

A large, colorful, pixelated sculpture of a beaker head, likely a mascot for a university. The sculpture is composed of several parts: a large pink beaker body, green pixelated sections representing hair or a headband, and numerous orange pixelated circles that look like buttons or rivets. The sculpture is set against a bright blue sky with white clouds. In the lower-left corner, some green trees are visible. A horizontal white band with a pink gradient runs across the middle of the image, containing the text 'Beakerhead' in a pixelated font. The text is color-coded: 'Beaker' is in orange, 'head' is in green, and the final 'd' is in yellow.

Beakerhead



## INTRODUCTION

TELUS Spark Science Centre — **Spark** — exists to lift people up with the power of curiosity, and our mission is to inspire humanity to connect with science in meaningful and mind-blowing ways.

In April 2022, TELUS Spark Science Centre and **Beakerhead** joined forces to engage and inspire more people and communities with science and technology.

With Beakerhead and Spark working together, the future of science in communities across Calgary looks brighter than ever before!





## OUR SYNERGIES

Beakerhead is tireless in its efforts to connect ideas with audiences, and individuals with community.

Beakerhead plays a transformative role in our city, celebrating our unique cultural diversity powerfully expressing our values, vision and voice to each other and the world.

**Beakerhead is the only event of its kind in Canada, in a city known for its entrepreneurial grit and that innovative passion, who is now uniquely positioned to see them flourish.**

With purposeful partnership and deliberate leadership, Calgary's innovation — our innovation — can continue to break free of its local constraints, broadcasting the passion, ingenuity, and wonder of catalytic connections to audiences, creators, and changemakers around the globe.





## THE IMPACT

Beakerhead collaborates with a diverse range of artists, engineers, scientists, makers, movers, shakers and partners like yourself, to attract local and international attention.

Through year-round programming, an annual signature event, and an unabashed commitment to accessibility, Beakerhead leverages cross-sector partnerships to smash together art and science — because **we're better together**.

Beakerhead's 2022 impact	<ul style="list-style-type: none"> <li>• 33,000 in person encounters in 3 days</li> <li>• 530,000 social media impressions</li> <li>• 60M earned media reach</li> </ul>
Spark's annual impact	<ul style="list-style-type: none"> <li>• 400,000 annual visitors</li> <li>• 70,000+ social media followers</li> <li>• over 2M website visitors</li> </ul>

From **September 14 to 17, 2023**, two central flagship locations — **Contemporary Calgary, Millennium Park** and **TELUS Spark**— will welcome an estimated **50,000 patrons** to a engineered feast of genius, performances, speakers, and exhibitions curated in collaboration with over **150 artists and presenters**, **100 community partners**, and **powered by over 4,000 combined volunteer hours**.





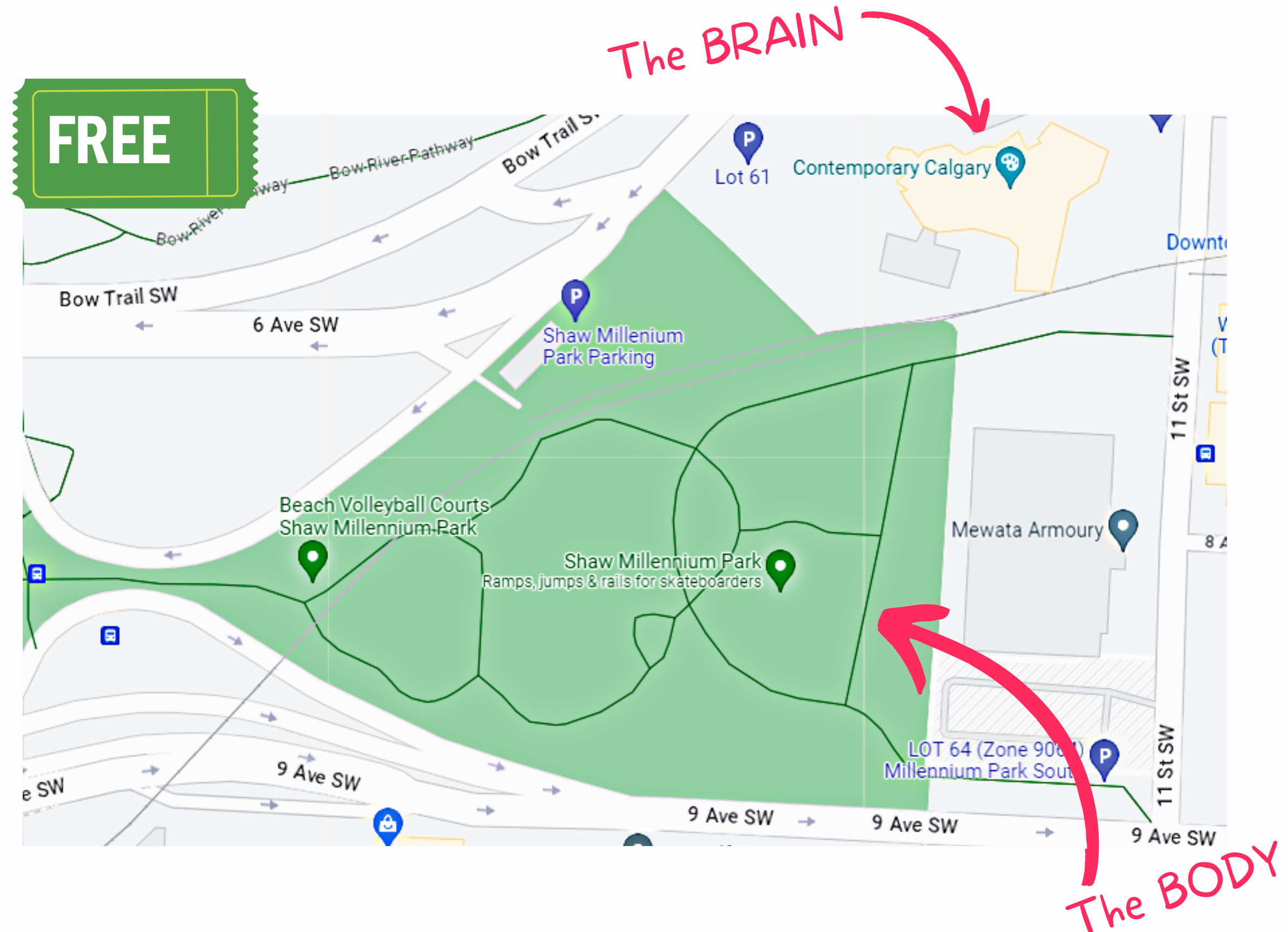
## 10th ANNIVERSARY

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For this landmark occasion we are particularly excited to bring the **North American premier** of UK based 'Walk the Plank' exhibits!

## PROJECTED IMPACT

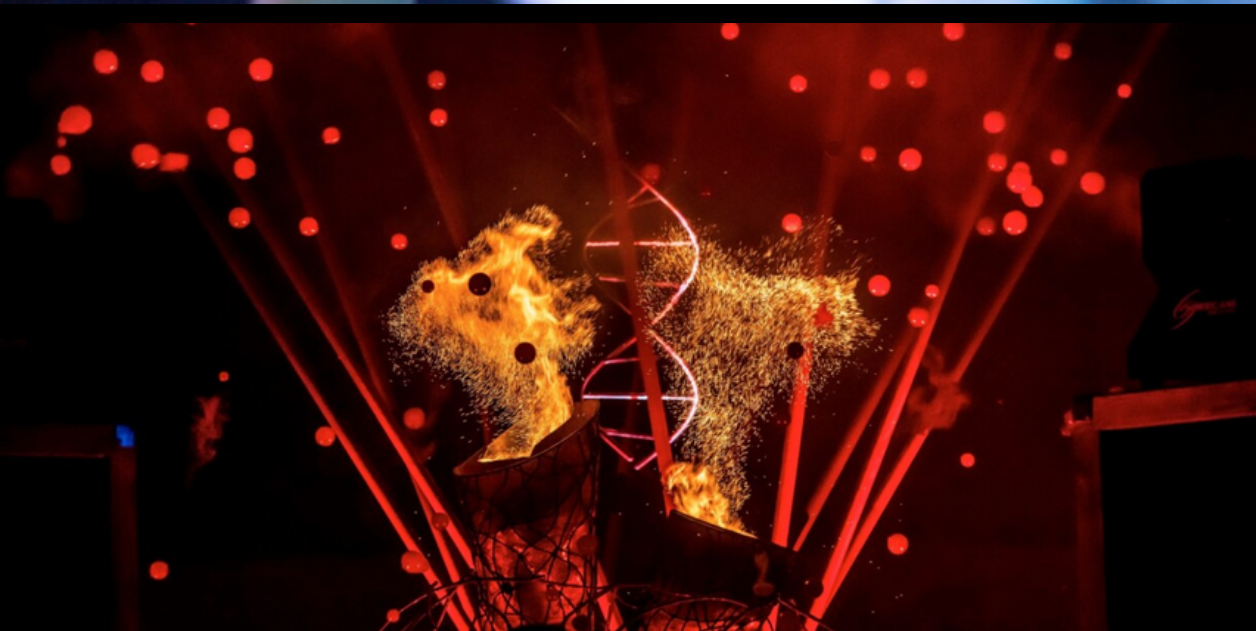
- 50,000 in person encounters
- 300 Presenters
- 150 Local Partners
- 2000 Volunteer hours
- 100M Traditional media impressions
- 150,000 Online engagement



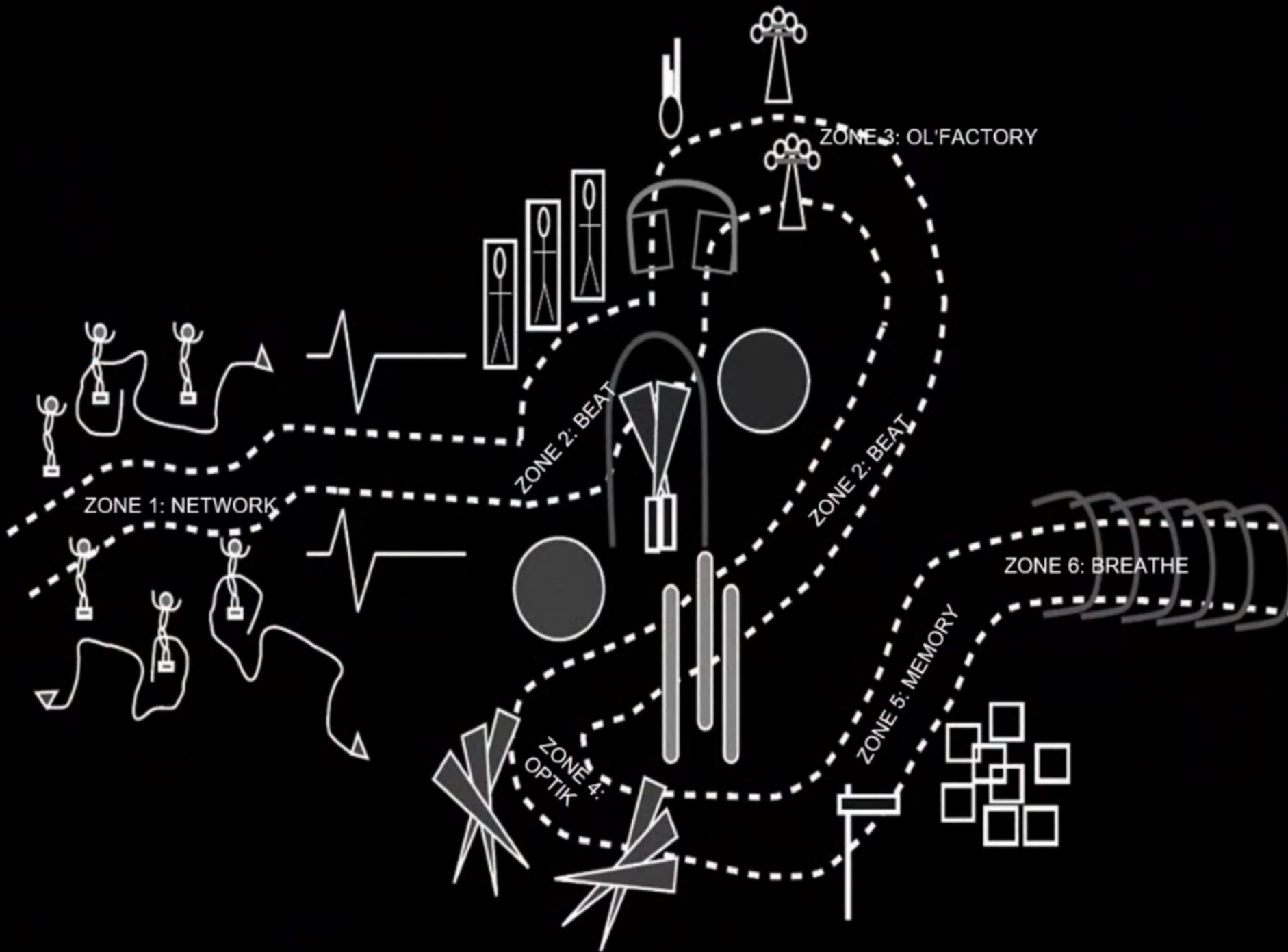


# MILLENNIUM PARK

A North American premiere of **BODY**, created by UK-based production company, Walk the Plank, is more than just an installation. It's an entirely unique, curated experience that has received awe-inspired acclaim and recognition.







Influenced by anatomical science, BODY is an outdoor journey that guides patrons through six different zones, mixing human biology with light, special effects, sound and fire.

Using cutting-edge technology to create a deeper understanding of the science of the human form, BODY is designed to **inspire and engage** curious minds.

BODY has previously been shown at the British Science Festival, Northern Ireland's Science Festival and Ireland's National Science Week. Here is what some visitors had to say...

"One of the best things I've ever seen - magic made real."

"A beautiful, immersive and spectacular audio-visual delight!"

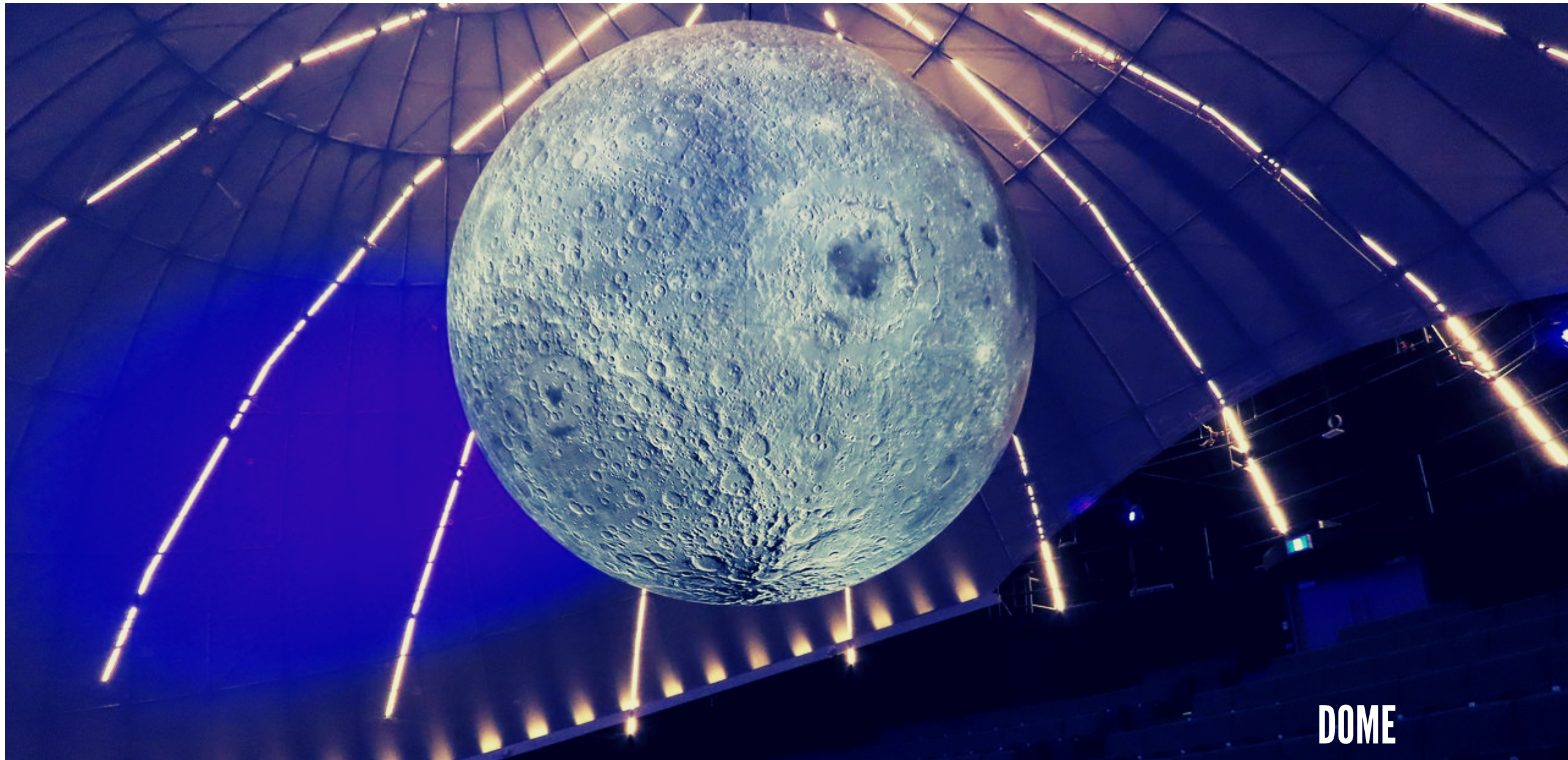
"The playfulness, the spectacle, the multi-sensory experience, the science – all fab."

"The drama of the entire piece was just incredible!"



# CONTEMPORARY CALGARY

Housed in the Centennial Planetarium, Contemporary Calgary sets the stage for one-of-a-kind experiences in one of the most iconic buildings in Calgary. With architecturally unique spaces, Beakerhead programming will be creative, dynamic and truly unforgettable.





# PRESENTERS

Beakerhead connects cross-sector partnerships that amplify engineering, technology and science through creative, awe-inspiring experiences. This year is no exception with over 40 proposals received by 300+ collaborating presenters - Below are just a few examples of what to expect.



## ADAPTIVE SKATEBOARDING

Skateboarding changes lives, it teaches how to deal with failure, and how to plan success, and it's a sport of constant risk assessment.

Not only are these all reasons why disability enriches skateboarding, but the style that arises from solving these problems is capable of celebrating disability; instead of being hindered by difference, skaters excel because of it.

~Oscar Loreto Jr.



## FINDING IRIS

Eyemazy Iris Photography- Unique. Personal. Art. Let's turn your eyes into art! We use specially designed technology to capture the unique beauty of your own eyes and turn it into stunningly beautiful, one-of-a-kind art pieces onsite, in minutes! Share this meaningful experience with your closest life connections, you'll be happy to have the keepsake surely to be treasure forever!



## BEAKER BAR & BEER

Who doesn't enjoy a good afternoon shindig? Join our pals from Cold Garden at Millennium Park and Contemporary Calgary for specialty beaker brews & bevvies. Hang with the cool kids, nerds, jocks, arty types, misfits and everyone in between. All ages welcome!



# PRESENTERS

## ROBOT IN 30 HOURS

BCI is a system that determines functional intent – the desire to change, move, control, or interact with something in your environment – directly from your brain activity. In other words, BCIs allow you to control an application or a device using only your mind. Pretty cool right?!

In Beakerhead's case, patrons will wear the BCI technology and attempt to move a ball through paint, with the idea of contributing to a massive, larger-than-life canvas to create a one-of-a-kind masterpiece. Brought to you by the genius folks at [BCI4Kids](#)

## HACK THE HOUSE

Hack the House is a remix of a previous Beakerhead program called Hack the Flyer. Hack the House engages youth ages 14 to 21. The Challenge: 'hack' a piece of used household furniture and turn it into a sustainably powered, rideable machine. Our goal is to build a community of creators by connecting creative youth, engineering students, and practicing professionals through a friendly public competition!

## FISSION-2-FUSION

The Fission 2 Fusion Dance Project (F2F Dance) is an initiative geared at breaking down complex scientific topics to their fundamental roots and rebuilding them into visual representations of science through dance. In addition, the project strives to remove the divide between the traditional arts and sciences by providing thought- provoking pieces that can appeal to broader audiences regardless of their background.





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## BAROQUE ODYSSEY

String Theory invites you on a Baroque Odyssey that explores the creative mind of astronomer-musician Johannes Kepler.

Turning Kepler's theory on end, Axis-Z Media will collaborate to explore the idea that sound waves and music can animate matter with an original digital media piece featured in The Dome.



## SPEAKERHEAD

Speaker's Corner began in 1990 in Toronto and was the social media of its day. The idea was to give people a chance to **speak their minds** on whatever subject was relevant to them at the time. Think of it as a letter to the editor in a 60-second video format.

Since its debut at Beakerhead in 2022 it has been featured at Spark and community events, capturing over 4386 videos to date.



## BRAIN BAZAAR

Market Collective is a place for local creative entrepreneurs to grow and build their brand, develop relationships with fellow creatives, interact with their clients and sell their work in an inclusive, intentionally curated space. Guests will love to see the incredible talent this city has to offer, purchase singular gifts for themselves or others, and feel good spending their hard earned money on local creative small businesses.



As a partner you are an energizer of Beakerhead's future and will **receive exposure to tens of thousands of participants.**

Fuel the wonder of creativity and science while elevating your brand in an extraordinary way, with the potential to **receive high level positioning before, during and after Beakerhead (September 14 to 17, 2023), across multiple platforms, and in Beakerhead marketing and promotional materials.**

Beakerhead	BUILDER \$10,000		IGNITOR \$15,000		INVENTOR \$20,000	
Naming recognition of production element			1 or below		(1-2)	
Naming recognition of programming element	(1)		1 or above		(1-2)	
Tailored staff engagement					X	
Event activation space			X		X	
Tickets to VIP & Influencer Sneak Peek	20		20		40	
Sneak Peek tickets to BODY	20		30		40	
VIP Beaker Bar passes	20		30		40	
Logo recognition on website, impact report, and signage	X		X		X	
Instagram highlight reel or Tik-Tok video			Either		Both	
Specialized social media posts	(2)		(3)		(5)	
Newsletter article	(1)		(1)		(2)	
			(1)		(1)	



# WE GET BY WITH A LOT OF HELP FROM OUR BEAKERFRIENDS

## CONTACT INFORMATION

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TELUS Spark is a registered Canadian charity. **#118781079 RR 0001**  
[www.sparkscience.ca](http://www.sparkscience.ca) | [www.beakerhead.com](http://www.beakerhead.com)