponsor of this package will benefit from:
- Acknowledgement as sponsor on all marketing (including online programme, online advertisements, e-marketing, media coverage, website and printed programme).
- Display of sponsor’s logo on the main screen at the main interactive showcase event at the Cambridge Corn Exchange throughout Cambridge BRAINFest.
- Display of sponsor’s logo on main back cover of the foldout map/programme.
- 2 invitations to the VIP reception and reserved seating at an evening of ‘Brains and Mental Health’ on Saturday 24th June 2017 (4pm – 9pm).
VIP reception - £5,000 plus VAT

This VIP reception will be invite only and will involve drinks, super and a private viewing of the Cambridge BRAINFest interactive exhibition at the Corn Exchange. A number of VIP guests will be invited from the world of neuroscience including representatives from education and research, funders, charities, foundations, publishing, the media, policy and public life.

The sponsor of this package will benefit from:

- Acknowledgement as ‘Reception’ sponsor on all marketing (including online programme, online advertisements, e-marketing, media coverage, website and printed programme).
- Display of sponsor’s logo on the main screen at the main interactive showcase event at the Cambridge Corn Exchange throughout Cambridge BRAINFest and for the duration of the reception.
- Prominent display of sponsor’s logo on the foldout map/programme for the main interactive showcase event at the Cambridge Corn Exchange.
- 2 invitations to the VIP reception and reserved seating at an evening of ‘Brains and Mental Health’ on Saturday 24th June 2017 (4pm – 9pm).
Cambridge BRAINFest Neurotrail Map - £3,000 plus VAT

To celebrate Cambridge BRAINFest, we will be creating a historical neuroscience themed walk around Cambridge and a botanical-inspired neurotrail around the University of Cambridge Botanic Gardens (similar to that created by Edinburgh Neuroscience - http://www.edinburghneuroscience.ed.ac.uk/Neurotrail/Neurotrail_Map.pdf).

The sponsor of this package will benefit from:
- Acknowledgement as sponsor on all marketing (including online programme, online advertisements, e-marketing, media coverage, website and printed programme).
- Display of sponsor’s logo on the main screen at the main interactive showcase event at the Cambridge Corn Exchange throughout Cambridge BRAINFest.
- Display of sponsor’s logo on main back cover of Neurotrail map.
- Prominent display of sponsor’s logo on the foldout map/programme for the main interactive showcase event at the Cambridge Corn Exchange.
- 1 invitation to the VIP reception and reserved seating at an evening of ‘Brains and Mental Health’ on Saturday 24th June 2017 (4pm – 9pm).
If you do not want to sponsor a specific element of Cambridge BRAINFest as outlined above but would still like to get involved, you might be interested in one the packages below*:

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<th>Level</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<td>Price</td>
<td>£5,000 plus VAT</td>
<td>£2,500 plus VAT</td>
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<tr>
<td>Acknowledgement as sponsor on all marketing</td>
<td>Yes*</td>
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<td>Display of sponsor’s logo on the main screen at interactive showcase</td>
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<td>Yes*</td>
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<tr>
<td>Invitation to the VIP reception</td>
<td>2 Tickets</td>
<td>1 Ticket</td>
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*Positioning, prominence and size of logos will depend on level of sponsorship agreed.
Contact for further enquiries:

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