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# Request for Proposals Title Sponsorship

## INTERNATIONAL SCIENCE AND ENGINEERING FAIR



# Table of Contents

<b>The Opportunity</b>	<b>1</b>
<b>About the Request for Proposals</b>	<b>3</b>
How to Submit a Proposal.....	3
Review of Proposals.....	3
Confidentiality.....	3
References.....	3
Questions.....	3
<b>Background</b>	<b>4</b>
Participating Students .....	4
The Global Affiliated Fair Network .....	4
Finals Week: The Culminating Weeklong Conference.....	5
<b>Guiding Principles</b>	<b>6</b>
<b>Core Legacy and Scale Components</b>	<b>7</b>
<b>Sponsorship Criteria</b>	<b>8</b>
<b>Proposal Contents</b>	<b>9</b>
Section A: Description of the proposing entity .....	9
Section B: Explanation of why the Proposer is an outstanding choice to sponsor the International Science and Engineering Fair .....	9
Section C: Details of the sponsorship proposal .....	9

# The Opportunity

Each year, millions of high school students from around the globe enter the most powerful science, technology, engineering and math (STEM) talent pipeline in the world: the International Science and Engineering Fair, a program of the Society for Science & the Public. These students – tomorrow’s leading scientists, engineers, innovators and entrepreneurs – strive to discover answers and develop new solutions to humanity’s greatest problems.

Sponsorship of the International Science and Engineering Fair is available now for only the second time since its launch in 1950. This fair presents an extraordinary opportunity for the next sponsor to inspire, connect with and directly support top high school students in their local communities and on a global stage.

Sponsorship holds tremendous short- and long-term benefits for its next sponsor:

- The program enables the next sponsor to establish a global legacy of fostering and advancing all sciences, while inspiring the next generations of scientific entrepreneurs, innovators and leaders.
- This talent pipeline and its prodigious alumni community present the sponsor an unparalleled opportunity to build significant reputational capital and brand awareness in the STEM community, among thought leaders and elected officials, with potential future employees, and with the public at-large at local, regional, national and global levels.
- Through this program, the sponsor has an opportunity to foster and develop relationships with the next generation of scientific innovators and entrepreneurs, in addition to ensuring that its brand is associated with these success stories.
- The global affiliated fair system of the International Science and Engineering Fair – now developed in more than 75 countries, regions and territories – provides unique access and partnership opportunities for the sponsor on the ground in those countries, while serving the crucial role of nurturing talent globally and keeping young people interested, engaged and inspired by science.
- Exclusive title sponsorship generates deep and meaningful international access and relationship building with global leaders throughout the United States and in more than 75 countries, regions and territories. Government officials around the globe, worldwide media opinion leaders and key influencers throughout the scientific community look to – and rely on – this program to identify the next generation of trailblazers.

- Nearly one billion media impressions in the world's top media outlets are earned by the program and its students each year, and tens of millions more are reached via social media, driving significant one-of-a-kind visibility for the sponsor.

As a consequence of its visible support of this program and nurturing of the world's most talented youth, the next sponsor has an unparalleled opportunity to be seen as a model global citizen.

The International Science and Engineering Fair was founded as the National Science Fair in 1950, is owned and operated by the Society for Science & the Public, a nonprofit 501(c)(3) membership organization, and has been sponsored by the Intel Corporation since 1997. Established in 1921, Society for Science & the Public is one of the nation's oldest nonprofit membership organizations dedicated to the understanding and appreciation of science and the vital role it plays in human advancement. Through its acclaimed science competitions and its award-winning *Science News* family of media properties, the Society is committed to inform, educate and inspire.

The Society is thrilled for this opportunity to welcome a new partner and sponsor to its organization's storied history. This addition will follow the recent transformational sponsorship by Regeneron of the Science Talent Search (for U.S. high school seniors) from 2017–2026 for \$100 million and the renewal by the Broadcom Foundation through 2021 as the title sponsor of the global MASTERS competition (for middle school students).

# About the Request for Proposals

Society for Science & the Public (the “Society”) is soliciting proposals from interested parties (the “Proposer”) to join with the Society and serve as the exclusive title sponsor of the International Science and Engineering Fair, the world’s largest and most prestigious science competition for high school students.

New sponsorship will take effect with the International Science and Engineering Fair 2020 program year, which begins May 21, 2019, upon culmination of the final year of programming to be sponsored by the Intel Corporation.

## How to Submit a Proposal

To be eligible to submit a proposal, a brief letter of intent must be submitted to Rick Bates, Senior Advisor of the Society, at [rbates@societyforscience.org](mailto:rbates@societyforscience.org) by April 7, 2017.

All proposals must be submitted in PDF form no later than 5:00 p.m. (EST) on May 10, 2017 to Rick Bates at the email address above.

Those entities submitting letters of intent and proposals will be invited to attend the Intel International Science and Engineering Fair from May 14–19, 2017 in Los Angeles, CA. An opportunity to revise proposals will be allowed following the event.

## Review of Proposals

Proposals will be evaluated by the Society’s [Board of Trustees](#) and [leadership staff](#). Key dates for the selection of the next title sponsor of the International Science and Engineering Fair include:

<b>February 15, 2017</b>	RFP for new sponsorship issued
<b>April 7, 2017</b>	Letter of intent by interested Proposers due
<b>May 10, 2017</b>	Initial proposal due
<b>May 12-17, 2017</b>	Intel ISEF held in Los Angeles, CA; confirmed Proposers invited
<b>June 9, 2017</b>	Final revisions to submitted proposals due
<b>July/August 2017</b>	Question/Answer sessions with Proposers
<b>Fall 2017</b>	Top candidates notified, Final Question/Answer sessions
<b>2018</b>	Selection and public announcement of new title sponsor

## Confidentiality

The Society will treat proposals with the utmost confidentiality and will consider a nondisclosure agreement with Proposers, if requested.

## References

The Society’s audited financial statements, as well as IRS Form 990s, can be found [here](#). Additionally, the Society will provide contact information for references, including past and current sponsors as well as program alumni, to interested parties.

## Questions

Any questions or issues regarding this RFP may be submitted to Rick Bates at [rbates@societyforscience.org](mailto:rbates@societyforscience.org).

# Background

First launched in the United States by the Society as the National Science Fair in 1950 and known as the International Science and Engineering Fair since 1958, this annual, yearlong program is the pinnacle of the Society's affiliated science fairs held annually around the world. Each year, this fair identifies and supports a pipeline of talented, science-minded young people and then serves as the global stage for these best and brightest young scientists and innovators to present their original research for evaluation, recognition and reward.

## Participating Students

Tens of millions of students compete in science fairs every year around the globe at local, state, regional and national levels, with hundreds of thousands then rising to compete in the Society's affiliated fairs. Top winners at these fairs – about 1,800 students representing the top talent – are selected finalists each year and earn the right to travel to and compete at the culminating International Science and Engineering Fair held each May.

In the seven decades since its launch, the International Science and Engineering Fair has recognized more than 20,000 participating student finalists with more than \$100 million in awards that support students to pursue higher education. In a given year, approximately 25% of participating student finalists either already have a patent, are considering developing a patent or have a pending application for a patent on their research. By celebrating the scientific achievements of young people, the program raises global awareness of the excitement and importance of science and the scientific process.

Alumni of the International Science and Engineering Fair follow many different paths, becoming notable entrepreneurs, business leaders, research scientists and educators. Most alumni have the opportunity to go on to their choice of colleges and universities, yet some pursue their passion for science and engineering in more nontraditional ways, such as starting companies while in high school or receiving emerging awards like the Thiel Fellowship. Distinguished alumni include recipients of the world's most coveted science and math honors, such as the Nobel Prize, National Medal of Science, Breakthrough Prize and the MacArthur Fellowship.

## The Global Affiliated Fair Network

Each year, the Society works with more than 425 affiliated science fairs in more than 75 countries, regions and territories; these fairs constitute the network and backbone that is the foundation of the International Science and Engineering Fair. This global affiliated fairs network consists of more than 300 domestic fairs, held at local, regional and state levels within the United States, covering every state as well as the District of Columbia, and more than 100 international affiliated fairs spanning the globe. International fairs are primarily national fairs representing the top tier of competition from each nation.

While grassroots in nature, the Society's affiliated fair network is the most powerful youth-focused STEM talent pipeline in the world. This network provides access to top young researchers as they begin to consider career paths. Students who become alumni of the program – not to mention the many thousands of other professionals who first encountered the thrill of creative science through competing in science fairs – indicate how important this experience has been in their personal and professional trajectory.

By identifying and rewarding top students from across the globe – as well as the schools, educators and mentors who support them – this unique network delivers invaluable public awareness about the importance and value of science as well as the essential roles of the title sponsor and the Society.

Awareness is conveyed through compelling student-based human interest stories generated year-round, which deliver hundreds of millions of media impressions each year, and through direct high-level access to government officials and influencers globally for participating students, the Society and particularly the sponsor. In addition, through the International Science and Engineering Fair, student participants are welcomed as members of the global scientific community, an experience that many describe as the most exciting and positive work of their lives.

Affiliated fairs agree to abide by and enforce the [International Rules and Guidelines for Pre-College Science Research](#), which are published annually by the Society. Affiliated fairs work closely with the Society through an annual affiliation process and receive significant in-kind and, in selected instances and regions, financial support from the title sponsor and from the Society throughout the year. Each fair is able to send a predetermined number of student “finalists” to the culminating International Science and Engineering Fair (as factored by participation, high school population and budgetary commitment) to compete across [22 science and engineering categories](#).

The Society and the next sponsor will continue to expand the affiliated fair network through a strategic and mutually agreeable process.

### **Finals Week: The Culminating Weeklong Conference**

At the culminating weeklong conference event, approximately 1,800 high school student finalists, who were selected as the top competitors in their affiliated fairs, showcase their independent research as they compete for (on average) more than \$4 million in prizes, scholarships and awards. Their research is evaluated on-site by approximately 1,200 volunteer judges from nearly every scientific discipline, each with a Ph.D. or the equivalent of six years of related professional experience in one of the 22 science and engineering categories.

This weeklong conference sees nearly 10,000 attendees, including finalists, judges, volunteers, affiliated fair delegations, local schoolchildren and educators, as well as distinguished guests. It incorporates numerous high-production, broadcast-quality ceremonies, events and gatherings. Finalists spend an intense and exciting week with fellow young scientists who share their passion and talent, developing relationships that last a lifetime and hearing the life experiences of and advice from highly accomplished and recognized individuals, including Nobel Laureates and noted innovators and entrepreneurs, many of whom are alumni of the competition.

During the week, finalists also present their research to the public and to worldwide media. Notably, the International Science and Engineering Fair receives global media coverage, with hundreds of millions of impressions throughout the year, in both local and regional media, as well as in some of the world’s top media outlets focused on business, science and education, including *The New York Times*, CNN, *The Wall Street Journal*, *China Daily*, Fox News Business, CNBC and the *Times of India*.

The weeklong event is hosted each year in a city selected years prior by the Society and its sponsor. Recent economic impact of the event to the host city includes \$13.1 million to Los Angeles (2014), \$9.3 million to Phoenix (2016) and \$7.2 million to Pittsburgh (2015). Each year, significant marketing and brand-awareness opportunities from which the sponsor will benefit exist broadly in the host city and directly on-site to the nearly 10,000 attendees. During the week, there are a number of high-visibility speaking roles for which the Society actively seeks input and involvement from the sponsor.

More information on the International Science and Engineering Fair can be found at <https://www.societyforscience.org/intel-international-science-and-engineering-fair>

# Guiding Principles

While identifying a new title sponsor, the Society will retain the following guiding principles of the International Science and Engineering Fair:

- The annual program will continue empowering and inspiring student scientists around the world to seek solutions to crucial problems facing the global community while following the Society's vision to promote the understanding and appreciation of science and the vital role it plays in human advancement.
- The annual program will continue its traditional role in following the highest professional standards and serving as the global leader in youth science competitions by operating with a serious, rigorous and merit-based focus.
- The annual program will culminate with an in-person event that provides the opportunity for students from around the world to gather with their peers to engage in the free exchange of ideas, find common ground and compete for awards and prizes.
- The annual program will continue its seven-decade tradition of inclusion by allowing representation and student participation from all parts of the United States and around the world.
- The annual program will continue to include all disciplines of science, engineering, math and technology.
- The culminating event will provide an opportunity for the public, including local middle school and high school students and their educators in the host city, to interact with and learn about the finalists. Likewise, sharing their research with the public is an integral skill and value to the finalists each year.
- Volunteer support is essential to the success of the program and not only provides crucial staffing beyond the Society's capacity, but also delivers opportunities for engagement with the broader science fair community for the improvement of the program and pre-collegiate student research. On average, the Society successfully recruits more than 1,500 volunteers (judges and general volunteers) who provide more than 20,000 hours of volunteer time in support of the program, primarily during the May event. Volunteers will continue to be recruited by the Society from the scientific community in the host city, nationally and internationally, as well as from numerous Society partners including the title sponsor.
- Judging will be managed by the Society, using volunteer expertise from the professional community and following processes developed by the Society over its history of competition management.
- The annual program is and will remain governed by the International Rules for Pre-College Scientific Research, which are updated annually by the Society on advisement of the ISEF Scientific Review Committee. Adherence to these rules provides a level playing field for competition as well as guidelines for safety for student researchers and their research participants.
- The annual program and culminating competition will remain co-branded with the Society.



# Core Legacy and Scale Components

While identifying a new title sponsor, the Society will retain the following key components to ensure the legacy and, minimally, the current scale of the International Science and Engineering Fair:

- A total awards pool of at least \$1,000,000 will be provided annually by the title sponsor. These awards will include an award to a top winner(s) of at least \$100,000. In addition, experiential awards – scientific trips, internships and experiences for awarded students – will be secured by the Society and the sponsor, minimally at a comparable level of the six main trips currently provided. Further, the Society will retain the right to bring in other entities (companies, educational institutions, professional associations, etc.) to provide additional awards of any type. A full listing of current awards can be found [here](#).
- The weeklong culminating event will include a minimum six-day conference, ending with two Awards Ceremonies produced with full production value equivalent to broadcast quality. Because of the sizing and staging requirements of the weeklong event, conference space in host cities is reserved many years prior to the actual program year, including the year 2020, when the International Science and Engineering Fair will be held in Anaheim, CA.
- The Society will work directly with the next title sponsor to identify the best and most practical host cities for future years of the program, with significant consideration of the expense, capabilities and resources provided between Tier One and Tier Two cities in the United States.
- The weeklong culminating event has and will continue to include an Opening Ceremony with a top-level keynote speaker and entertainment; icebreaker, welcome and mixer events; panel sessions with honored and distinguished scientists, innovators and educators; and alumni and outreach programming.

# Sponsorship Criteria

In identifying a new title sponsor, the Society requires the following commitments to the International Science and Engineering Fair:

- An annual sponsorship commitment of at least \$15 million in 2020 is required, plus an annual cost adjustment, based on the consumer price index, for all subsequent years.
  - » This annual financial commitment secures an exclusive title sponsorship and covers expenses associated with the annual weeklong conference, title sponsor awards and annual support for U.S. and international affiliated fairs, in addition to basic marketing and PR expenses, as well as alumni and outreach activities.
  - » The Society anticipates further levels of support beyond this minimum will be proposed, based on its recent experience identifying a new Science Talent Search sponsor. While the RFP for that program requested a minimum \$6 million level of support, the ultimate sponsor committed to a base level of \$10 million annually.
  - » In addition to the formal bid, the Society encourages and will fully consider in-kind support from potential sponsors. Examples of in-kind internal and external resources and capabilities a sponsor may provide include: PR and marketing support, security, production and promotion including on-site at the culminating event.
- The title sponsorship will be secured for a minimum of five years, including program years 2020–2024. It should be noted that whereas the RFP for the Science Talent Search similarly requested a minimum of five years, the ultimate sponsor committed to a period of 10 years.
- The exclusive title sponsorship will support 100% of the core expenses of the program, conference and competition. Additional sponsors could be considered to provide enhancements – such as awards, outreach, hotel and events, or peripheral events – which support, but do not replace, core programmatic elements.
- Built into the annual funding commitment are discretionary funds to be used by the Society to build its own internal capacity and greater redundancy to ensure an ever-improving program. This capacity-building fund will also be used to support new and evolving programming reaching underserved student populations. The broader mission of the International Science and Engineering Fair will be further served by extending and strengthening the network of fairs and expert educators who enable and build the competition and its educational mission.
- A significant annual commitment to the branding, marketing and PR of the program will be agreed to by the sponsor for the duration of the partnership. This will include substantial opportunity for the sponsor to build and implement sponsorship activation in meaningful and creative ways at local, regional and global levels. This commitment will include engagement with expert contracted agencies, mutually agreed upon by the sponsor and the Society.
- A one-time, minimum commitment of an additional \$500,000 will be provided by the sponsor in the initial 180 days of sponsorship for launch and announcement expenses – including PR campaign, launch event, rebranding and collateral materials – related to the launch and transition of the new sponsorship.

# Proposal Contents

Each proposal must include concise answers to all of the items within the sections outlined below, ideally with all answers for all sections presented in fewer than 10 total pages:

## **Section A: Description of the proposing entity**

1. Provide key facts about the Proposer, including:
  - Leadership
  - Financials and organizational size
  - Description of corporate culture
  - Description of corporate reach on a global scale
  - Philosophy toward STEM education in the United States and internationally
  - Philanthropic programs currently supported
2. The names of individuals who constitute the Proposer's team, including their experience and skills and roles in the Proposer's organization and on the team
3. The identity of the team leader who will be the official contact person for the Proposer

## **Section B: Explanation of why the Proposer is an outstanding choice to sponsor the International Science and Engineering Fair**

1. Provide a statement as to why the Proposer should be selected as the next title sponsor of the International Science and Engineering Fair
2. Describe how the Proposer's values, mission and work align with the mission and values of the Society and the International Science and Engineering Fair
3. Describe how the most senior leadership of the Proposer (Founder, Governing Board, CEO) will engage regularly with the International Science and Engineering Fair
4. Describe the Proposer's vision for the International Science and Engineering Fair in the next 10 years

## **Section C: Details of the sponsorship proposal**

1. Noting the minimum sponsorship commitment described above, what does the Proposer's entity offer for: sponsorship level, breakout of cash and in-kind support, and duration?
2. Provide detail on what the Proposer's entity proposes as in-kind support and unique internal resources that it will bring to bear for this sponsorship?
3. Noting the minimum award values the Society requires as described above, what is the Proposer's outline for award structure and recognition – both amount and type (cash, experiential) of awards?
4. How will the staff and resources of the Proposer's entity be leveraged in support of the International Science and Engineering Fair and how does the Proposer plan to work in coordination with the Society's staff?
5. How would the Proposer promote the International Science and Engineering Fair through marketing, public awareness and media attention for the competition, its competing students and its alumni?
6. Considering that site selection for the International Science and Engineering Fair is secured through 2020, what is the Proposer's recommendation for working with the Society on selecting future host cities?
7. Noting that the International Science and Engineering Fair is a global competition and has continued to grow in size – both in its reach annually through affiliated fairs around the world and in the size of the annual conference gathering – how would the Proposer's entity approach the consideration of future growth with regard to the event itself, as well as with the affiliated fair network both domestically and internationally?