



# INTERNATIONAL EDUCATION SERVICES

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## Sponsorship Proposal for KL Science Day British Council Malaysia

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

# Summary

This proposal outlines a [sponsorship opportunity](#) available to UK higher education institutions to be part of the [KL Science Day](#) in Malaysia

## Benefits to UK institutions

1. **Build top-of-mind awareness** – showcase your brand and expertise to prospective students and build awareness at the early stages of decision making
2. **Engage with prospective students and influencers** – meet prospective undergraduate and postgraduate students face-to-face and build recruitment pipeline for the future
3. **Highlight your institutions' expertise in STEM** – build your profile and engage with a targeted group with high interest in the subject area
4. **Engage with key stakeholders & increase your brand exposure in Malaysia** – opportunity to meet with the Ministry of Education, Higher Education Department, school leaders, school counselors and the media.

# What is KL Science Day

KL Science Day is a one-day celebration of Science in Kuala Lumpur - creating a platform for science and innovative ideas to be shared and learned through STEM related showcases, debates, talks, exhibitions, film screenings and performances.

KL Science Day 2019 in April presents Science, Technology and Innovation in an educational, exciting and engaging way, attracting crowd ranges from students, researchers, academics and industries.

Two (2) major programmes we can expect in the KL Science Day are:



# 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)*
- 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

## 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



# FameLab in Malaysia

- FameLab is a science communication competition, created by Cheltenham Science Festival and co-produced by the British Council, with the aim of developing up-and-coming talents in science communication. The participants will engage and entertain people through three minute presentations.
- Targeted at *Malaysians 21 years old and above*, studying or working in science, engineering, technology, medicine or mathematics
- Main partners in Malaysia are Ministry of Education Malaysia and Malaysian Industry-Government Group for High Technology (MIGHT)

## Since 2015 the competition in Malaysia saw:

- Participation from around 200 young scientists and engineers; 86% of them undergraduate and postgraduate students; 37 Finalists trained on Science communication
- An average of 400 audience attend the competition finals
- 2 international winners from Malaysia – in 2016 and 2018

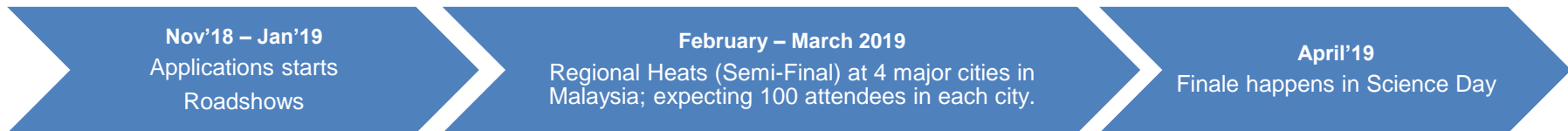


# Market Context

## Market Opportunities

- Science and Engineering courses are one of the most popular courses Malaysian students 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

# Timelines





26 April 2019

School Lab Masterclass for the Top 5 teams

- The top 5 finalist teams are invited to undergo a Science Communication Workshop which prepares them for the finale
- Sponsors stand a chance to meet and interact with these high-achieving students, their teachers and school mates



February – March 2019

Regional Heats (Semi-Final) happen at 4 major cities in Malaysia

- Regional Heats are a series of semi-final competitions happening at 4 major cities in Malaysia. Finalists are to be selected from these competitions.
- Regional Heats are usually well-attended by the participants, academics, friends and family members.
- You stand a chance to interact with up to 400 attendees who have high interest in STEM related subjects.



# Sponsorship opportunities and benefits

	Benefit	Potential reach	Investment
<b>Gold</b>	<ul style="list-style-type: none"> <li>• Logo and acknowledgement on all marketing collaterals, including press releases, logo in the backdrop , programme booklet</li> <li>• One colored A4 advertisement in programme booklet</li> <li>• Logo on selected social media postings</li> <li>• Special mention in speeches as main sponsors of School Lab and FameLab</li> <li>• Credited in Press Releases with your institution's name featured. Both programmes were reported by local news platforms. However, media owners are authorised to make amendments on the Press Releases.</li> </ul> <p><b><u>Regional Heats in four major cities and School Lab Masterclass</u></b></p> <ul style="list-style-type: none"> <li>• Institution's logo to be featured in flyers</li> <li>• Institution's banner to be placed at the delivery venues</li> <li>• Table and chairs provided to all sponsors at the delivery venues for face-to-face enquiries and brochures display</li> </ul> <p><b><u>Finales at the KL Science Day</u></b></p> <ul style="list-style-type: none"> <li>• Institution's banner to be placed at the delivery venues</li> <li>• Table and chairs provided to all sponsors at the delivery venues for face-to-face enquiries and brochures display</li> <li>• Institution's representative to be invited on the stage during certificates and prizes presentation to the winners and photo sessions</li> <li>• Selected institution's representative to be the judge for the competition. Selection will be based on expertise and academic background of the representative</li> </ul>	<ul style="list-style-type: none"> <li>• Press coverage of up to <b>1,000,000 readerships</b></li> <li>• <b>Reach of &gt;200,000</b> on British Council social media platforms</li> <li>• <b>1,000 students, academics, industry players and other stakeholders</b> through the masterclasses, regional heats and finales.</li> </ul>	GBP 3,500

# Sponsorship opportunities and benefits

	Benefit	Potential reach	Investment
<b>Silver</b>	<ul style="list-style-type: none"> <li>Logo and acknowledgement on programme booklet as Silver sponsor</li> </ul> <p><b><u>Regional Heats in four cities and School Lab Masterclass</u></b></p> <ul style="list-style-type: none"> <li>Institution's logo to be featured in flyers for all attendees</li> <li>Table and chairs provided to all sponsors at the delivery venues for face-to-face enquiries and brochures display. Sufficient space for one banner display.</li> </ul> <p><b><u>Finales at the KL Science Festival</u></b></p> <ul style="list-style-type: none"> <li>Table and chairs provided to all sponsors at the delivery venue for face-to-face enquiries and brochures display. Sufficient space for One banner display.</li> <li>Logo in the stage backdrop</li> </ul>	<ul style="list-style-type: none"> <li><b>1,000 students, academics, industry players and other stakeholders</b> at the masterclasses, regional heats and finales.</li> </ul>	GBP 2,500
<b>Bronze</b>	<p><b><u>Finales at the KL Science Festival</u></b></p> <ul style="list-style-type: none"> <li>Table and chairs provided to all sponsors at the school for face-to-face enquiries and brochures display. Sufficient space for One banner display.</li> <li>Logo in the stage backdrop</li> </ul>	<ul style="list-style-type: none"> <li><b>600 students, academics, industry players and other stakeholders</b> at the finales</li> </ul>	GBP 1,500

# Sponsorship opportunities and benefits

## School Lab's Campus Tour

### Extra sponsorship opportunity for Malaysia's Branch Campuses

Benefit	Investment
<ul style="list-style-type: none"><li>• Direct interaction with the Top 5 teams – around 25 students</li><li>• Social media coverage of the Campus Tour through British Council Malaysia' channels</li></ul>	<ul style="list-style-type: none"><li>• GBP300</li></ul> <p>And:</p> <ul style="list-style-type: none"><li>• A guided tour in the campus</li><li>• Transport (bus/coach) for students – number of buses to be confirmed</li><li>• Refreshments during the tour - number of students to be confirmed</li></ul>

# Next steps

**Submit your application here** - <https://goo.gl/forms/r3kJeAxDOXj0oE2>

**Deadline:** Monday, 14 January 2019

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