



**PETERBOROUGH
2010**

**CANADA-WIDE
SCIENCE FAIR**

**EXPO-SCIENCES
PANCANADIENNE**

May 15-23, 2010

www.cwsf2010.ca

Sponsors



Sponsorship Opportunity National Event – 2010 Canada-Wide Science Fair, Trent University and Peterborough, Ontario

In May 2010, approximately 500 of Canada's best and brightest young scientists will be coming to Peterborough Ontario to participate in Canada's annual National Science Fair competition.

The Honorary Chair of the 2010 National Fair is Dr. Roberta Bondar. Dr. Bondar enthusiastically accepted this position and commented on her reasons which date back to her time in high school when she was a science fair participant herself. "Working on a science fair project for a national competition was an experience that ultimately defined my life. The experience was a significant life-changing experience, one that stimulated me to take a path of scientific discovery, and this path has taken me places that I could only have dreamed of as a young woman."

In challenge there is opportunity, and today's world has a myriad of challenges/opportunities that can be addressed with science and technology innovation. Science Fairs are the "incubators" for fresh ideas, and an inspiration for many youth to take some important first steps which lead to future careers in science and/or business.

The week long National Fair brings together the winners from regional fairs from across Canada, as well as over 500 judges and representatives from a number of supporting organizations and businesses. The event has national media coverage, and year long web and social media coverage targeted at potential participants, their teachers and their parents.

There are a number of sponsorship options for businesses and organizations. Appendix 1 provides an overview of the National Fair. Also attached in Appendix 2 is an outline of the different sponsorship levels and benefits and Appendix 3 is a schedule of events for the week.

As Co-Chairs of the Fair, we would like to thank you for considering this proposal. We are also available to meet in person to discuss sponsorship opportunities in more detail. You can contact me at markdzurko@trentu.ca or (705) 748-1011 ext. 7444

Yours sincerely,

Mark Dzurko

Gina Collins

Appendix 1



May 15-23, 2010



2007 CWSF – Truro, Nova Scotia

What is the Canada-Wide Science Fair (CWSF)?

- Established in 1962 in Ottawa, the CWSF is the largest extra-curricular youth-oriented science and technology activity in Canada.
- The purpose of the CWSF is to encourage young Canadians to pursue excellence in science and technology
- The CWSF is a project of the Peterborough Regional Science Fair (PRSF), a registered charity that has over 40 years of experience organizing annual science fairs.
- Approximately 25,000 students in grades 7-12/Cegep compete nation-wide at 100 regional science fairs for 450 spots at the CWSF
- If you include student from kindergarden to grade 6 and include all school competitions, over 500,000 students participate annually in Canada
- 2010 marks the first time that the fair will be held in Peterborough

What happens during the Fair?

- More than 1,000 delegates attend the fair, including Canadian students, international students, parents, teachers, and industry and government representatives.
- Students present their projects and compete for medals, prizes, and scholarships worth approximately \$900,000. Judges include top scientists and Industry experts.
- During the week long fair, the general public is given the opportunity to view the projects, and students take part in a wide variety of activities, such as visits to local museums, university and industry research labs, and wildlife conservation areas.

How is the Fair run?

- The CWSF is organized by a volunteer host committee and run under the guidance of Youth Science Canada (YSC).
- YSC is a national, non-profit, registered charitable organization committed to engaging and supporting Canada's young scientists.
- The budget required for the 2010 CWSF is just under \$900,000; over half the money will be raised through sponsorship, the remainder through registration fees.



Appendix 2

CWSF 2010 Partnership Program

Benefits	Sponsorship Levels				
	Platinum \$50,000+	Gold \$25,000 – \$49,999	Silver \$10,000 – \$24,999	Bronze \$5,000 – \$9,999	Friend \$1,000 – \$4,999
<i>Maximum number per category</i>	5	7	10	15	Unlimited
"Title" event sponsorship - Note 1	•	(shared with another sponsor)			
Large coloured logo on event advertising, banners	•				
Head table at banquets	•				
The Sponsor's Backgrounder (Info piece) provided in media kits	•				
Recognition on 2010 website homepage (plus link to a custom page for sponsor)	•				
Acknowledgement of Key Partnership status during media events	•	•			
Invitation to Dr. Roberta Bondar VIP Reception at Canadian Canoe Museum	•	•			
Complimentary Space for display booths	•	•			
Recognition as a partner on letterhead	•	•			
A special thank you from Honourary Chair – Dr. Roberta Bondar	•	•			
Colour logo on posters	•	•	•		
Special acknowledgement – mailer by Peterborough Chamber of Commerce	•	•	•		
Invitation to attend opening and closing banquets	•	•	•	•	
Invitation to awards ceremony	•	•	•	•	
Invitation to a VIP showing of all projects	•	•	•	•	
Name/logo displayed in Project Hall	•	•	•	•	
Permission to use CWSF 2010 logo	•	•	•	•	
Insertion of company items in registration package	•	•	•	•	
Recognition in event program	Colour Logo	Colour Logo	Colour Logo	B&W Logo	Name
Recognition of partnership on the CWSF 2010 website	•	•	•	•	•
Invitation to attend partnership receptions prior to 2010	•	•	•	•	•

Note 1 - Title Event Sponsor – Each Platinum sponsor will have one of the major Fair events named in their honour. These events are – The Opening Ceremonies, The Closing Ceremonies, The Judges Banquet, The Tour Day, and the science fair participant Barbecue.

CWSF 2010 - Schedule of Events

	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday							
Time	May-15	May-16	May-17	May-18	May-19	May-20	May-21	May-22	May-23	Time						
07:30-08:00	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	07:30-08:00						
08:00-08:30										08:00-08:30						
08:30-09:00	Transportation to Evinrude	Transportation to Evinrude	Transportation to Evinrude	Transportation to Evinrude	Transportation to Evinrude	Full Day Adventure Tours (various Locations)	Transportation to Evinrude	Transportation to Evinrude	Departures	08:30-09:00						
09:00-09:30	Arrivals, Registrations, Set Up	Set up	Delegate and School Group Viewing	Division Judging Delegates Meeting	Special Awards Judging Delegates Workshops and Forums		School Group Viewing and VIP Lunch-Reception	Public viewing		Departures	09:00-09:30					
09:30-10:00											09:30-10:00					
10:00-10:30											10:00-10:30					
10:30-11:00											10:30-11:00					
11:00-11:30											11:00-11:30					
11:30-12:00									11:30-12:00							
12:00-12:30	Lunch: Evinrude	Lunch: Evinrude	Lunch: Evinrude	Lunch: Evinrude	Lunch: Evinrude		Lunch: Evinrude	Lunch: Evinrude	Lunch: Campus	12:00-12:30						
12:30-1:00										12:30-1:00						
1:00-1:30	Project Set-up and Safety Checks	Set up YSC Science Canada Expo	Transportation to Campus	Division Judging YSC General Meeting	Special Awards Judging Delegates Social Future Host		Full Day Adventure Tours (various Locations)	Free Time - On Campus	Project Take down	Departures	1:00-1:30					
1:30-2:00			1:30-2:00													
2:00-2:30			2:00-2:30													
2:30-3:00			2:30-3:00													
3:00-3:30			3:00-3:30													
3:30-4:00			3:30-4:00													
4:00-4:30			4:00-4:30													
4:30-5:00			4:30-5:00													
5:00-5:30	Dinner: Campus	Opening Ceremonies	BBQ @ Peterborough Zoo	Dinner Campus	Dinner and a Movie @ Theatre	Night on the Town	Free Time - Canoe Museum	BBQ at Creary Park	5:00-5:30							
5:30-6:00												5:30-6:00				
6:00-6:30	Arrivals, Registrations, Set Up	Opening Banquet	Free Time	YSC PRESENTS			Dinner and a Movie @ Theatre	Night on the Town	Closing Banquet	BBQ at Creary Park	Departures	6:00-6:30				
6:30-7:00												6:30-7:00				
7:00-7:30												7:00-7:30				
7:30-8:00		Transportation to Campus	Free Time						YSC PRESENTS	Dinner and a Movie @ Theatre		Night on the Town	Closing Banquet	BBQ at Creary Park	Departures	7:30-8:00
8:00-8:30																8:00-8:30
8:30-9:00											8:30-9:00					
9:00-9:30	Finalists & Delegates Lounges	Finalists & Delegates Lounges	Finalists & Delegates Lounges	Finalists & Delegates Lounges	Finalists & Delegates Lounges	Finalists & Delegates Lounges	Dance on -campus	Transportation to Campus	Departures	9:00-9:30						
9:30-10:00										9:30-10:00						
10:00-10:30								10:00-10:30								
10:30-11:00								10:30-11:00								