

# FameLab International

INSPIRING SCIENTISTS TO SHARE BIG IDEAS

**SPONSORSHIP PACKAGE  
FOR UK INSTITUTIONS**

## British Council Thailand is ...

launching Thailand's very first FameLab competition, an annual science communication training programme that runs in many countries worldwide.

FameLab is a competition to find, develop and mentor young science and engineering communicators.



## FAMELAB IS...

a competition that allows participants just 3 minutes to explain a science concept in a clear, concise and accurate way in front of a jury and a live audience; it is about bringing science to life in a way that inspires and entertains.

The format of the competition is shown below:

January 2016

LIVE  
Audition



April 2016

Master Class  
Training by UK  
Trainer



April 2016

National Final  
in Bangkok



June 2016

International  
Final in the UK



## FameLab in Thailand is ...

being brought to Thai participants in collaboration with 2 key science organisations:

- The National Science and Technology Development Agency (NSTDA)
- The National Science Technology and Innovation Policy Office (STI)



## GLOBALLY, FAMELAB has reached...

- **25** countries so far in 2015 with more waiting to join!
- over **200** partners this year alone
- **5,500+** likes on 12 pages, groups or profiles for members or friends of Famelab on Facebook
- over **6,000** scientists and engineers in total who have taken part
- a total audience of over **24,000** students or members of the public engaged face-to-face
- over **350,000** video views on YouTube



## In Thailand, we expect to reach...

- **hundreds** of Thai universities and science organisations
- more than **1,000** researchers through our promotional efforts
- **thousands** of individual engagements online
- nearly **fifty thousand** students on British Council's database
- **hundreds of thousands** of viewers through our media partners



## **FAMELAB in the media...**

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**We will be engaging with the media in the promotion of FameLab**

**A long-term feature on ThaiRath TV: an 8-month long scoop on the progress of the FameLab competition until the final round in the UK**

## FAMELAB SPONSORSHIP PACKAGE

We invite you to work with us on promoting science communication through this programme which has been well received across the globe

**Sponsorship fee: GBP 900\***

Benefits for UK institutions:

- Logo on brochures, posters, and collaterals that will be sent to Thai universities nationwide.
- Logo on e-newsletters distributed to over 50,000 British Council contacts including prospective students.
- Mention in press releases.
- Logo on the backdrop of the main stage in audition and final rounds in Bangkok.
- University profile in e-newsletters and brochures to promote the campaign.
- Institution brochures distributed at all FameLab Thailand events and road shows at Thai universities.
- Invitations to the FameLab launch event in Bangkok.
- Invitations to local auditions and national final of the competition in Bangkok.

\*excluding 7% VAT



*“When it comes to opening doors, FameLab is the masterkey. After the international final in Cheltenham a lot of doors opened for me.”*

**Fergus McAuliffe**  
**International Winner 2013**



## CONTACT

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If you are interested in sponsoring FameLab Thailand,  
please contact:

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