Imagine RIT—where the left brain meets the right.

Imagine RIT is designed to demonstrate what can be accomplished when, as RIT President Bill Destler likes to say, “the right and left brain collide.” It is a campus-wide event that showcases the innovative and creative spirit of RIT students, faculty and staff.

Visitors experience the breadth and depth of RIT through interactive presentations, hands-on demonstrations, exhibitions, and research projects set up throughout campus. Festival visitors have witnessed a robot that serves hot dogs, a concrete canoe that floats and dozens of musical and theatrical performances. Children and their parents have made freeze-dried ice cream, test driven Segways and walked on water.

Imagine RIT has opportunities for everyone and the festival is designed to show what can be accomplished when smart, talented people with diverse strengths work together to solve complex societal problems.

Innovation—a hallmark of the festival—is one of our country’s and our community’s most competitive and strategic advantages. Now is your chance to connect with the nation’s leading innovation university and experience the power of what happens when innovation and creativity collide.

This premier innovation and creativity festival showcases subjects in science, technology, engineering and mathematics, but is unique because of the introduction of art into the mix—that collision of left brain and right brain and where STEM educational experiences expand becoming STEAM.

Why sponsor Imagine RIT?

Your opportunity to participate in a signature Rochester-area event.

/ Be part of the kickoff to Rochester’s rich festival season
/ Market your organization with an exhibit and giveaways
/ Offer a professional development day to your employees
/ Promote a fun, entertaining educational opportunity for visitors all ages
/ Promote STEM and higher education
/ Discover new business ventures or inventions to support
/ Recruit student co-ops and potential new employees

EXPERIENCE THE BREADTH AND DEPTH OF ROCHESTER INSTITUTE OF TECHNOLOGY

Imagine RIT: Innovation and Creativity Festival
May 2, 2015, 10am–5pm, FREE, Rain or Shine
Where the Right and Left Brain Collide

IMAGINE RIT BY THE NUMBERS

/ Over 140,000 visitors since 2008
/ More than 30,000 visitors annually
/ 2,300 RIT students, faculty and staff participate
/ 400+ engaging and interactive exhibits
/ More than 600 volunteers

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Yours to discover—a sponsorship opportunity is your chance to engage and interact with RIT and tens of thousands of visitors from the greater-Rochester community.

Held annually each spring, Imagine RIT is the premier kickoff to Rochester’s rich festival season. And while Imagine RIT is a uniquely fun and entertaining experience, Imagine RIT is also a unique educational opportunity for all both big and small. Imagine RIT has it all with showcases in art, science, engineering, business, computers, technology, sustainability, and more.

Imagine RIT has received top honors and was named the gold award winner at the national level in the special events category of the CASE Circle of Excellence Awards, from the Council for Advancement and Support of Education (CASE), a national association of educational institutions and the advancement professionals.

Connect. Engage. Showcase your organization—Sponsor Imagine RIT in 2015

For more information on how you can become a valued sponsor of this signature RIT event in Rochester, please contact Liz Maynard at liz.maynard@rit.edu or 585.475.7267.

ABOUT RIT
Rochester Institute of Technology is internationally recognized for academic leadership in computing, engineering, imaging science, sustainability, and fine and applied arts, in addition to unparalleled support services for deaf and hard-of-hearing students. RIT enrolls 18,000 full- and part-time students in more than 200 career-oriented and professional programs, and its cooperative education program is one of the oldest and largest in the nation.

FESTIVAL VISITOR TESTIMONIALS
“I have been telling everyone I know that this is “THE tech event of the year.” It’s true. I’ve been to many interesting conferences and talks, and this, by far, is the most worthwhile day for anyone who is interested in current and emerging technology. The RIT faculty I’ve talked with appear to love their work and the enthusiasm of the students is contagious.”

“I love that the festival is engaging to children and adults alike and that the exhibitors are so excited to share their interests.”

“Imagine RIT was more than we ever expected. It is a wonderful way for the school to showcase the talents and interests of the students and staff. It is an exceptionally good way to develop an interest in science, technology, and art to children and adults of all ages. What a wonderful way for a family to spend the day together!”