



INTERNATIONAL EDUCATION SERVICES

Sponsorship Proposal for School Lab event
Malaysia
British Council

<https://education-services.britishcouncil.org>

Summary

This proposal outlines a **sponsorship opportunity** available to UK higher education institutions to be part of the School Lab competition in Malaysia

Benefits to UK institutions

1. **Reach prospective students** – meet prospective students face-to-face and build recruitment pipeline for the future
2. **Highlight your institutions' expertise in STEM** – build your profile and engage with a targeted group with high interest in the subject area
3. **Engage with key stakeholders** – opportunity to meet with the Ministry of Education, school leaders, school counselors and the media



What is School Lab

School Lab is an innovative programme designed to promote the exchange of ideas on science among lower secondary students

First introduced in Greece (in 2013), the competition has also been piloted in Malta, Cyprus, Ireland, Malaysia and Thailand

Through School Lab we aim to help young students:

- appreciate the exciting challenges of science
- develop critical and creative thinking skills
- gain the confidence and skills required to present and demonstrate their understanding of scientific concepts
- see young scientists as role models



School Lab in Malaysia

- Collaboration between British Council Malaysia, Ministry of Education Malaysia and Malaysian Industry-Government Group for High Technology (MIGHT)
- Targeted at *lower secondary school students (aged 13 – 15 years)* under the purview of the Ministry of Education Malaysia
- Students are required to form a team of three and demonstrate in a video submission communicating a STEM topic in a simple, innovative, and fun way
- Finals will be held on 20 October 2018 with sixteen teams of three students per team presenting their subject 'live' to a targeted audience

Since 2016 the competition in Malaysia engaged:

- More than 600 schools, 800 teachers and 1500 students
- An average of 400 students during the competition finals

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Market Context

Market Opportunities

- Besides business and management, science and engineering courses are the most popular courses which Malaysian students will consider taking for their higher education studies
- The Malaysian government is keen to promote STEM education and is aggressively pushing initiatives which will build interest in the subject at all levels in schools
- Malaysia is in need of 500k scientists and engineers by 2020, while the nation's capacity is currently only at 70k
- Young students at the school level are being exposed to science and digital technology related courses such as coding and digital skills to prepare them for higher education

Sponsorship opportunities and benefits

Event 1: School Lab Finals

- **Date: 20 October 2018**
- Table and chairs provided to all sponsors at the finals for face-to-face enquiries and brochures display
- Flyers, brochures or collaterals placed into goody bags
- Institution logo displayed on the stage backdrop
- Institution banner/bunting placed on stage
- Crediting on sponsorship by emcee
- Institution logo displayed on British Council event page, social media and communication to schools and partners
- Opportunity to engage with more than 250 participants at the finals which includes:
 - Lower secondary students (both the finalists and their supporters)
 - Their school teachers, counsellors, principals and other school leaders
 - Attendees from the Ministry of Education and our other partners

Sponsorship opportunities and benefits

Event 2: Masterclass

- **Date: January or February 2019**
- The Masterclass is a one-day programme delivered at the three winning schools of the School Lab competition
- External trainers will be brought in to the schools to train the students on science communication
- Table and chairs provided to all sponsors at the school for face-to-face enquiries and brochures display during the training session
- Institution banner/bunting placed at the masterclass delivery venue
- Institution sponsors will be able to deliver a session on any STEM subject to students at the school
- Networking opportunity with school leaders

Note: Up to a maximum of two UK institutions can sponsor one school

Sponsorship amount

Date	Activity	Potential audience and reach	* Costs (GBP)
20 October 2018	School Lab Finals	>250 students	1000
January/February 2019	School Lab Masterclass at three winning schools	Up to 100 students Networking opportunity with school leaders	1000 per school
Both School Lab finals and Masterclass			1700

Due to the limitation of space and audience reach, we are targeting only a **maximum of five institution sponsors for the School Lab Finals** and **six institution sponsors for the masterclass**. Places will be available on a first come first served basis

* All costs are not inclusive of VAT

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Next steps

Any questions please contact:

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