



YOUNG SCIENTISTS
TANZANIA

sponsored by

PEARSON
FOUNDATION

Irish Aid
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Rialtas na hÉireann

SPONSORSHIP OPPORTUNITIES

OCTOBER 24 & 25, 2012
AGA KHAN DIAMOND JUBILEE HALL
DAR ES SALAAM, TANZANIA



**The advice I got
from judges and
organisers of the
Young Scientists
helped me to
decide what I
wanted to do
when I left
school.**

Ronan Larkin
Winner 2004

Background

The proposal to develop Young Scientists Tanzania (YST) grew out of the work of the Combat Diseases of Poverty Consortium (CDPC) at the National University of Ireland, Maynooth (NUI Maynooth), through which African researchers and scientists on training programmes in Ireland were exposed to the development education work of the CDPC and its engagement with the British Telecom-sponsored Young Scientist and Technology Exhibition Ireland. This interest led to a proposal from the CDPC's African alumni to explore possibilities to develop a similar initiative in East Africa, where a persistent weakness in science education is considered to be a real constraint on innovation in development.

Young Scientists Tanzania provides a platform for young secondary school students to come together to investigate theories, discover new technologies and advance current knowledge through research and innovation. The development of science and technology is deemed vital for economic and social development in sub-Saharan Africa, yet it has long been neglected and poorly funded in many countries. In recognition of this, African science ministers resolved that 2011 would begin the African Decade for Science. The practical aspects of achieving this goal require the nurturing of young scientists from early stages in learning and an appreciation by the general public of the importance of science in daily life and economic development.

About the Pearson Foundation

The work of Young Scientists Tanzania is sponsored in part by the Pearson Foundation.

The Pearson Foundation is the nonprofit arm of Pearson, the international media company with 37,000 employees in more than 60 countries. Pearson people and businesses believe in learning – all kinds of learning for all kinds of people, delivered in a personal style. Because wherever learning flourishes, so do people.



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Message from the Minister of Communication, Science & Technology



The Ministry of Communication, Science and Technology is proud to support the Young Scientists Tanzania (YST) initiative with this truly innovative and transformational approach to developing a science culture in our country.

As the economy of Tanzania grows, we need to support young people to develop the scientific skills that are necessary for the development of our country now and in the future. Science is an important instrument for improving our society and economy. The YST will help us to create a workforce that will have the capabilities to find new solutions to the problems we face in our society and find new ways to drive our economic development.

YST gives young scientists the opportunity to demonstrate that science, technology and engineering are not only interesting and exciting, but also vital for socio-economic development. It also provides students with the opportunity to participate in scientific learning experiences away from the classroom and to explore the unlimited potential of science. YST offers students, from all over Tanzania, the opportunity to participate at an annual exhibition in Dar es Salaam. During this exhibition, young scientists will share with us their passion and enthusiasm for the projects they have researched and developed. Students will have the confidence to engage with the scientific method.

I would like to pay tribute to the schools and teachers who are working on projects for the Young Scientists Tanzania. I encourage schools and students to give serious thought to entering this competition. I would also like to thank all the team at YST and commend them for their commitment in initiating this project in Tanzania.

I am also pleased to learn that the Pearson Foundation and Irish Aid are committed to sponsoring the YST and we look forward to working with them in the future. I would also like to thank other sponsors of this important venture.

Hon. Prof. Makame Mbarawa (MP)

Minister for Communication, Science and Technology

Introduction to Sponsor Opportunities

Young Scientists Tanzania 2012 will be a unique event in East Africa, providing a platform for young people from across Tanzania to showcase their scientific talents. Modelled on the internationally acclaimed Young Scientist exhibition in Ireland, which is now in its 48th year, Young Scientists Tanzania will help to popularise science among young people. It will inspire and encourage schools to become actively involved, which in turn will lead to an improved science culture in the country. The experience of being part of Young Scientists Tanzania will influence participating students for many years to come.



Young Scientists Tanzania will popularise science through an attractive annual exhibition and competition in which both schools and students can participate. Schools that wish to participate will be supported through workshops for teachers. They will receive mentoring/practical advice on suitable projects and research methodologies, but it is hoped that the students themselves will generate the ideas for the projects based on the realities in their communities. Young Scientists Tanzania will seek to link participating schools with appropriate mentors from academia, NGOs and the private sector. Participating schools will also be supported financially for transport and accommodation costs to attend the exhibition in Dar es Salaam.

Facing up to the challenges involved in completing a project at the level required for the Young Scientists demands persistence and the acquisition and perfection of many useful skills.



Abdusalam Abubakar
Winner 2007

About Irish Aid

Irish Aid is the Government of Ireland's programme of assistance to developing countries.

The programme works in partnership with governments and communities in the developing world in their attempts to alleviate poverty through helping them meet basic needs and through strengthening their capacity to help themselves. It also has a special focus on the fostering of human rights and democracy.

Irish Aid has been active in Tanzania since 1975. The aid programme is administered by the Embassy of Ireland in Dar es Salaam.

The promotion of science and technology to the young people of Tanzania will be transformational. At this time the program is looking for like-minded companies and organisations to become partners in Young Scientists Tanzania 2012.

A number of partnership packages are available, as detailed in this document; however, we are happy to discuss other partnership ideas your company may suggest. The more partners that support Young Scientists Tanzania, the stronger and more transformative this event will become!

All rates in this document have been quoted in U.S. Dollars.

Contact

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Young Scientists Tanzania

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www.youngscientists.co.tz

Young Scientists Tanzania would like to acknowledge the support and advice of the Young Scientist & Technology Exhibition Ireland Limited.



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Gold Sponsor

Biological and Ecological Sciences Category Sponsor \$25,000

The company or organisation taking up this Gold Partnership to support the BIOLOGICAL AND ECOLOGICAL SCIENCES will be positioned as the ‘champion’ of the category.

Benefits include:

- Up to 64 square metres of exhibition space in the Exhibition Hall
- The opportunity to use the Young Scientists Tanzania logo on promotional material
- The opportunity to create (and fund) a travel award for the Biological and Ecological Sciences category and to present this award at the Awards Ceremony in October 2012
- Placement of sponsor logo on the Gold Partners section of the Young Scientists Tanzania website, linking to the sponsor organization’s website
- Full-colour logo printed on promotional material, School Visits poster, entry tickets, Judges’ Guidelines and Exhibition Catalogues
- Sponsor branding featured at the entrance to the exhibition, in the Main Hall, on the Biological and Ecological Sciences header boards and in other areas (by agreement)
- 100 complimentary tickets to the exhibition
- 10 tickets to the Opening Ceremony
- 10 tickets to the Awards Ceremony and V.I.P. Reception
- One table of 10 at the Gala Dinner to celebrate Young Scientists Tanzania 2012



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Gold Sponsor

Technology

Category Sponsor \$25,000

The company or organisation taking up this Gold Partnership to support TECHNOLOGY will be positioned as the ‘champion’ of the category.

Benefits include:

- Up to 64 square metres of exhibition space in the Exhibition Hall
- The opportunity to use the Young Scientists Tanzania logo on promotional material
- The opportunity to create (and fund) a travel award for the Technology category and to present this award at the Awards Ceremony in October 2012
- Placement of sponsor logo on the Gold Partners section of the Young Scientists Tanzania website, linking to the sponsor organization’s website
- Full-colour logo printed on promotional material, School Visits poster, entry tickets, Judges’ Guidelines and Exhibition Catalogues
- Sponsor branding featured at the entrance to the exhibition, in the Main Hall, on the Biological and Ecological Sciences header boards and in other areas (by agreement)
- 100 complimentary tickets to the exhibition
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Gold Sponsor

Chemical, Physical & Mathematical Sciences Category Sponsor \$25,000

The company or organisation taking up this Gold Partnership to support CHEMICAL, PHYSICAL & MATHEMATICAL SCIENCES will be positioned as the 'champion' of the category.

Benefits include:

- Up to 64 square metres of exhibition space in the Exhibition Hall
- The opportunity to use the Young Scientists Tanzania logo on promotional material
- The opportunity to create (and fund) a travel award for the Chemical, Physical & Mathematical Sciences category and to present this award at the Awards Ceremony in October 2012
- Placement of sponsor logo on the Gold Partners section of the Young Scientists Tanzania website, linking to the sponsor organization's website
- Full-colour logo printed on promotional material, School Visits poster, entry tickets, Judges' Guidelines and Exhibition Catalogues
- Sponsor branding featured at the entrance to the exhibition, in the Main Hall, on the Biological and Ecological Sciences header boards and in other areas (by agreement)
- 100 complimentary tickets to the exhibition
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- One table of 10 at the Gala Dinner to celebrate Young Scientists Tanzania 2012



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Gold Sponsor

Social & Behavioural Sciences Category Sponsor \$25,000

The company or organisation taking up this Gold Partnership to support SOCIAL & BEHAVIOURAL SCIENCES will be positioned as the 'champion' of the category.

Benefits include:

- Up to 64 square metres of exhibition space in the Exhibition Hall
- The opportunity to use the Young Scientists Tanzania logo on promotional material
- The opportunity to create (and fund) a travel award for the Social & Behavioural Sciences category and to present this award at the Awards Ceremony in October 2012
- Placement of sponsor logo on the Gold Partners section of the Young Scientists Tanzania website, linking to the sponsor organization's website
- Full-colour logo printed on promotional material, School Visits poster, entry tickets, Judges' Guidelines and Exhibition Catalogues
- Sponsor branding featured at the entrance to the exhibition, in the Main Hall, on the Biological and Ecological Sciences header boards and in other areas (by agreement)
- 100 complimentary tickets to the exhibition
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- 10 tickets to the Awards Ceremony and V.I.P. Reception
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Silver Sponsor

Science Shows Sponsor Category Sponsor \$10,000

At Young Scientists Tanzania, a number of different science-based shows will be presented: Up to five 30-minute performances over the two days of the event. These performances will be topical and – most important – entertaining, with live interactive demonstrations that give students and teachers the opportunity to experience the fun of science in several important ways:

- By bringing science to life
- By taking science out of the laboratory and into our everyday lives
- By illustrating the difference science makes to our quality of life
- By making science relevant to students and all exhibition attendees

Benefits include:

- Pre-promotion on the Young Scientists Tanzania website and full-colour logo, plus links to sponsor website
- Sponsor logo on relevant promotional material
- Sponsor logo and/or commercial/promo video projected on the large screen in the auditorium prior to each performance
- Sponsor option to introduce each show
- Listing in the Exhibition Guide
- 30 complimentary tickets
- 4 tickets to the Opening Ceremony
- 4 tickets to the Awards Ceremony



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Silver Sponsor

Gala Dinner Sponsor

Category Sponsor \$15,000

The Gala Dinner will celebrate the success of the first-ever Young Scientists Tanzania exhibition and competition. It will be held on the last evening of the event in a central location in Dar es Salaam (to be agreed upon by the sponsor) and will be attended by a range of invited guests. These will include the judges of the competition, sponsors of the event, academics, representatives of the government and foreign embassies, personalities, media, the founder of the original Young Scientist Exhibition from Ireland, and of course the winners of Young Scientists Tanzania 2012. The evening will take the form of a reception, followed by dinner, video highlights of the two-day event, the introduction of the winners, and a few short speeches from key guests. As a celebration of the youth of Tanzania, the dinner will be an informal affair. It will, however, also be a gathering of many people of influence.

Benefits include:

- The opportunity to invite guests to the Gala Dinner
- Branding of tickets and all print in relation to the Gala Dinner
- One table of 10 at the Gala Dinner
- Branding at the venue of the Gala Dinner
- The opportunity to host/introduce speakers during the event
- The opportunity to distribute corporate literature/gifts
- 4 tickets to the Awards Ceremony



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Silver Sponsor

Special Awards Sponsor and Exhibitor Category Sponsor \$6,000

A number of Special Award opportunities are available at Young Scientists Tanzania 2012. Included in the Silver Partnership package is exhibition space plus a presentation trophy.

Benefits include:

- 12 square metres of exhibition stand space
- The opportunity to present a Special Award at the official Awards Ceremony of Young Scientists Tanzania 2012
- Sponsor logo on the Young Scientists Tanzania website with a link to the sponsor organization's website
- 30 complimentary tickets to Young Scientists Tanzania 2012
- 4 tickets to the Opening Ceremony
- 4 tickets to the Awards Ceremony
- Sponsor logo displayed at the entrance to the Main Hall
- Acknowledgement as a Silver Sponsor in the Exhibition Guide



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Bronze Sponsor

Welcome Pack for Students Category Sponsor \$6,000

Each participating student (estimated number 400) will receive a pack upon registration at the exhibition.

The contents of the package are:

- Haversack-type bag
- Exhibition programme
- Student badge
- Young Scientists Tanzania branded gifts
- Giveaways and product samples

Sponsorship will include:

- Sponsor logo on the bag
- Product sampling opportunity
- Sponsor logo in the Exhibition Guide
- Sponsor logo on the Young Scientists Tanzania website



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Bronze Sponsor

Welcome Pack for Teachers

Category Sponsor \$1,500

Each participating teacher (estimated number 100) will receive a pack upon registration at the exhibition.

The contents of the package are:

- Teacher folder
- Exhibition Guide
- Teacher badge
- Young Scientists Tanzania branded gift

Sponsorship will include:

- Sponsor logo on the conference bag
- Product sampling opportunity
- Branding at teacher break area
- Sponsor logo in the Teachers section of the Young Scientists Tanzania website
- Sponsor logo in the Teacher section of the Exhibition Guide



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Exhibitor Opportunities

Exhibition stand space is available.

Exhibition space is available as a shell scheme to include walls, lighting, power, table and chairs, and fascia name panel at a cost of \$140 per square metre.

Special Young Scientists package is **\$1,450** for 12 square metres of shell scheme (14% savings) to include:



- Divider walls
- Two spotlights
- One 13-amp power socket
- One table
- Two chairs
- Fascia name panel

Exhibitors wishing to design and build their own exhibition stands can rent floor space for only \$105 per square metre.

Exhibits should reflect **Chemical, Physical & Mathematical Sciences, Biological & Ecological Sciences, Social & Behavioural Sciences, or Technology** and contain one or all of the following elements:

- Live demonstrations
- Hands-on interaction
- Promote career opportunities in technology, engineering and the physical sciences
- Promote courses in technology, engineering and the physical sciences in universities
- Promote or sell educational programs or tools
- Demonstrate recent developments in technology and communications

Advertising Opportunities

Advertising in Exhibition Guide

Full details will be available by March 2012

Student and Teacher Welcome Pack Inserts

There is an opportunity to insert samples, free gifts, booklets, etc. into either the Student or the Teacher Welcome Packs.

Student Packs

\$250 per item into all student packs (estimated at 400)

Teacher Packs

\$100 per item into all teacher packs (estimated at 100)

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Young Scientists Tanzania

P.O. Box 23391, Plot 108
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Aga Khan Diamond Jubilee Hall | Dar es Salaam, Tanzania



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