

RE: 1st Annual IWD STEM Day on Thursday 8th March 2018 in Marylebone, London

Dear Sirs/Madam

Our company are throwing our 1st Annual IWD STEM Day on Thursday 8th March 2018 in Marylebone, London and we would love it if you would be involved. We are pleased to invite you to be one of our sponsors for our upcoming event with this proposal letter.

### **Why STEM?**

STEM stands for science, technology, engineering, and mathematics. STEM is vital because it permeates into every aspect of our lives. Educating our students in STEM prepares them for their lives no matter what profession they choose to follow. By exposing students to STEM and giving them opportunities to explore STEM-related concepts, they will develop a passion for it and that is what we want to achieve on our STEM day.

**Science** is everywhere in the world around us. **Technology** is continuously evolving and expanding. **Engineering** is the basic designs of roads and bridges, but also tackles the challenges of changing global weather. **Mathematics** is in every occupation, every activity we do in our lives.

The National Science Foundation said:

*"In the 21st century, scientific and technological innovations have become increasingly important as we face the benefits and challenges of both globalization and a knowledge-based economy. To succeed in this new information-based and highly technological society, students need to develop their capabilities in STEM to levels much beyond what was considered acceptable in the past."*

### **Why on IWD?**

IWD stands for International Woman's Day it is held every year on March 8th.

Workforce diversity in the Science, Technology, Engineering and Mathematics (STEM) sector for women is incredibly low. Careers are male dominated; just 9% of Engineering, 19% of Computer studies and 38% of Maths graduates are female. In fact, just 13% of the entire UK STEM workforce is female. ([forwardladies.com/stem-survey](http://forwardladies.com/stem-survey))

STEM education helps to bridge the gender and ethnic gaps that is commonly found in math and science fields. We hope our STEM day brings passion, excitement and a sense of achievement for all of our students who attend the day. This is not limited to children we want to inspire other women and men to get involved in the day by holding our black tie event in the evening which opens our doors to adults who can also get involved in a STEM workshops.

We hope to have over 500 girls, boys, women and men throughout the day at our event.

## **Schedule of events**

9am -12.30pm - School group A

1.30pm - 5pm - School group B

7pm-10.30pm - IWD STEM, Networking and black tie evening (18+ only)

The day will be broken into three sections as shown above.

We hope to have over 500 people throughout the day at our event.

### Breakdown of day

#### School Group A

9am	Registration and opening talk
9.30am	Bubbly Maths
10.15am	Coding and Robotics
11.15am	Architecture Workshop
12.15pm	Closing talk

#### School Group B

1.30pm	Registration and opening talk
2pm	Bubbly Maths
2.45pm	Coding and Robotics
3.45pm	Architecture Workshop
4.45pm	Closing talk

#### IWD STEM, Networking and black tie evening (18+ only)

7pm	Drop in STEM workshops
10.30pm	Event finishes

The evening will consist of Drinks, Networking, Exhibitions, Workshops, Music and Dancing from the time doors open until they close.

There will be a series of exciting yet challenging drop-in workshops run throughout the evening including:

- Code Breaker: An introduction to computer hacking
- Cyber Defence: Protect your PC from online crime
- Genetics and Immunology
- Architectural Design: Build a miniature masterpiece
- Back to the future: Build and programme your own robot
- Mystery Room
- Bubbly Maths: Blow life-size bubbles and immerse yourself in the process
- Grandmaster: Can you beat a Chess Jedi?
- Art: Leave your mark at the event
- Speed Networking

## **Confirmed Speakers for the IWD STEM Day**

### **Bubbly Maths Workshops**

The Bubbly Maths Pals perform maths shows around the world, engaging audiences using mesmerising resources. They have performed workshops across the world.

The props? Magical soap bubbles and giant balloons. These are used to illustrate the mathematical fundamentals of shape and measurement. <https://www.bubblymaths.co.uk/>

### **Architectural Workshops**

Groups will be broken up and will work together to build a miniature masterpiece. They have hosted architectural workshops all around the world.

<https://www.architectureworkshops.org/>

### **Immunology Workshops**

How well do you know your self?

Do you know how you work and how your organs fit together? Of course, many of us are familiar with organs such as the stomach and the lungs, but could you correctly fit the organs into their right places in a model of yourself? What about organs related to the immune system, such as the thymus or the spleen? Challenge yourself in this workshop in which we will explore how our organs fit together and how our immune system can access certain parts of the body to protect them from disease from invading pathogens!

### **Speaker**

Kathryn Gray is a postdoctoral research scientist at the Institute of Infection, Immunity and Inflammation at the University of Glasgow under supervision of Prof Simon Milling, a board member for the British Society of Immunology. Her current research area is on researching T cell migration in the gut for better understanding of how Inflammatory Bowel Diseases (IBD) can be treated. She did her PhD at Northumbria University where she investigated the presence of different antibody profiles in the blood sera of patients with different forms of the autoimmune liver disease Primary Biliary Cholangitis (PBC) with the aim of helping to stratify treatment of this disease. Prior to this, she obtained a degree in Genetics at the University of Newcastle with a project in developing a new diagnostic tool for the prenatal detection of common chromosome trisomies. She decided to go into biomedical science research to help develop treatments for diseases and hopefully help people to live longer and healthier lives and also because she is fascinated by how all of the systems in our body work on a microscopic levels.

## **Sponsorship Options**

### Diamond Package (£5000):

- Name the rights for the event and include any logos on all event materials
- Exclusive and only one diamond package available
- Opportunity for sponsor to speak at all three sections of the event
- Provide 20 free tickets to the IWD STEM, Networking and Black Tie evening
- Main Hall named after the sponsor
- 40 Diamond tickets for children from inner city schools to attend the school events
- Drinks available upon arrival and throughout the evening
- Double page ad in ad calendar and display advertising at event
- Name on welcome board on show entrance
- Name on selected boards on site
- Attendees gift bag insert: brochure, gadget and flyer
- Table exhibition available

### Ruby Package (£3000)

- Opportunity for sponsor to speak at all three sections of the event
- Provide 12 free tickets to the IWD STEM, Networking and Black Tie evening
- Main Hall named after the sponsor
- 40 Diamond tickets for children from inner city schools to attend the school events
- Drinks available upon arrival and throughout the evening
- Double page ad in ad calendar and display advertising at event
- Name on welcome board on show entrance
- Name on selected boards on site
- Attendees gift bag insert: brochure, gadget and flyer
- Table exhibition available

### Platinum Package (£2000):

- Limited packages available
- Opportunity for sponsor to speak at all three sections of the event
- Provide 12 free tickets to the IWD STEM, Networking and Black Tie evening
- Downstairs hall named after the sponsor
- 20 Diamond tickets for children from inner city schools to attend the school events
- Full page ad in ad calendar and display advertising at event
- Name on selected boards on site
- Attendees gift bag insert: brochure, gadget and flyer
- Table exhibition available

### Gold Package (£1000):

- Only four gold packages available
- Provide 6 free tickets to the IWD STEM, Networking and Black Tie evening
- 1/2 page ad in ad calendar and display advertising at event
- Downstairs smaller room named after the sponsor
- 10 Diamond tickets for children from inner city schools to attend the school events
- Name on selected boards on site
- Attendees gift bag insert: brochure, gadget and flyer
- Table exhibition available

#### Silver Package (£500):

- Only six silver packages available
- Provide 4 free tickets to the IWD STEM, Networking and Black Tie evening
- 1/4 page ad in ad calendar and display advertising at event
- Name on selected boards on site
- 4 Diamond tickets for children from inner city schools to attend the school events
- Attendees gift bag insert: gadget and flyer
- Table exhibition available

#### Patron Package (£200):

- Unlimited patron packages available
- Provide 2 free tickets to the IWD STEM, Networking and Black Tie evening
- Small ad in calendar and display advertising at event
- Name on selected boards on site
- 2 Diamond tickets for children from inner city schools to attend the school events
- Attendees gift bag insert: gadget or flyer
- Table exhibition available

#### Bronze Package (£50)

- 2 Diamond tickets for children from inner city schools to attend the school events
- Attendees gift bag insert: gadget or flyer
- Table exhibition available

Or you can sponsor a child go here: [IWD STEM Networking and Black Tie Evening](#)

### **Why you should sponsor this event?**

This event is unique and new. It is an event that will be happening annually so it is an opportunity for your company to get in on the ground floor. We will be reaching 400 children on the day (and even more in the evening) and inspiring them with STEM based workshops. They will all love with a booklet of the event and the The students will be from all different backgrounds and schools across London.

There are three huge reasons why you should sponsor this event:

1. This is a truly, positive event which will have a large impact on students in London. Be part of this positivity and put your business in the spotlight.
2. Your company can use the event as a promotional platform as we reach out to schools which could be a new target demographic. We will be inviting the press to the event. We hope to attract lots of media exposure.
3. We are giving each attendee a gift bag to take away which your company logo and information will be on meaning new clients, new customers and more business.

Please note:

- The deadline to confirm to be our headline sponsor (Diamond Package) is January 15th 2018
- This is an exclusive package and will be sold on a first-come, first-served basis.
- If you can confirm within 30 days, we are also able to offer a 5% discount.
- Limited availability for each package.

## **Let me answer your FAQs**

### How many attendees are you expecting?

We are expecting over 500 attendees in total. There will be 400 school children throughout the day with 40 teachers accompanying them. There will be over 100 adults who are interested in networking or STEM based subjects.

### What is your attendee demographic breakdown?

There will be an even split in terms of both boys and girls throughout the day. There may be slightly more girls attending. We are careful to arrange a roughly equal split. This is the same case for the adult event. Most of the students and adults will be based in and around London.

### What types of sponsorship offerings do you have?

Please see the heading above marked sponsorship options to see what we have available. However, we will make sure that the gifts given out in the gift bags at the end of the day are both quirky and fitting for the sponsor to capture the most interest in our attendees.

### How much do the packages cost?

Please see the heading above marked sponsorship options to see what we have available.

### What ROI should we expect from our investment?

It is important that our sponsors receive an ROI for sponsoring us. We want to monitor this in the following ways.

Behavioural tracking: All attendees can be given a coupon or discount with a tracking code included. This will allow sponsors to objectively measure whether any increase in sales is a result of the event.

The event will be videoed throughout and turned into short documentary about the event for people to view after. This will also include sponsors and the sponsorship material.

## **About the Organiser**

The company organising this event is Chess Sparks. We are passionate about children's education. We usually run chess tournaments for juniors. Chess is the perfect metaphor for life it brings: confidence, competition, focus, planning. (STEM subjects bring this also). Chess is an equaliser no matter your age, gender or socio-economic background if you know the rules than you can play the game.

Thank you for your time. I hope you choose to work with us on our first annual event and events we have moving forwards. We hope you get involved. #BeBoldForChange

Many thanks

Best wishes

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Event Co-ordinator