Fostering the next generation of problem solvers for Ireland

Incorporating
All Ireland Linguistics Olympiad 2017
International Linguistics Olympiad 2017
Family Problem-Solving Festival Day 2017

Sponsorship Opportunities
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Help foster the next generation of Irish problem solvers

The ADAPT Centre for Digital Content Technology presents the Problem-Solving Initiative.

This two-year (2016–2017) nationwide initiative is supported by Science Foundation Ireland and is designed to:

• Create enthusiasm within the Irish public for solving problems
• Raise public awareness of the importance of problem-solving skills across science, the economy and society
• Encourage people of all ages to hone their lateral-thinking skills with mind-bending puzzles and challenges
• Promote career pathways in Science, Technology, Engineering and Mathematics (STEM) for those who enjoy solving problems

The ADAPT Centre is seeking partners and sponsors for the Problem-Solving Initiative to help ensure the wide reach and deep impact of this ambitious initiative.

Why Sponsor the Problem-Solving Initiative?

• Associate your brand with an exciting nationwide initiative designed to foster vital skills in the Irish population
• Align your brand with the best up-and-coming problem solvers and STEM leaders from Ireland and across the globe
• Get your brand in front of 100,000+ members of the public

Key Engagement Numbers

• 4,500 secondary school students from 150+ schools in the 32 counties of Ireland contesting the All Ireland Linguistics Olympiad 2017
• Top 180 linguistic problem solvers from 30 countries competing in the International Linguistics Olympiad 2017
• 170 influential jury members, team leaders and observers at the International Linguistics Olympiad 2017
• 1,000 visitors to Family Problem-Solving Festival Day at Dublin Castle
• 30 primary schools using a new Problem-Solving Classroom Toolkit
• 10,000 members of the public testing their minds with puzzles and challenges
• 100,000+ members of the public engaging with the initiative directly and via active media and social media campaigns
What are the main elements of the Problem-Solving Initiative?

- The All Ireland Linguistics Olympiad problem-solving competition for secondary school students (14,000 participants to date).
- A public awareness campaign to highlight the benefits of a strong problem-solving workforce, and exemplify careers requiring problem-solving skills. The Institute of Guidance Counsellors is a partner on the initiative.
- The International Linguistics Olympiad 2017, which will see the top 180 young problem solvers from 30 countries compete in Dublin from 31st July to 4th August 2017.
- A problem-solving classroom toolkit for primary schools.
- Mind-bending puzzles available to the public through the website www.problemsolving.ie.

“Wow, what am amazing brain workout!”

Daria Biel, Presentation Secondary School Limerick
The Problem-Solving Initiative is conceived and delivered by the ADAPT Centre for Digital Content Technology with the support of Science Foundation Ireland’s SFI Discover Programme. ADAPT is a €130m academia-industry research centre dedicated to delivering digital content research and innovations.

ADAPT enables companies to deliver the right content to the right customer, at the right time, in their preferred language and delivery mode, and on the device of their choice.

ADAPT combines the world-class expertise of 180 researchers at four universities – Trinity College Dublin (lead institution), Dublin City University, University College Dublin and Dublin Institute of Technology – with leading industry partners.

The Problem-Solving Initiative is a key element of ADAPT’s Education and Public Engagement programme. ADAPT has deep experience in delivering impactful education and public engagement initiatives.

ADAPT’s strong track record in public engagement
Test your mind against the world’s toughest puzzles in logic, language and linguistics.

The All Ireland Linguistics Olympiad (AILO) is a national contest in which secondary school students must develop their own strategies for solving complex problems in unfamiliar languages.

More than 14,000 Irish students have competed in the Olympiad to date. The Problem-Solving Initiative will facilitate further growth of the Olympiad, including the introduction of regional problem-solving workshops for students and teachers.

No prior knowledge of linguistics or a second language is required, as even the hardest problems require only logical thinking, patient work, and a willingness to think around corners.

The top eight students in the individual category of the All Ireland Linguistics Olympiad (AILO) will be selected to represent Ireland at the International Linguistics Olympiad 2017 in Dublin.

AILO introduces students to the application of logic and linguistics (i.e. the study of human language) to problems of language understanding and translation. The goal is to develop students’ problem-solving skills and to inspire them to consider the fascinating range of careers at the intersection of computing, linguistics and language.

93% of AILO 2016 participants say the contest has helped develop their problem-solving skills*

 Contestants Since 2009
81% of AILO 2016 participants said they would consider studying computing and languages at third-level following their participation in the contest, compared to only 47% beforehand*

47% of participants in AILO 2016 were female*

*Survey of finalists at AILO 2016, March 2016

“Being involved with AILO helped teach me some of the necessary problem-solving skills used in software programming. Some of the AILO questions were even used by my lecturers [at DCU] to demonstrate how to approach problems you have never seen before.”

Robert Devereux, Amazon Web Services

“This competition has granted me an amazing opportunity to represent my country, and has really improved my problem-solving skills.”

Daniel Herlihy, BA World Languages, University College Cork
Bringing the world’s top young problem solvers to Ireland

The ADAPT Centre will host the International Linguistics Olympiad 2017 from 31st July to 4th August 2017 at Dublin City University.

The International Linguistics Olympiad (IOL) sees talented young decoders from more than 30 nations pit their wits against each other in the hope of becoming world champions. The week-long Olympiad comprises individual and team contests, and students enjoy an active programme of social and cultural events.

IOL 2017 Schedule (subject to change)

<table>
<thead>
<tr>
<th>Day</th>
<th>Morning Events</th>
<th>Afternoon Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>30th July</td>
<td></td>
<td>Check in at DCU</td>
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<tr>
<td>31st July</td>
<td>Registration</td>
<td>Opening Ceremony and Lecture 1</td>
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<tr>
<td>1st August</td>
<td>Individual Contest</td>
<td>Jeopardy Prelims and Entertainment</td>
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<tr>
<td>2nd August</td>
<td>Excursion</td>
<td>Jeopardy Finals</td>
</tr>
<tr>
<td>3rd August</td>
<td>Team Contest</td>
<td>Lecture 2 and Banquet</td>
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<tr>
<td>4th August</td>
<td>Solution Discussion and Special Awards</td>
<td>Closing Ceremony and Prize Distribution</td>
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</tbody>
</table>

In total, more than 350 contestants, influential team leaders, jury members and observers will spend a week in Dublin filled with problem solving, cultural exchange, friendship and fun!

Previous Sponsors and Partners

- ACM
- Google
- Microsoft
“I wouldn't exchange this opportunity I had to represent Ireland for anything, it was a great honour, and was not short of phenomenal. I'm greatly anticipating Dublin’s hosting of next year’s International Linguistics Olympiad.”

Claire O’Connor, Bronze Medallist, International Linguistics Olympiad 2016
The Problem-Solving Initiative will culminate in a family problem-solving festival on Saturday, 5th August 2017 at Dublin Castle.

The festival day will include fun problem-solving games and activities for all the family.

Think mega puzzles, logic games and treasure hunts and initiatives such as Maths Sparks.
Below is a summary of sponsorship packages available for the Problem-Solving Initiative. Further details are contained in the pages that follow.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Gold Level</th>
<th>Silver Level</th>
<th>Bronze Level</th>
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<tbody>
<tr>
<td>Company acknowledged as sponsor in all press releases</td>
<td>✔</td>
<td></td>
<td></td>
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<tr>
<td>Sponsorship of Problem Solvers’ Hangout zone at IOL2017</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIP invitations to opening and closing ceremonies of IOL2017</td>
<td>✔ 4 Invitations</td>
<td>✔ 2 Invitations</td>
<td></td>
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<tr>
<td>Advert in programmes of IOL2017 AIL02017 final and Family Problem-Solving Festival Day 2017</td>
<td>✔ Full Page</td>
<td>✔ Half Page</td>
<td></td>
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<tr>
<td>Exhibition booth at Problem-Solving Festival Day 2017</td>
<td>✔</td>
<td>✔</td>
<td></td>
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<tr>
<td>Company logo prominent on websites of Problem-Solving Initiative, IOL2017 and All Ireland Linguistics Olympiad</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company logo and description on Sponsor page of abovementioned websites</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Promotional insert in delegate packs of IOL2017 and AIL02017 final</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company logo on promotional collateral (e.g. bags, t-shirts, banners) at IOL2017 and AIL02017 final and Problem-Solving Festival Day 2017</td>
<td>✔ (certain elements)</td>
<td>✔ (certain elements)</td>
<td></td>
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Gold Level: €30,000

Gold sponsorship package includes the following benefits:

- Company to be acknowledged as sponsor in all press releases.

- Sponsorship of Problem Solvers’ Hangout zone at IOL2017. Cultural and social exchange is a key feature of IOL. Participants forge international friendships that last well beyond the week of the contest. The Hangout Zone at IOL 2017 will provide a spot, inside a branded marquee, for contestants to chill, chat and enjoy games and activities through the week of the contest.

- Company logo positioned prominently on the home page of the websites of the Problem-Solving Initiative (www.problemsolving.ie), the International Linguistics Olympiad 2017 (www.iol2017.ie) and the All Ireland Linguistics Olympiad (www.adaptcentre.ie/ailo) linking to your company website [henceforth referred to as “the three events”].

- Company logo and 75 word company description included in the aforementioned websites on the sponsors’ page.

- Four VIP invitations to the opening and closing ceremonies in The Helix, Dublin City University, on 31st July 2017 and 4th August 2017.

- Full page colour advertisement in the programmes of the three events.


- Company logo positioned prominently in the programmes of the three events.

- Company logo to appear prominently on promotional collateral including bags, t-shirts, banners, and participant badges at the three events.

- Exhibition booth at the Family Problem-Solving Festival Day on 5th August 2017.
Silver Level: €15,000

Silver sponsorship package includes the following benefits:

- Company logo and 75 word company description included in the websites on the sponsors’ page of the websites of the Problem-Solving Initiative (www.problemsolving.ie), the All Ireland Linguistics Olympiad (www.adaptcentre.ie/ailo), and the International Linguistics Olympiad 2017 (www.iol2017.ie).

- Two VIP invitations to the opening and closing ceremonies in The Helix, Dublin City University, on 31st July 2017 and 4th August 2017.

- Half-page colour advertisement in the programmes of the International Linguistics Olympiad 2017 the national final of the All Ireland Linguistics Olympiad 2017, and the Family Problem-Solving Festival Day [henceforth referred to as “the three events”]. Position of advert is allocated on a first come, first served basis.


- Company logo included in the programmes of the three events.

- Company logo to appear on selected promotional collateral including posters, banners, and participant badges at the three events.
Bronze Level: €5,000

Bronze sponsorship package includes the following benefits:

- Company logo and 75 word company description included in the websites on the sponsors’ page of the websites of the Problem-Solving Initiative (www.problemsolving.ie), the All Ireland Linguistics Olympiad (www.adaptcentre.ie/ailo), and the International Linguistics Olympiad 2017 (www.iol2017.ie).

- Company logo included in the programmes of the International Linguistics Olympiad 2017, the national final of the All Ireland Linguistics Olympiad 2017, and the Family Problem-Solving Festival Day 2017 [henceforth referred to as “the three events”].

- Company promotional insert included in delegate packs of the three events. Max. size A4, 4 pages.

- Company logo to appear on selected promotional collateral including posters, banners and t-shirts at the three events.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

**Option 1:** The IOL 2017 Excursion – €5,000

Participants and team leaders at IOL 2017 will enjoy a day of sightseeing on Wednesday, 2nd August 2016. The full-day excursion is designed to enable visitors to get a real feel for Ireland by visiting key landmarks in Dublin and surrounding counties.

**Option 2:** IOL 2017 Entertainment Sponsor - €3,000

Sponsor the entertainment at IOL 2017! IOL will feature performances of traditional Irish song and dance at the opening ceremony (ideally with a twist!) on 31st July 2017 and the cultural night on 1st August 2017. Associate your company with fun, energy and the best of Irish.

**Option 3:** Exhibition Booth at Family Problem-Solving Festival Day - €2,000

Historic Dublin Castle is the venue for the Family Problem-Solving Festival Day on Saturday, 5th August 2017. Members of the public – from toddlers to the retired – will enjoy testing their minds with fun interactive games and activities designed to hone their problem-solving skills.
Get on Board!

Is your organisation passionate about fostering the next generation of great Irish problem solvers? Get in touch to find out how you can support this ambitious initiative.

Contact us at:
Email: problemsolving@adaptcentre.ie
Tel: +353 1 700 6705
Web: www.problemsolving.ie