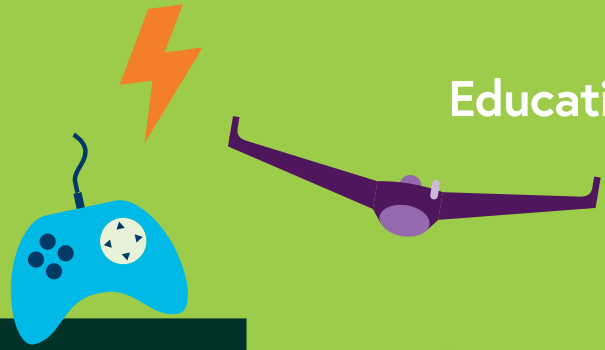




The Institution of
Engineering and Technology

Education



IET Education

Sponsorship opportunities 2021-2022

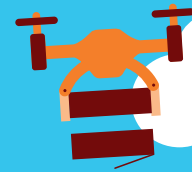


Help inspire the next generation
of engineers and technicians



theiet.org/education

   @IETeducation



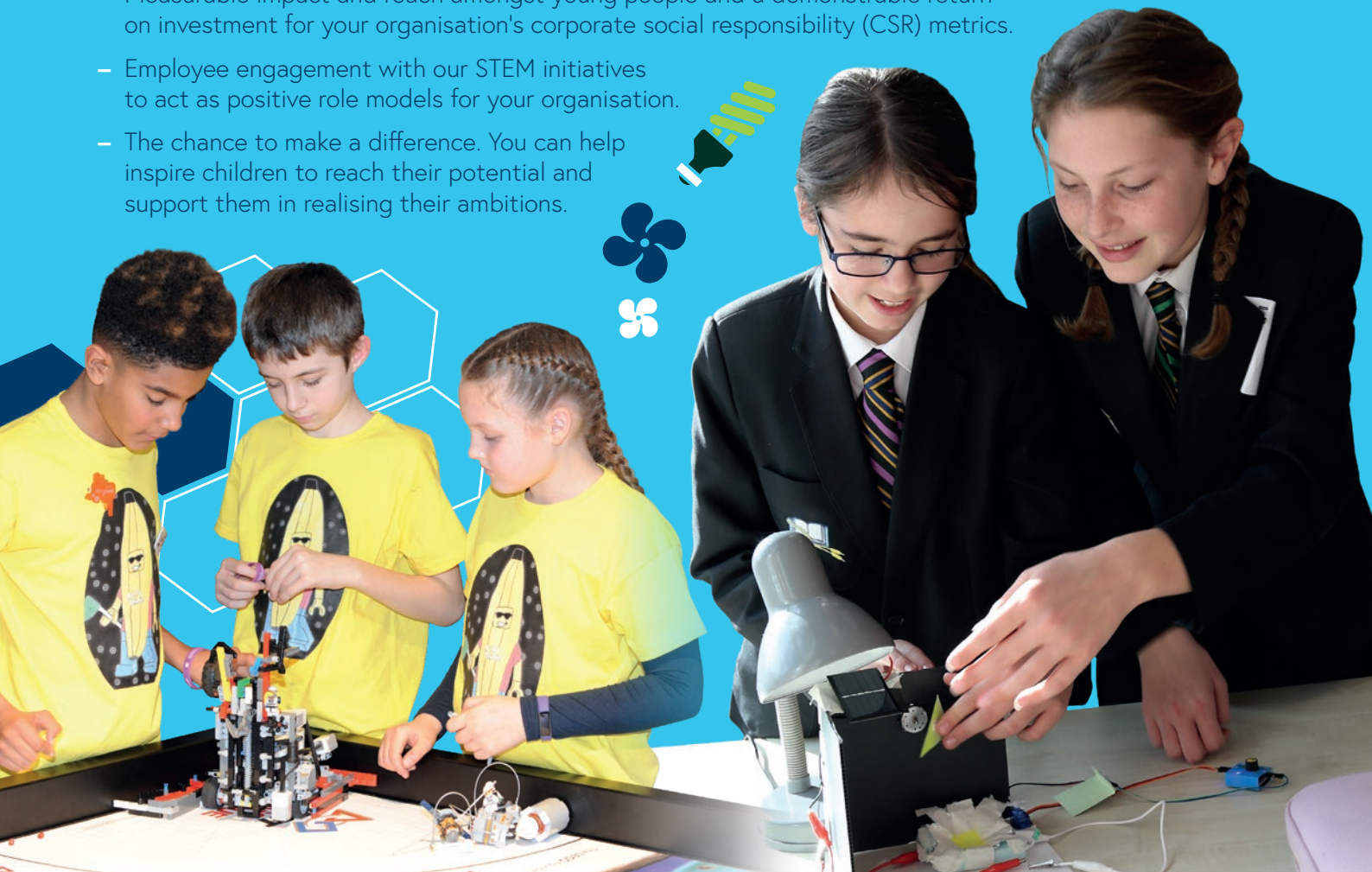
Your chance to make a difference

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 deliver three divisions:

- **FIRST® LEGO® League Challenge (for 9-16 year olds)** — teams work together to design, build and program an autonomous LEGO® robot to solve a series of missions.
- **FIRST® LEGO® League Explore (for 6-9 year olds)** — teams build a LEGO® Model and program it to move, whilst also creating a team research poster.
- **FIRST® LEGO® League Discover (for 4-6 year olds)** — children develop STEM skills and language whilst learning through play using a themed DUPLO® set.

Teams in all divisions research a project, come up with innovative solutions and communicate their ideas. 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



25,518

children taking part across all divisions in the 2020-2021 season

Since 2018:

40,772



children and young people have registered

279%

growth in participation



40%

average number of girls taking part



Challenge participants

2,472 teams 19,776 children

Explore participants

2,226 teams 13,098 children

Discover participants

2,008 teams 7,898 children

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 helping Network Rail to sustainably manage the increasing numbers of passengers using their network, assisting Airbus in helping transport aid or help people in times of need and assisting the engineering mission of the James Webb Space Telescope.

Faraday Challenge Days are cross-curricular activity days covering science, design and technology, engineering and maths (STEM).

To find out more, visit theiet.org/faraday

Since 2015:



755

Challenge Days delivered

25,518

students have participated



52%

average number of girls taking part

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.

We also support teachers through our primary and secondary education websites at theiet.org/education, which include curriculum-linked teaching resources and activities to inspire young students to find their inner engineer.

FIRST® LEGO® League Packages available

	Supporter	Sponsor	Headline
Throughout the season (September to July)	£10,000	£29,150	£75,725
FIRST® LEGO® League website branding	✓	✓	✓
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 2021-2022 season	✓	✓	✓
Opportunity for staff to be judges/referees at regional tournaments	✓	✓	✓
Sponsor FIRST® LEGO® League Challenge teams or Class Packs from hard-to-reach schools or those with disadvantaged pupils*	✓	✓	✓
Sponsor FIRST® LEGO® League Explore teams or Class Packs from hard-to-reach schools or those with disadvantaged pupils*	✓	✓	✓
Sponsor FIRST® LEGO® League Discover schools or hubs from hard-to-reach schools or those with disadvantaged pupils*	✓	✓	✓
Contribution towards national running costs of FIRST® LEGO® League Challenge, FIRST® LEGO® League Explore and FIRST® LEGO® League Discover for 2021-2022		✓	✓
Company branding on emails to schools and participants			✓
Contribution towards tournament support fund 2021-2022			✓
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.			✓

*number of teams and schools supported can be tailored to suit sponsor

Faraday Challenge Days (FCDs) Packages available

	FCD Sponsor	FCD Theme Partner
Throughout the season (September to July)	£1,200 per Challenge Day (minimum 2 Challenge Days per season)	£25,000 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		Overall National Champions
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