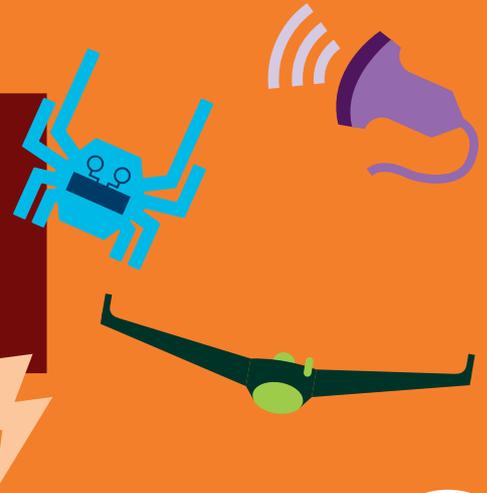




# IET Education

Sponsorship opportunities 2020-2021



Help inspire the next generation  
of engineers and technicians



[theiet.org/education](https://theiet.org/education)

 @IETeducation  IETeducation



# Your chance to make a difference

We are facing a global shortage of people with science, technology, engineering and maths (STEM) skills to shape the future and create a better world for tomorrow. These valuable skills are very much in demand, not only in the engineering sector, but across the economy.

You can help us address this issue, by supporting our education activities which aim to inspire young people of all ages to study STEM subjects and equip them for related careers.



**By collaborating with us on our education initiatives, you'll get:**

- An opportunity to reach out to the next generation of engineers and technologists with your brand message and raise awareness of your organisation. Our events are attended by thousands of children each year from hundreds of schools.
- Measurable impact and reach amongst young people and a demonstrable return on investment for your organisation's corporate social responsibility (CSR) metrics.
- Employee engagement with our STEM initiatives to act as positive role models for your organisation.
- The chance to make a difference. You can help inspire children to reach their potential and support them in realising their ambitions.



## Initiatives that need your support

### FIRST® LEGO® League

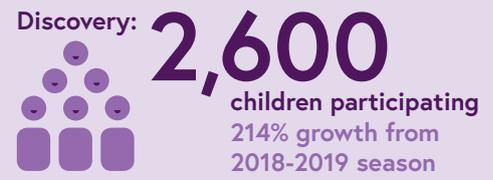
This global science and technology challenge encourages students to take an interest in real-world issues and develop skills that are crucial for their future careers.

#### We run three programmes:

- **FIRST® LEGO® League (for 9-16 year olds)** — students work together to design, build and program an autonomous LEGO® robot to solve a series of missions.
- **FIRST® LEGO® League Jr. (for 6-9 year olds)** — students build a large Team Model made from LEGO® and program it to move.
- **FIRST® LEGO® League Jr. Discovery (for 4-6 year olds)** — the youngest children develop engineering language and learning habits which will help them make the most of their education.

Teams in all programmes research a project, come up with innovative solutions and present these to the judges. Throughout their work, they have to demonstrate the FIRST® LEGO® League Core Values, which include teamwork, innovation and impact.

To find out more, visit [firstlegoleague.co.uk](http://firstlegoleague.co.uk)



### IET Faraday Challenge Days

Our Challenge Days give students aged 12-13 years the opportunity to research, design and make prototype solutions to genuinely tough engineering problems.

This annual competition, with events covering the whole of the UK, sees teams competing to win a prize for themselves and a trophy for their school. The top teams at the end of the season battle it out to be crowned Faraday National Champions.

Recent challenges include assisting the engineering mission of the James Webb Space Telescope and designing a new attraction for Thorpe Park.

Faraday Challenge Days are set up and run by our team of STEM professionals to give teachers time to focus on their students. We also support teachers with our primary and secondary education websites, which are packed with curriculum-linked teaching resources that inspire young students to find their inner engineer.

To find out more, visit [theiet.org/faraday](http://theiet.org/faraday)



## More about the IET

We are one of the world's largest engineering institutions. Along with our partner organisations, we're passionate about inspiring and supporting students with their STEM studies, helping them to develop valuable skills for the engineering sector and the wider economy.

## FIRST® LEGO® League Packages available

	Supporter	Sponsor	Headline
<b>Throughout the season (September to July)</b>	<b>£10,000</b>	<b>£29,150</b>	<b>£75,725</b>
FIRST® LEGO® League website branding	✓	✓	✓
Company branding on emails to schools and participants		✓	✓
Social media exposure	✓	✓	✓
Basic coverage at national final (profile in event programme, screen advert, mentioned in IET.tv livestream and social media)	✓	✓	✓
VIP tickets for any tournament in 2020-2021 season	✓	✓	✓
Opportunity for staff to be judges/referees at regional tournaments	✓	✓	✓
Contribution towards tournament support fund 2020-2021	✓	✓	✓
Contribution towards national running costs of FIRST® LEGO® League, FIRST® LEGO® League Jr. and FIRST® LEGO® League Jr. Discovery for 2019-2020	✓	✓	✓
Sponsor FIRST® LEGO® League teams from hard-to-reach schools or those with disadvantaged pupils		✓	✓
Sponsor FIRST® LEGO® League Jr. teams from hard-to-reach schools or those with disadvantaged pupils		✓	✓
Sponsor FIRST® LEGO® League Jr. Discovery teams from hard-to-reach schools or those with disadvantaged pupils			✓
Additional brand presence at IET UK and Ireland finals			✓
Opportunity for staff to be judges/referees at national finals			✓
IET.tv coverage, including commercial breaks			✓
Award prizes for UK and Ireland finalists			✓
Opportunity to have a special company award to recognise the team that best embodies the core values of your company			✓
Contribution for teams that qualify to the international championships. To include travel expenses, team uniforms, marketing banners etc.			✓

## Faraday Challenge Days (FCDs) Packages available

	FCD Sponsor	FCD Theme Partner
<b>Throughout the season (September to July)</b>	<b>£1,200 per Challenge Day</b> (minimum 2 Challenge Days per season)	<b>£25,000</b> 1 available (per season)
Faraday Challenge Day website branding	✓	✓
IET.tv coverage at the national final	✓	✓
Social media promotion	✓	✓
Sponsored FCD events	✓ (all your sponsored FCD events)	All
Volunteers to support at FCD events	2	2
National final VIP invitation	2 VIPs	5 VIPs
Company branding on school packs and participant packs	✓	✓
Company logo on pop-up banner at all FCDs nationally		✓
Company featured in FCD briefing video		✓
Opportunity for staff to be judges at national final		✓
Present award at national final		<b>Overall National Champions</b>
Opportunity to have a special company award to recognise the team that best embodies the core values of your company		✓
Keynote speech at national final		✓
Additional brand presence at national final		✓

Find out how your organisation can start making a difference, contact:  
[ieteducation@theiet.org](mailto:ieteducation@theiet.org)