



# FIRST® LEGO® League

## Open Championship Sponsorship



21-25 June 2017, Bath, UK

### Sponsorship information

The **FIRST® LEGO® League (FLL) Open Championship** is coming to the UK for the first time in its history. As tournament host, the Institution of Engineering and Technology (IET) is inviting your organisation to become a Sponsor of this major STEM event.



You will meet and engage with up to **100 teams from around the world**, bringing together over **700 children** (9-16 years) and **500 teachers, mentors and adult supporters** in one place. You'll also receive exposure to an online audience via IET.tv (aiming for **> 100,000 viewers**) for the duration of the event.

### About FIRST® LEGO® League

FLL is a global science and technology challenge for young people, which encourages an interest in real world issues and helps develop key skills that are crucial for their future careers.



Nicky Morgan, Secretary of State for Education  
with Fuzzy Logic at 2016 FLL UK and Ireland Finals

*"FLL is all about young people seeing the advantages of programming and engineering. It's competitive, fun, has as many girls as boys taking part and really helps them see where engineering and science subjects will lead them."*

Nicky Morgan  
Secretary of State for Education

### The children work together in teams to:

- Identify, research and solve a real-world issue.
- Design, build and program a LEGO robot to solve missions in a time limit.
- Demonstrate positive participation and collaboration skills.

### The FLL Open Championship event aims to:

- **Inspire young people** and the general public to engage with STEM subjects and activities.
- Encourage **international collaboration** and networking.
- **Promote awareness of engineering** and encourage more young people to consider careers in STEM.
- Provide teams from around the world with the opportunity to have fun, engage in a **challenging competition** and develop a range of **key life skills**.
- Generate **national media coverage** to help increase the impact of the UK and Ireland FLL programme.

In partnership with



[www.firstlegoleague.co.uk](http://www.firstlegoleague.co.uk)

# Benefits of sponsorship

Supporting this event gives your organisation the opportunity to:

- Meet and actively engage with more than 700 young people (aged 9-16 years) and over 500 teachers, mentors and adult supporters who have an interest in engineering and technology.
- Have an exhibition stand at the event to promote your organisation and build relationships with the engineering talent of the future.
- Publicise your company logo on associated marketing material.
- Demonstrate engineering as a career choice and the role of your organisation within the sector.
- Be acknowledged as a Sponsor in national and local media coverage.
- Feature on IET.tv live coverage (a key element of the event publicity), which aims to reach over 100,000 viewers online.
- Promotion of your company on a dedicated event page on the IET website.

**Please note:** a recording of the 2016 FLL UK and Ireland Final can be viewed at [www.theiet.org/tv](http://www.theiet.org/tv)



## The sponsorship packages available are:

### Bronze Sponsor: £1,500 + VAT

- An exhibition stand at the event.
- Logo on the website.

### Silver Sponsor: £5,000 + VAT

- An exhibition stand at the event.
- Logo on the website.
- Logo and sponsor profile in event brochure.
- Up to 4 adverts a day on the live video coverage.
- Flyer in the delegate bags.

### Gold Sponsor: £10,000 + VAT

- An exhibition stand at the event.
- Logo on the website.
- Logo and sponsor profile in event brochure.
- Up to 8 adverts a day on the live video coverage.
- Flyer in the delegate bags.
- Logo on all promotional materials including event t-shirts.
- Opportunity to put forward staff to act as Judges.
- Creation of a new award category or title rights over existing award category.

## Additional opportunities

Sponsors may wish to upgrade their level of involvement by sponsoring specific aspects of the event such as:

- Robot game tables
- The welcome party
- Volunteer accommodation and/or catering
- IET.tv live coverage
- Participant lanyards/wristbands.

*"Easily the most exciting, engaging and worthwhile extra-curricular project I have been involved with during my teaching career."*

Teacher



Widcombe Wrobotiers meet Prince Edward



Invicta (winners of FLL UK and Ireland programme 2014) meet the Prime Minister, David Cameron

To discuss your sponsorship requirements in more detail or enquire about costs for the additional opportunities, please email:

[firstlegoleague@theiet.org](mailto:firstlegoleague@theiet.org)



[www.firstlegoleague.co.uk](http://www.firstlegoleague.co.uk)