MICHIGAN SCIENCE OLYMPIAD
REGION 12 TOURNAMENT
Sponsorship Package
HOW CAN STEM EDUCATION CONTRIBUTE TO YOUR COMPANY?

Need:
The demand for professionals in STEM fields is projected to outpace the supply of trained workers and professionals. Additionally, STEM competencies are increasingly required for workers both within and outside specific STEM occupations.
(Federal Science, Technology, Engineering, and Mathematics (STEM) Education Strategic Plan, 2013)

How does the Regional Math and Science Center (RMSC) address this challenge in the West Michigan community?
The RMSC collaborates with faculty and students at Grand Valley State University, local schools, and community partners, to host the Science Olympiad Program, an academic, interscholastic competition that stimulates student interest in STEM, increases STEM visibility, and improves community perceptions of STEM education.

Who participates?
Approximately 70 middle and high school teams participate each year in the regional tournament, involving over 1,000 students.

How is this useful to companies?
Hands-on experience is a necessity as companies, such as your own, continue to have a need for people with STEM education, knowledge, and skills to support product innovations and overall company growth.

The Region 12 Science Olympiad tournament is a platform for West Michigan schools, introducing students in grades 5-12 to STEM fields. The RMSC believes if Michigan students become inspired by STEM at an early age, there is a greater likelihood they will meet the growing demand in STEM fields. Science Olympiad provides a place where students can create, innovate, and learn to articulate ideas, build skills and knowledge, which are valued in the workforce.
Mission Statement of Science Olympiad

Science Olympiad is a national non-profit organization dedicated to improving the quality of K-12 science education, increasing student interest in science, creating a technologically literate workforce, and providing recognition for outstanding achievement by both students and teachers. These goals are achieved by participating in Science Olympiad tournaments, incorporating Science Olympiad into classroom curriculum, and attending professional development workshops.

2015 Tournament Events

During the 2015 Science Olympiad Season, students will have the opportunity to engage in a variety of science disciplines and activities, including anatomy and physiology, meteorology, a bioprocess lab, air trajectories, and bridge building. The vast selection of challenges and activities allows students to engage despite their varying interests and unique abilities. The hands-on approach through Science Olympiad strengthens the students’ existing knowledge by encouraging them to apply their skills for real world application.

Region 12 Former Student Comments

- Because of Science Olympiad, I have had the opportunity to see cutting edge research in the field.
- I’ve known what I wanted to study in college since 6th grade when I joined Science Olympiad and studied the event, Science Crime Busters.
- The biggest contributing factor in my decision to study science in college is my participation in my school’s Science Olympiad Team.
HOW YOUR CONTRIBUTIONS CAN HELP

EVENT ANALYSIS

**Attendents:** 2,000 (expected) students, parents, coaches, and volunteers from West Michigan interested in STEM education.

**Budget:** Estimated 2015 budget: $21,000

- Mailing/Printing: $325
- Commemorative Programs: $2,500
- Hospitality for > 300 Volunteers: $7,500
- Supplies (Administrative & Events): $2,000
- Sound & AV Support for Arena: $2,500
- Achievement/Recognition Awards: $600
  - Medals, ribbons, trophies, plaques
- Tournament Staff Professional Development: $1,000
- Additional Personnel: $4,550
  - Recreation and Security Personnel

**Total Cost:** $20,975
Below are two charts regarding the MSO student gender and ethnicity distributions. These charts represent the students who participated in the 2014 Region 12 tournament at Grand Valley State University.
# Region 12 Science Olympiad

## Sponsorship Opportunities & Recognition

<table>
<thead>
<tr>
<th>Type of Recognition</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Event Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minimum Donation</strong></td>
<td>$20,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,000</td>
<td>$1000</td>
</tr>
<tr>
<td><strong>Attendance</strong></td>
<td>Exhibit Table in main hallway</td>
<td>Exhibit Table in main hallway</td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Signage</strong></td>
<td>Recognition banner on exhibit table</td>
<td>Recognition banner on exhibit table</td>
<td>Easel signage in main hallway</td>
<td>Easel signage in main hallway</td>
<td>Signage at the event site</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>Logo on website homepage and listed as sponsor</td>
<td>Logo on website homepage and listed as sponsor</td>
<td>Logo on website and listed as sponsor</td>
<td>Listed as sponsor on website</td>
<td>Listed as sponsor on website</td>
</tr>
<tr>
<td><strong>Awards Ceremony</strong></td>
<td>Verbal recognition and invite to participate</td>
<td>Verbal recognition and invite to participate</td>
<td>Verbal recognition and invite to participate</td>
<td>Verbal recognition</td>
<td>Verbal recognition</td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td>Recognition in MSO promotional materials and news articles</td>
<td>Recognition in MSO promotional materials</td>
<td>Recognition in MSO promotional materials</td>
<td>Recognition in MSO promotional materials</td>
<td></td>
</tr>
<tr>
<td><strong>Day of Event Program</strong></td>
<td>Logo and sponsorship level included</td>
<td>Logo and sponsorship level included</td>
<td>Logo and sponsorship level included</td>
<td>Logo and sponsorship level included</td>
<td>Logo and sponsorship level included</td>
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Grand Valley State University
Regional Math and Science Center