

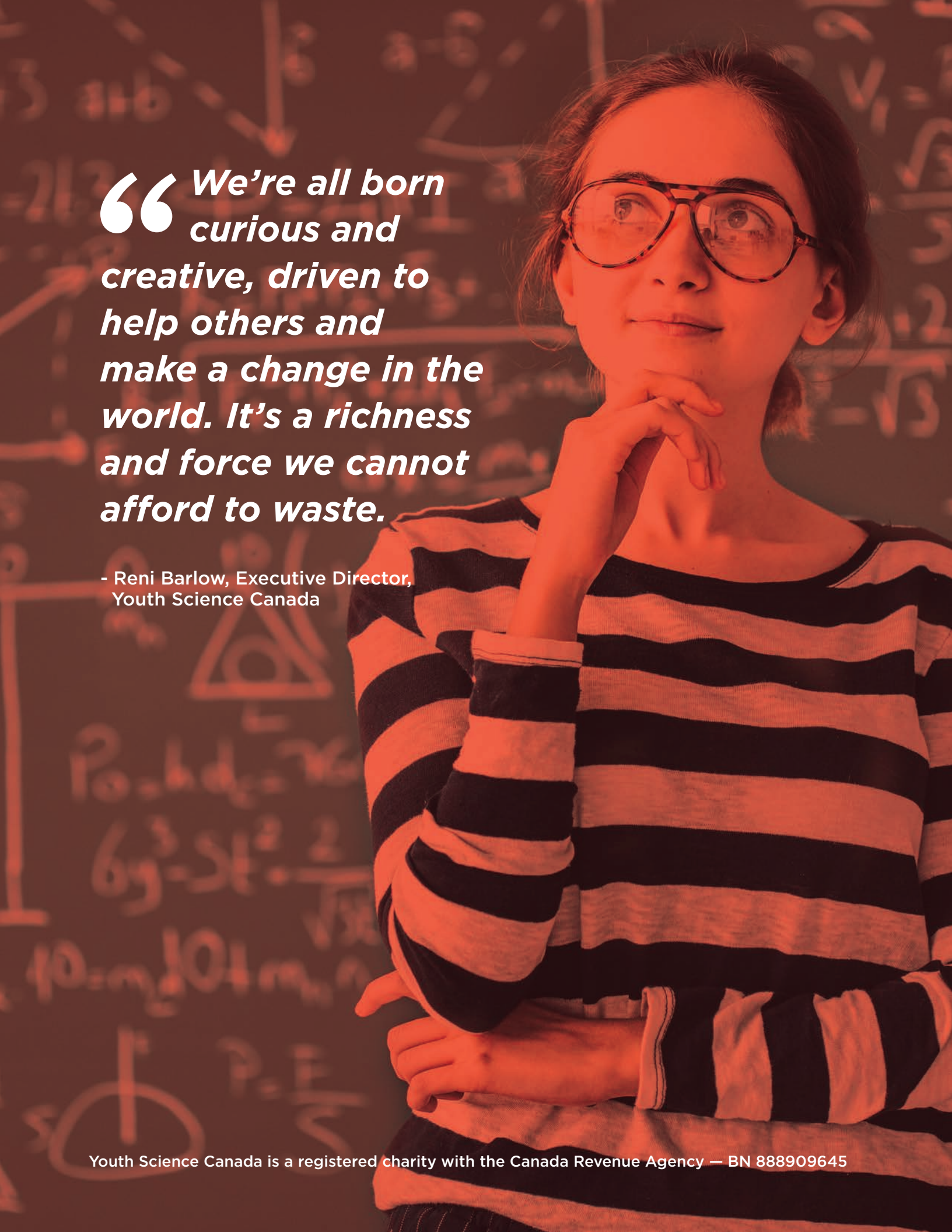


Youth Science Canada
Sciences jeunesse Canada



**YOUTH SCIENCE CANADA
INVESTING IN STEM
AND CANADIAN STUDENTS
FOR A BETTER TOMORROW**

Sponsorship Opportunities at Youth Science Canada



**“ We’re all born
curious and
creative, driven to
help others and
make a change in the
world. It’s a richness
and force we cannot
afford to waste.**

- Reni Barlow, Executive Director,
Youth Science Canada

ABOUT US

The pathway to a better tomorrow passes through the empowerment of our youth.



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Youth Science Canada (YSC) creates value for Canada by fueling the curiosity of Canadian youth through science, technology, engineering and mathematics (STEM) projects.

A national, registered charitable organization since 1962, YSC works with partners from all levels of government and the private and public sectors to enable our youth to investigate scientific questions and develop innovative solutions related to current and future problems.

With close to sixty years of experience, YSC knows how important this cause is for the wellbeing of all Canadians.

We count on support from organizations like yours to foster a nation of discoverers, innovators and socially-driven game changers.

Showcase your organizational attributes by supporting YSC through a sponsorship, grant, donation or in-kind partnership.

Add your organization or foundation to our growing roster of partners and rally behind one of the most important causes in our world today: formative and affirmative experiences for today's youth, leading to a better and more innovative tomorrow for all.

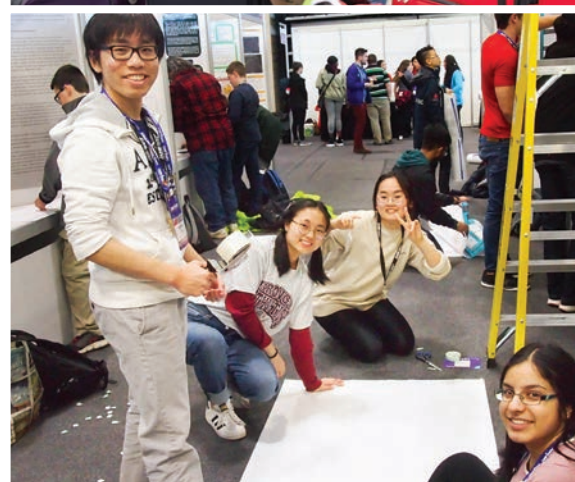


Youth Science Canada (YSC) is proud to be one of the 245 accredited Canadian organizations to be recognized by Imagine Canada's Standards Program. The Standards Program awards accreditation to charities and nonprofits that meet the required standards in five key areas: board governance, financial accountability and transparency, fundraising, staff management, and volunteer involvement.

OVERVIEW OF YOUTH SCIENCE CANADA

- Established in 1962
- Fueled by a network of more than 8,000 volunteers in over 100 member organizations in every province and territory
- More than 18,000 alumni since 1962
- 409 projects undertaken by 465 students on display at 2019 Canada-Wide Science Fair (CWSF) in Fredericton, NB
- Approximately one million dollars in prizes, awards and scholarships annually
- 340 scholarships from six universities in 2019
- 213 medal and award winners in 2019
- Annual CWSF attendance of 8,000 to 10,000 students, teachers and members of the public visit the Project Zone and STEM Expo
- CWSF 2020 to be held May 9-15 in Edmonton, AB
- CWSF 2021 to be held May 15-21 in Ottawa, ON
- CWSF 2022 to be held May 14-20 in Fredericton, NB

“ My CWSF experience gets better every year! Because of the great people here, fun activities and the opportunity to meet people from around Canada, I look forward to the CWSF every time I come back. – CWSF Finalist, 2019





YSC'S NATIONAL SCIENCE FAIR NETWORK

Over 100 member organizations in every province and territory enable a truly national reach.

“ This was my sixth year as a delegate and the experience never ceases to amaze me. The energy, memories, and friendship bonds this event creates with both my finalists and fellow delegates helps to recharge my batteries and prepare me for another year of regional fair work.

- CWSF Delegate, 2019

YSC PROGRAMS



CANADA-WIDE SCIENCE FAIR (CWSF)

YSC's network of community-based members host some 25,000 students from kindergarten through to grade 12 (Cégep in Quebec) at more than 100 regional science fairs across the country. From there, the top 500 students are selected to compete at the annual Canada-Wide Science Fair. In addition to a wide range of social and cultural activities related to STEM, participants compete for medals, cash prizes, scholarships and exclusive science opportunities.

Beyond the competition, CWSF is open to the public and regularly attracts thousands of students, their teachers and members of the public as visitors. Highlights of any visit include exposure to hundreds of impressive projects and the recently added STEM Expo.

STEM EXPO

Held during the last three days of the Canada-Wide Science Fair, STEM Expo is the nation's largest youth STEM outreach and promotion event featuring, hands-on inspiring presentations and hands-on interactive activities relating to experimenting, coding, games, robotics, Indigenous knowledge and more. Welcoming more than 10,000 visitors, STEM Expo offers a unique opportunity to interact with Canada's top young innovators, connect with the public and expose Canadian youth to STEM-related products and potential careers.



YSC PROGRAMS



SMARTER SCIENCE

Smarter Science is an accessible framework for teaching and learning science from grades 1-12 using an approach that emphasizes the investigative, creative and social nature of STEM. By collaborating with members of the education community, including school boards, teachers, parents and ministries/departments of education, YSC is able to ensure critical skills are shared and transferred year after year. Teachers are also trained to better communicate and build skills such as inquiry and problem solving. All of this with a common goal of providing a foundation necessary to succeed in STEM.

TEAM CANADA

Each year, YSC selects students to represent the country at some of the most renowned international youth science competitions and events—The International Science and Engineering Fair and The European Union Contest for Young Scientists, for example. With the help of its sponsors, YSC covers all registration, travel, and accommodation costs. Canadians have enjoyed an impressive record of success at these prestigious international events where they are able to share their discoveries and innovations with STEM professionals and the public.



YSC PROGRAMS

REGIONAL SCIENCE FAIR AWARDS, SCHOLARSHIPS AND FINANCIAL SUPPORT

... at more than 100 fairs across the country

With the support of organizations like Rogers Communications, YSC is able to offer awards to students exhibiting projects at more than 100 regional fairs in every province and territory. Through such partnerships, YSC is able to reach students, educators and families in communities such as Iqaluit, Nunavut and Inuvik, Northwest Territories Indigenous communities such as Garden Hill, Manitoba and Whycocomagh, Nova Scotia as well as rural areas and urban centres. As a result, Canadian youth are encouraged to apply their curiosity and creativity to discovery through STEM projects.



SOME NOTABLE ALUMNI



Adam Noble
CEO and Founder of Noblegen

John Baker
Founder & CEO of D2L
(Desire to Learn)



Ann Makosinski
Forbes Magazine 30 under 30

Marc Kielburger
Co-founder of WE Charity
(Formerly Free the Children)



Dan Dodge
Co-founder, QNX Software Systems

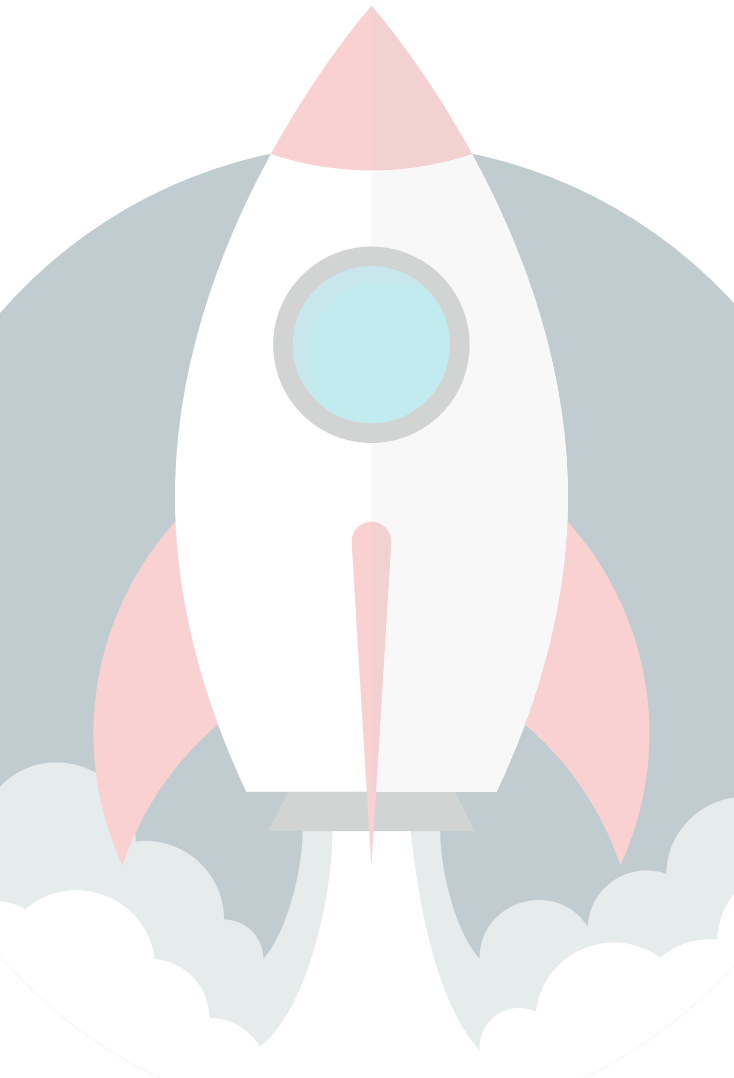
Mike Serbinis
Founder, DocSpace; Co-founder of Kobo; Founder, League



Jaymie Matthews
Professor, Astrophysics,
University of British Columbia

Roberta Bondar
First Canadian woman in space

YSC PROGRAMS



NATIONAL YOUTH STEM PROJECT DEVELOPMENT INITIATIVE

Each year, as many as 500,000 students across Canada undertake a STEM project. Our new National Youth STEM Project Development Initiative will ensure that all middle and high school students working on STEM projects across the country are:

- able to connect directly with YSC
- have resources and opportunities that inspire and enable them to complete STEM projects, regardless of cultural background, socioeconomic status or geographic location
- regularly inspired, encouraged and supported to continue their STEM project
- able to meet with like-minded youth, as well as STEM project coaches/mentors in their community

During the first phase, we will focus on developing online resources and community-based support for the 25,000 regional science fair participants each year to take their project to the next level.

In the second phase, we will extend these resources to support entry-level students starting their first project.

By leveraging its expertise in project-based STEM, as well as its national network of volunteers and alumni, YSC is excited to launch this nationwide initiative to continue to nurture interest in STEM among all young Canadians.



SPONSORSHIP BENEFITS

By partnering with Youth Science Canada, you can:

- Encourage the development and celebration of young Canadian scientists, engineers and innovators
- Engage STEM participation at all levels
- Support a national network of youth, educators, industry professionals and volunteers who are passionate about STEM
- Show your passion for a better tomorrow, led by Canadian youth and supported by Canadian families
- Inspire your own employees and other publics
- Show leadership in your industry and associate your corporate brand with youth, innovation, leadership and community support

We look forward to working together to help build the next generation of Canadian leaders.

“ Youth Science Canada is the best option for companies looking to invest in building Canada’s innovation pipeline. There is no other organization that compares in fostering, supporting and inspiring our students in using science to devise solutions to some of societies most challenging issues—it’s almost guaranteed at least one of these issues impact your business.

There is compelling storytelling aligned with any investment in YSC—they’re incredibly collaborative in working with us to champion young scientists and tell our social impact story. YSC is one of our highest performing investments—our employees have enthusiastically rallied to support the organization and the youth who participate in its many programs.

- Mandy Dennison, Director, Social Responsibility, Intact Financial

SPONSORSHIP LEVELS

YSC offers opportunities at different levels tailored to the needs of each individual sponsor.

TITLE OR PRESENTING: \$250K+

Offering the highest level of brand exposure for a minimum 3-year commitment, these highly customizable opportunities include event or program naming (e.g., the XYZ Canada-Wide Science Fair) or recognition as the presenting sponsor (e.g., Canada-Wide Science Fair, presented by XYZ).

DEVELOPER: \$50,000+

Sponsor a YSC program or a major activity at the CWSF, showcasing your brand online, through social media, and/or to Canada's top young innovators and the 10,000 students and teachers who visit the CWSF over the course of three days.

MOTIVATOR: \$10,000+

Sponsor event elements throughout the week of the CWSF including the adult Delegate Conference, VIP Luncheon and evening lounges for youth and adults. Your organization name will be featured on various platforms and in the Awards Ceremony programme.

INNOVATOR: \$100K+

Align your brand as the lead sponsor of a YSC program or a venue at the Canada-Wide Science Fair (e.g., Project Zone or STEM Expo) through logo visibility, a CWSF STEM Expo booth and employee engagement opportunities at regional and Canada-Wide science fairs.

EXPLORER: \$25,000+

Sponsor a YSC program or sponsor/host an activity at the Canada-Wide Science Fair (e.g., tour day, judging day or evening event). Your logo will be featured on various platforms and in the Awards Ceremony programme.

FRIEND: \$500+

Sponsors at the Friend level support YSC programs or provide special awards, scholarships or experiences to outstanding CWSF projects at the senior, intermediate and junior levels. Your organization name will be featured on various platforms and in the Awards Ceremony programme.



For more information on how we can customize a plan to suit your company's community giving goals, contact:

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Youth Science Canada Sciences jeunesse Canada

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