



Canada- Wide Science Fair 2004

Youth Science Foundation Canada

Information for Sponsors
2003-2004



Overview

About Youth Science Foundation Canada and Canada Wide Science Fair 2004

Youth Science Foundation Canada (YSF Canada) is a national non-profit, charitable organization providing leadership in the provision and enhancement of extra-curricular science and technology education opportunities for Canadian youth.

Many organizations are engaged in the challenge of interesting Canadian youth in science and technology. Only YSF Canada, however, has more than 40 years experience to its credit and a network of some 8,000 dedicated volunteers working from coast to coast (the largest volunteer network of its kind in Canada).

Mission Statement: YSF Canada engages and supports youth innovation through project-based science and technology, aiding the development of skills and knowledge for excellence in a global economy.

An Investment in Our Future

Technological development and innovative R&D have been rapidly increasing the **demand** for highly skilled and educated workers. However, not enough is being done to increase the **supply**.

We must invest in talent and ambition, celebrating and encouraging the involvement of young Canadians in science and technology, and creating a positive environment for the advanced education and career opportunities our young people demand and deserve.

Science and technology fairs allow us to recognize student efforts and prompt innovative thinking, encouraging other young people to follow in their path. They also provide natural opportunities for identifying, recruiting and retaining our future scientists and technical experts.



The Canada-Wide Science Fair

YSF Canada's showcase program is the annual Canada-Wide Science Fair (CWSF). This national event is held in cities across Canada that have successfully bid for the privilege of hosting it. The 2004 CWSF will be staged in St. John's, Newfoundland & Labrador and then in Vancouver British Columbia, in 2005.

The CWSF is the gathering place for the best young minds in Canada, who qualify from the top ranks of competitors at nearly one hundred regional science and technology fairs held across the country. Participants range from Grade 7 to the Grade 12/CÉGEP II level. Gender representation among the young scientists at the CWSF is generally even. In fact, 52% of participants at CWSF 2003 were female.

Canada Wide Science Fair 2004 has an extensive local host committee, comprised of some 450 volunteers and judges dedicated to making the Fair run smoothly. This group works closely with YSF Canada to organize and promote the year's event. YSF Canada also supports and works with a network of nearly 100 regional fair organizations and 8,000 volunteers as they bring finalists from every province and territory to the CWSF.

To be held at the Memorial University Field House from May 15th to the 23rd, Canada Wide Science Fair 2004 will invite sponsor representatives attending the CWSF to take part in several special activities.

- ? The **President's Circle Reception**, where major sponsors of YSF Canada gather to be recognized for their contributions and to meet representatives of other forward-thinking organizations.
- ? Special access to young scientists and their projects during **VIP tours** of the exhibit area.
- ? A **VIP Luncheon** with organizers, fellow supporters and YSF Canada officials.
- ? The **CWSF Awards Ceremony**, where award sponsors are entitled to personally present their prizes to the winning young scientists and event sponsors have reserved seating.
- ? An **Awards Banquet**, following the Ceremony, to celebrate the achievements of participants and share experiences with fellow attendees.

The Science Fair System in Canada

The Canada-Wide Science Fair

The largest extra-curricular youth activity related to science and technology in Canada.

Canada's 450 best young scientists compete in six divisions for over \$250,000 in medals & prizes

350 scientists and experts comprise teams for two days of rigorous judging.

Science Fairs

Approximately **100 fairs** are held across the country under the auspices of YSF Canada. Approximately 100 Grade 7-12 students participate.

Qualified students from these fairs compete in the Canada-Wide Science Fair.

Thousands of students participate in local science fairs.



Specific Sponsorship Areas

Canada Wide Science Fair 2004

To successfully host a Canada Wide Science Fair over \$200,000 in sponsorships is needed. In return a number of profile options and event branding opportunities are available.

Student/Delegate Welcome Package

The welcome package will include items which each national finalist and adult delegate will receive when they register on arrival at the fair site. It will include a good quality t-shirt, a hat, a packsack or similar item, and other memorabilia from Canada Wide Science Fair 2004.

Sponsor recognition for the Welcome Package would include corporate logo placement on the sponsored items, schedule booklet, and inclusion on the Donor Recognition Board and the Banners hung at the Field House at Memorial University.

Requested donation – One at \$25 000

Aquarena Night

Our first night event, finalists and delegates will have a chance to cool off in the Aquarena pool adjacent to the Field House.

Sponsor recognition for the Aquarena Night would include event naming, inclusion in schedule booklet, Donor Recognition Board and Banners hung at the Field House at Memorial University.

Requested donation – One at \$10 000

Opening Banquet

The opening banquet is an important event for Canada Wide Science fair 2004, being the first official gathering of the whole event with participants together for a formal dinner at the St. John's Civic Center.

Sponsor recognition for the Opening Banquet would include prominent recognition at the banquet, corporate names and logos within the printed program, and inclusion on the Donor Recognition Board and the Banners hung at the Field House at Memorial University.

Requested donation – One at \$25 000



Awards Banquet

The awards banquet will be held on Friday, May 21, 2004 at the end of the week, giving participants and organizers a chance to celebrate the work of the week, it is the culminating event of CWSF 2004.

Sponsor recognition for the Awards banquet would include prominent recognition at the banquet, corporate names and logos within the printed program, and inclusion on the Donor Recognition Board and the Banners hung at the Field House at Memorial University.

Requested donation – One at \$25 000

Memorial Field House

The Memorial University Field House will be the exhibition site for Canada-Wide Science Fair 2004. Rental of this space as well as equipment for appropriate furnishing of the area will be needed.

Sponsor recognition would be given in the schedule booklet, on the Donor Recognition Board as well as a banner in a prominent location in Memorial University Field House.

Requested donation – One at \$25 000

Full Day Tours

A full day of tours has been planned, to include the sights of the Southern Shore, and an outing to Bird Island for all participants. The costs involved are for transportation including boat tickets to the island.

Sponsor recognition for the Full Day Tours would include prominent recognition on buses, sites and handouts, recognition in the schedule booklet, on the Donor Recognition Board and on the banners hung at the Field House at Memorial University.

Requested donation – Two at \$20 000

Half-Day Tours

The half day tours bring a special opportunity to the participants to experience St. John's and the close environs on their own with bussing support and walking tours of the trails and sights to see.



Sponsor recognition would include event naming, prominent logo recognition on handouts and maps, recognition in the schedule booklet, on the Donor Recognition Board and on the banners hung at the Field House at Memorial University.

Requested donation – One at \$15 000

Judges Banquet and Recognition items

The success of any Science Fair is due in large part to the hard work of the 300 volunteer judges. To thank them we will offer a sit down banquet and a small token of appreciation for their contribution to the fair.

Sponsor recognition would include an invitation to participate in the banquet and recognition as sponsor of this program. Recognition in the schedule booklet, on the Donor Recognition Board and on the banners hung at the Field House at Memorial University is also included.

Requested donation – One at \$15 000

The Kitchen Party Culture Night Activities

No trip to Newfoundland would be complete without a taste of our music and culture. In this case we will be offering the finalists a night of entertainment with an opportunity to participate.

Sponsor recognition for the Kitchen Party would include prominent recognition at the Culture Night activities, corporate names and logos within the printed program, and inclusion on the Donor Recognition Board and the Banners hung at the Field House at Memorial University.

Requested donation – One at \$25 000

Fairwell – Regatta Night

To end the week, participants will experience some of the sights and sounds of the Regatta. With our games of chance all finalists will be winners.

Sponsor recognition would include prominent logo display at the Regatta Night, corporate names and logos within the printed program and inclusion on the Donor Recognition Board and Banners at the Field House.

Requested donation – One at \$10 000



Volunteer Recognition Program

Canada-Wide Science Fair 2004 will have involved over 300 volunteers before it is over. To ensure they are properly recognized will require volunteer apparel and a banquet once the fair is complete.

Sponsor recognition would include company logo placement on all volunteer and committee apparel, naming of the volunteer banquet, inclusion on the Donor Recognition Board and Banners in the Field House.

Sponsored by EnCana Corporation

Non event-specific donations

Canada-Wide Science Fair 2004 is willing to work with donors to insure that their sponsorship matches their needs within the community and the profile they wish to enhance. Meetings may be arranged with the CWSF 2004 Chairpersons to discuss plans in these areas.

For more information contact:

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YSF Canada Awards Program

YSF Canada's wide-ranging roster of sponsors generously makes possible more than \$250,000 worth of awards and opportunities to participants at our national championships and regional fairs.

Special Awards (Minimum sponsorship = \$2,000)

Using criteria developed cooperatively between YSF Canada and the sponsors, these awards recognize outstanding projects in specific areas. Prizes must include a minimum of \$1,500 cash, and may also include scholarships, equipment, trips, etc. A \$500 fee is added to cover the costs of administration, judging support, the awards ceremony, promotion, etc.

Divisional Awards (6) (Sponsorship = \$25,000)

One *Gold*, two *Silver* and three *Bronze* medals are awarded for the Junior, Intermediate and Senior age categories in each of six divisions: Biotechnology, Computing and Mathematical Sciences, Engineering, Earth and Environmental Sciences, Life Sciences and Physical Sciences.

Medals are accompanied by a cash award as follows: *Gold* \$1,500, *Silver* \$700 and *Bronze* \$300.

Grand Awards (Sponsorship = \$50,000)

The YSF Canada Grand Awards include a *Platinum Award* for each age category as well as the *Best in Fair* award for the best overall project of the year. The Grand Awards are generously sponsored by EnCana Corporation.

The *Gold Medal* winners from each age category are the finalists for the *YSF Platinum Awards* for the best Junior, Intermediate and Senior projects. Each *Platinum Award* consists of a custom award and \$5,000 cash.

From these three, the top project of the entire Fair is selected as *Best in Fair*, receiving a custom award and an additional cash award of \$10,000.



Other YSF Programs

Team Canada (Minimum sponsorship = \$10,000)

An exceptional group of experienced science fair competitors, who have already attended the national fair, are selected by an expert panel to join **Team Canada**. These national representatives, chosen from across Canada, compete at the annual Intel Science and Engineering Fair among 1200 international participants for cash, trips, scholarships and prizes valued at over one million dollars. Team Canada participants have enjoyed tremendous success at the international fair, with 85% of our exhibitors winning awards, including the top award in 2002 and 2003.

Innovation for the Nation (Minimum sponsorship = \$10,000)

YSF Canada's national awareness program, **Innovation for the Nation**, is aimed at increasing public awareness and support for science and technology fairs, their participants and their volunteer organizations. It consists of the following elements:

The annual **Youth Science Month in Canada** is declared by YSF each March, as local and regional science fairs are being held across Canada. This program encourages official declarations of political and community support for local and regional science and technology fairs. Almost all provinces have declared their support for the program, along with numerous MP's, MLA's, MPP's, Mayors, Reeves and other public officials. It has resulted in widespread media coverage across the country (clipping binder available for review on request).

The '**What's Hot' Forums** take place in key cities across the country in October and November. Canada's young scientists and their mentors and supporters gather at these annual Forums to share, discuss and discover 'what's hot' in science and technology. These sessions feature inspiring research and innovation challenges being faced by the scientific and research professionals in business and industry as opportunities to engage Canada's young scientists.

The 'What's Hot' events also provide for the launch of the annual **Gold Minds Journal**, celebrating the Gold Medal winners from the Canada-Wide Science Fair and the outstanding achievements of Team Canada in international competition. The Journal covers the winning projects and competitors, sponsor involvement and the compelling reasons for supporting and engaging Canada's young scientists.

Young Scientists of Canada (Minimum sponsorship = \$10,000)

The first phase of this new program was launched at the 2003 Canada-Wide Science Fair in Calgary to provide young innovators who have made it to the national championships with an Internet-based method of sharing ideas, problems and solutions, and even collaborating on projects, with others across the country. CWSF alumni will receive many perquisites and opportunities for accessing special events and information, including a free @youngscientists.ca e-mail address.

YSF Mentorship Forum (Minimum sponsorship = \$10,000)

The Mentorship Forum provides senior CWSF participants with valuable information on career development, including discussions with sponsors about possible mentorship opportunities. Along with breakfast/discussion tables where sponsors can meet young scientists interested in their industries, this year's expanded forum will include presentations on topics such as the role of mentoring, career opportunities in science and technology, and intellectual property protection. A catalogue of finalists and projects is provided to allow sponsors to identify people and ideas of interest. Sponsor logos will be included prominently in the Mentorship Forum Catalogue.

Regional Support Program (Minimum sponsorship = \$10,000)

This program helps YSF Canada's 100+ affiliated regional fairs to send top competitors to the Canada-Wide Science Fair by covering some of the costs of travel and registration. Through the regional support program, sponsors provide much appreciated resources to the volunteer regional organizations, as well as aiding some 450 of Canada's top young scientists come to the national championships. Sponsors receive recognition from YSF based on the total level of their sponsorship. In addition, sponsors will receive recognition at all YSF affiliated regional science fairs, including logos on the official Regional Support Program poster at all fairs.



Customized Programs

In addition to all of these described opportunities, YSF Canada has worked together with many of its sponsors to develop customized programs in order to ensure that their strategic philanthropy results in a high impact program. The programs and their minimum sponsorship amounts listed above can be just the starting point for the development of a customized program based on your organization's mandate and goals.

Some Notes About Sponsorships –

- ? We request that sponsors make a three-year commitment to their support of YSF Canada
- ? Dollar amounts for sponsorships may be negotiated as part of a larger package of support for the Foundation
- ? YSF Canada is a registered charitable organization and will issue an official receipt for your donation

For more information, or to become a Sponsor of YSF Canada, please contact:

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Visibility Grid	Supporters (<\$5,000)	Bronze (\$5,000 +)	Silver (\$10,000+)	Gold (\$25,000+)	Platinum (\$50,000+)	Team Canada-YSF Sponsors
Recognition on YSF website	Y	Y	Y	Y, + logo	Y, + logo	Y, on Team Canada page
Recognition in news releases				Y	Y	Y, in Team releases
Sponsor Appreciation Certificate	Only for sponsored award	Only for sponsored award	Only for sponsored award	Only for sponsored award	Only for sponsored award	Only for sponsored award
Use of YSF name/logo	Y	Y	Y	Y	Y	Y
Provide judges at CWSF	Y, only for sponsored award	Y, only for sponsored award	Y	Y	Y	
Logo displayed during CWSF		Y	Y	Y	Y, prominently featured	Y
CWSF official functions	If giving special award	Y	Y	Y	Y	Y
Can present sponsored award at CWSF	Y	Y	Y	Y	Y	N/A
Listing in CWSF Awards program	If giving special award	If giving special award	If giving special award	If giving special award or division	If giving special award or division	If giving special award
Logo in CWSF Awards program			Y	Y	Y, larger, on cover	Y
CWSF President's Circle reception	Y	Y	Y	Y	Y	Y
Admission to CWSF Mentorship Forum	For additional \$1K donation	For additional \$1K donation	For additional \$1K donation	Y	Y	Depends on level of donation
Special access to CWSF Award winners					Y	Depends on level of donation
Logo on back cover of annual Gold Minds Journal			Y	Y	Y	Depends on level of donation

* Regional Support Program sponsors receive recognition based on the total level of their sponsorship. In addition, sponsor logos will appear on RSP posters at all YSF affiliated regional science fairs.



Visibility Grid	Supporters (<\$5,000)	Bronze (\$5,000 +)	Silver (\$10,000+)	Gold (\$25,000+)	Platinum (\$50,000+)
Recognition on CWSF website	Y	Y	Y	Y, + logo	Y, + logo
Recognition in news releases				Y	Y
Sponsor Appreciation Certificate	Y	Y	Y	Y	Y
Use of CWSF name/logo	Y	Y	Y	Y	Y
Space reserved along Sponsor's Row		Y	Y	Y	Y
Logo displayed during CWSF		Y	Y	Y, prominently featured	Y, prominently featured
CWSF official functions		Y	Y	Y	Y
Logo in Event Program	Y	Y	Y	Y, prominently featured for event sponsored	Y, prominently featured for event sponsored
Name Recognition for event in week schedule			Y, for event sponsored	Y, prominently featured for event sponsored	Y, prominently featured for event sponsored
Company Name listed in schedule of the week	Y	Y	Y	Y	Y
CWSF President's Circle reception	Y	Y	Y	Y	Y
Recognition on the Donor Boards	Y	Y	Y	Y	Y
Company Name listed in CWSF 2004 Yearbook	Y	Y	Y	Y	Y
Logo on back cover of CWSF 2004 Yearbook			Y	Y	Y