



International Biology Olympiad 2017

University of Warwick, United Kingdom
23 – 30 July

SPONSORSHIP OPPORTUNITIES

Background

The [International Biology Olympiad \(IBO\)](#) is an annual event where students from all over the world compete on their knowledge of biology. Hosted by a different country each year, IBO is a celebration of the biosciences and in 2017 will showcase the very best of the British life science sector. The participants are school students aged from 14 to 19. To take part in the competition, the students must be selected as the top students in the National Biology Olympiad in their individual countries.

Aims

- The IBO aims to provide young students with an educational experience, as well as promoting an interest in biology.
- The IBO aims to stimulate talented young people in the field of biology and help them on their way to a career in biological research.
- The IBO provides an ideal opportunity for collaboration and inspiration between students, researchers and universities across national borders.

The Royal Society of Biology is proud to be jointly delivering the 2017 IBO in partnership with Warwick University in July 2017. The event attracts young competitors and accompanying delegations from over 70 countries and will offer un-paralleled opportunities for sponsors to support bioscience education on a truly global stage.

Sponsorship

The 2017 IBO will begin on Sunday 23rd July with an Opening Ceremony. Over the week, there will be two full days of exams for participants, split into a practical day and a theoretical day. There will also be a number of excursions and activities for both participants and accompanying adults. The Olympiad will be drawn to a close at an Awards Dinner on Saturday 29th July.

During the Opening Ceremony, the delegation will be welcomed to the United Kingdom and given a flavour of British culture. It is proposed that an integral element of the Opening Ceremony will be a number of keynote presentations, including from Professor Dame Jean Thomas FRS Hon. FRSB (the President of the Royal Society of Biology), Sir Paul Nurse FRS FREng Hon. FRSB (Nobel Laureate & Director of the Francis Crick Institute), and a short address from our lead sponsors. After the ceremony, there will be a celebration of British culture including music, dance and other entertainment.

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Platinum sponsor (£50,000 - up to three available)

- 8 m² exhibition space
- Four complimentary tickets to the opening ceremony
- Short address from company representative in Opening Ceremony
- Public acknowledgement of sponsorship by Chair of Opening Ceremony
- Logo on Platinum sponsor's Powerpoint during Opening Ceremony
- Two large banners in Opening Ceremony drinks reception and buffet
- Choice of sponsoring either:
 - Opening Ceremony live-stream / digital capture
 - Opening Ceremony buffet dinner
 - Gala / Awards Ceremony dinner
- Branding on competitor pack
- Gift in the competitor pack
- One full-page advert in the *Biologist* magazine
- One complimentary full page, full colour, advertisement in the 2017 IBO Programme
- Highlighted listing of the sponsor's company name and sponsorship in the Final Programme
- Sponsor's branding visible in all publicity, and will have logos inside and outside the venue
- Company logo on IBO website with a hyperlink to the sponsor's website

Gold (£15,000 up to three available)

- 6 m² exhibition space
- Three complimentary tickets to the Opening Ceremony
- Public acknowledgement of sponsorship by Chair of Opening Ceremony
- Logo on Gold sponsor's Powerpoint during Opening Ceremony
- Choice of sponsoring either:
 - Medals
 - Excursion
 - Gift in the competitor pack
- One ½ page advert in the *Biologist* magazine
- One complimentary full page, full colour, advertisement in the 2017 IBO Programme
- Highlighted listing of the sponsor's company name and sponsorship in the Final Programme
- Sponsor's branding visible in all publicity, and will have logos inside and outside the venue
- Company logo on IBO website with a hyperlink to the sponsor's website

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Silver (£10,000 - unlimited)

- 4 m² exhibition space
- Two complimentary tickets to the opening ceremony
- Public acknowledgement of sponsorship by Chair of Opening Ceremony
- Logo on Silver sponsor's Powerpoint during Opening Ceremony
- One complimentary ½ page, full colour, advertisement in the 2017 IBO Programme
- Highlighted listing of the sponsor's company name and sponsorship in the Final Programme
- Company logo on IBO website with a hyperlink to the sponsor's website

Bronze (£5,000 - unlimited)

- 2 m² exhibition space
- Packages defined using additional sponsorship items (reflecting the marketing mix of the sponsor)
- One complimentary ticket to the opening ceremony
- Logo on Bronze sponsor's Powerpoint during opening ceremony
- One complimentary ¼ page, full colour, advertisement in the 2017 IBO Programme
- Highlighted listing of the sponsor's company name and sponsorship in the Final Programme
- Company logo on IBO website with a hyperlink to the sponsor's website

The organisers would also be happy to discuss bespoke packages with sponsors.

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Additional sponsorship items

These can be purchased individually or as part of an enhanced package.

Global marketing:

- Sponsorship of live-stream & digital capture of Opening Ceremony (branding) £3,000
- Sponsorship of IBO Daily News (daily e-publication for delegates) (branding) £3,000

Opening ceremony:

- Logo on rotating Powerpoint during Opening Ceremony (branding) £1,000
- Additional ticket to Opening Ceremony £500

Social events:

- Sponsorship of awards dinner (branding) £3,000
- Sponsorship of opening buffer dinner (branding) £3,000
- Sponsorship of social event (branding) £3,000
- Large banner in Opening Ceremony drinks reception (2 m²) £1,350
- Medium banner in Opening Ceremony drinks reception (1 m²) £1,000
- Small banner in Opening Ceremony drinks reception (0.5 m²) £750

Delegate bag and gifts:

- Sponsorship of delegate bag (branding, logo supplied by sponsor) £3,000
- Sponsorship of IBO lanyard (branding, logo supplied by sponsor) £1,500
- Notepad for competitor pack (branding, notepad supplied by sponsor) £1,500
- Pen or other gift for competitor pack (branding, gift supplied by sponsor) £1,000

Exhibition:

- Video during exhibition £1,500
- 8 m² + three complimentary tickets to the Opening Ceremony £2,000
- 6 m² + two complimentary tickets to the Opening Ceremony £1,500
- 4 m² + one complimentary ticket to the Opening Ceremony £1,000
- 2 m² space only £500

Programme and literature:

- 1 page, full colour, advertisement in the 2017 IBO Programme £2,000
- ½ page, full colour, advertisement in the 2017 IBO Programme £1,000
- ¼ page, full colour, advertisement in the 2017 IBO Programme £500