



Sci-TechKn  *Fest*
2.0 2022

THE DEEP TECH *REVOLUTION*

Sponsorship Prospectus



A Message From the Institute



Marleen Lord-Lewis
President

The NIHERST Team has consistently presented offerings that go beyond the imagination of our audience. Our programmes and activities continue to push the boundaries of science and innovation.

As the national leader in Science, Technology, and Innovation (STI), NIHERST is pleased to introduce for the first time our virtual science festival. With world-class exhibits and thought-provoking productions, over the years **Sci-TechKnoFest** has successfully attracted thousands of visitors.

With the Covid-19 pandemic, Institutions have had to pivot and create virtual programmes and products to meet the needs of their market. This virtual **Sci-TechKnoFest 2022 (STKF 2.0)**, themed the *'The Deep Tech Revolution'* is geared towards educating the wider public on global technological advances. Further, the event seeks to sensitise the public on the significant impact of science and technology on their everyday lives.

One of the main aims of the event is to foster youth interest and involvement in Science Technology Research Engineering and Mathematics (STREAM) careers, through participation in NIHERST after-school programmes that focus on the development of critical thinking and 21st century skills.

The festival also provides a platform to showcase local creativity and entrepreneurship among nationals as well as regional and international exhibitors. STKF 2.0 has been designed to treat our visitors to an immersive experience into the latest technologies and the unique delivery style of the NIHERST team.

Providing a glimpse into the world of tomorrow, the team is excited and committed to delivering a festival of which sponsors will be proud and visitors will leave this sci-tech experience.... **INFORMED.... INTERESTED and INSPIRED.**

We are delighted to invite you to become a sponsor of this milestone event.

About NIHERST

Established in 1984 by an Act of Parliament, NIHERST has been mandated the national leaders in STI.

Consistent with national development goals, the Institute promotes science, technology and higher education in Trinidad and Tobago.

Its current work focuses on the development of a more diversified, knowledge-driven economy, based on the ingenuity of the people and their ability to create, adapt and use science and technology for national development.

Our Mission: To stimulate sustainable national capability and capacity in Science, Technology, Innovation, and Technopreneurship through insightful research and relevant programmes.

Our Vision: We envisage a nation and region that apply scientific, technological, and innovative solutions to propel sustainable socio-economic and environmental transformation.

NIHERST continues to be fully responsive and proactive in the face of the rapidly evolving developmental needs of the country, particularly within the context of global changes.

The NIHERST agenda is driven by the following strategic pillars:

- Science and innovation for development
- Stakeholder engagement
- Effective and efficient organisation
- Appropriate infrastructure
- Resource mobilisation and financial stability

Premier Science Festival Sci –TechKnoFest



Sci-TechKnoFest - Overview

First held in 1997, NIHERST's Sci-TechKnoFest (STKF) has grown into the English-speaking Caribbean's biggest and most spectacular science festival. The festival utilises entertaining and thought-provoking methods to educate the public on selected aspects of science and technology based on a chosen theme. As highlighted in the Institute's message, STKF showcases local creativity and scientific ingenuity as an avenue to promote confidence and pride in our own creative abilities and empower more of our people to engage in invention and innovation.

The general goal of the programme is to promote greater public awareness and understanding of science, technology and innovation (STI), its impact on our everyday life and well-being, and its vital role in promoting economic prosperity, social progress and environmental sustainability.

Science festivals such as STKF provide an opportunity to celebrate the wonders of STI. Science festivals bring citizens together to celebrate STI and its importance in socio-economic development and our everyday life. The rapid advancement of technology is putting pressure on all countries to transform and become more innovative and creative. Moreover, the demand for Science, Technology, Research, Engineering, Arts and Mathematics (STREAM) skills is accelerating at a fast rate. Now more than ever it is important to promote STI and STREAM careers among citizens. STKF festivals have proven over the years that they have contributed to increasing the public knowledge, engagement, and appreciation of STI and promoting sustainable behaviours and practices.



What is Sci-TechKnoFest 2.0?

Theme: The Deep Tech Revolution

This historical pandemic has accelerated the demand for technology in multiple fields and industries.

Deep Tech movements include **Artificial intelligence (AI)**: A machine-based system that can, for a given set of human-defined objectives, make predictions, recommendations, or decisions influencing real or virtual environments. (OECD 2019).

Extended Reality (XR): Extended Reality (XR): An umbrella term for all technologies that extend the reality we experience by either blending the virtual and “real” worlds or by creating a fully immersive experience – augmented reality (AR), virtual reality (VR) and mixed reality (MR). (Forbes 2019).

3D Printing: Also known as additive manufacturing, it is the construction of a three-dimensional object from a CAD model or a digital 3D model.

Internet of Things (IoT): A term which describes physical objects that are embedded with technologies which enable them to connect and exchange data with other devices over the Internet, without the active involvement of individuals.

Blockchain: A form of distributed ledger technology that acts as an open and trusted record of transactions from one party to another (or multiple parties) that is not stored by a central authority. (OECD 2018).

Autonomous vehicle: Self-driving, driverless or robot cars that can sense their environment and move safely with little or no human input.

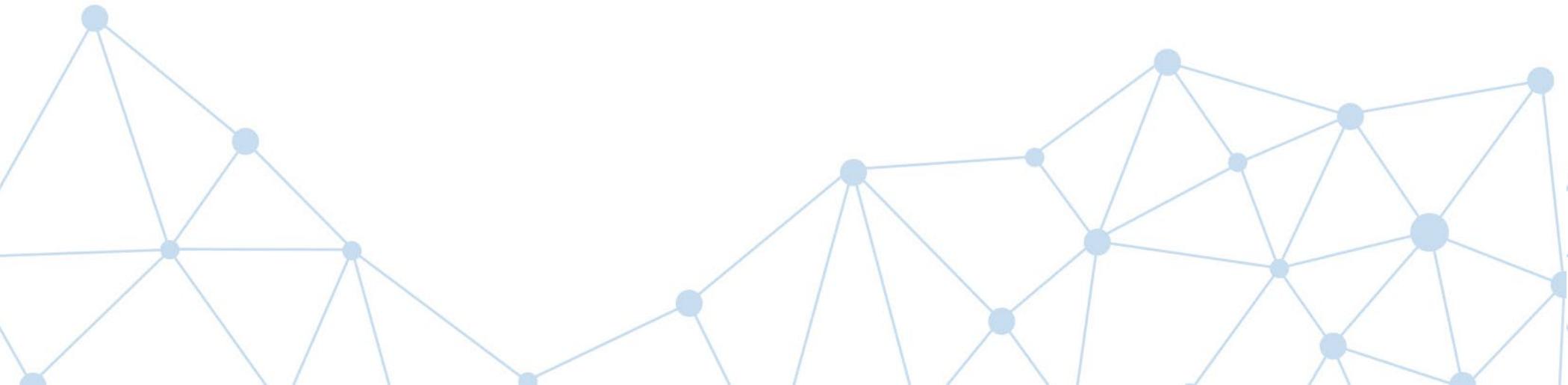
Quantum computing: The exploitation of collective properties of quantum states, such as superposition and entanglement, to perform computation. The devices that perform quantum computations are known as quantum computers.

What is Sci-TechKnoFest 2.0? (cont'd)

STKF 2.0 is the first virtual iteration of the traditional festival. Historically staged as an in-person experience, Sci-TechKnoFest 2022 stands apart from its predecessors as the festival undertakes a pivot from its traditional means to delivery via a virtual event platform.

Target Groups/Beneficiaries:

- Primary:
 - Families
 - Children and youth (3-18), particularly public-school students
 - Adults who are involved in scientific research and STREAM-based innovation and those who are not themselves either professionally involved or with limited or no STREAM awareness
 - Communities including those from underserved, economically disadvantaged and those underrepresented in the sciences
- Secondary:
 - STREAM practitioners, including undergraduate and graduate students
 - Science communicators (e.g., school science teachers, science journalists, writers, broadcasters, science-based corporate communications professionals)



What is Sci-TechKnoFest 2.0? (cont'd)

Sci-TechKnoFest Impact:

- Improvement in citizens' understanding of, engagement and appreciation in science and technology
- Citizens' development of their innovative and creative capacity and other key learning and innovation skills
- Encourage students in their pursuit of Science, Technology, Research, Engineering, Arts and Mathematics (STREAM) studies and careers; and, nurture a national science ethos
- Fosters networking amongst STREAM students and their teacher/tutors
- Introduces new-age technology and revolutionary information to the wider public
- Encourage students in educational programmes that would assist their critical thinking and creative development
- Encourage new initiatives that would aid in future-proofing the world of work

SciTechKnoFest 2.0 is a seven (7) day Predominantly Virtual Festival carded for March 2022.



Why Should You Partner?

As the national leaders in STI, NIHERST is the preferred partner for social investment projects that focuses on youth and youth development.

Corporate entities can demonstrate their social responsibility by meeting the needs of society (people) whilst sustaining a healthy economic environment.

Science, Technology and Innovation festivals have proven over the years that they have contributed to increasing the public knowledge, engagement and appreciation of STI and promoting sustainable behaviours and practices.

This grand virtual festival utilises entertaining and thought-provoking methods to educate the public on selected aspects of science and technology based on the theme.

Sci-TechKnoFest is an event that is highly anticipated and greatly patronized by the Trinbago Public.

A few of the key benefits to such partners and also available to you include the following:

- Improved reach/exposure and brand visibility
- Socio-economic impact via visible community goodwill
- New customers via lead generation
- Strategic partnerships and brand credibility
- Co-branding opportunities to enhance brand trust
- Upskilling and future-proofing our workforce

Sponsor Categories and Entitlements

SPONSORSHIP PACKAGES

We are pleased to present virtual **Sci-TechKnoFest 2.0 – The Deep Tech Revolution**.

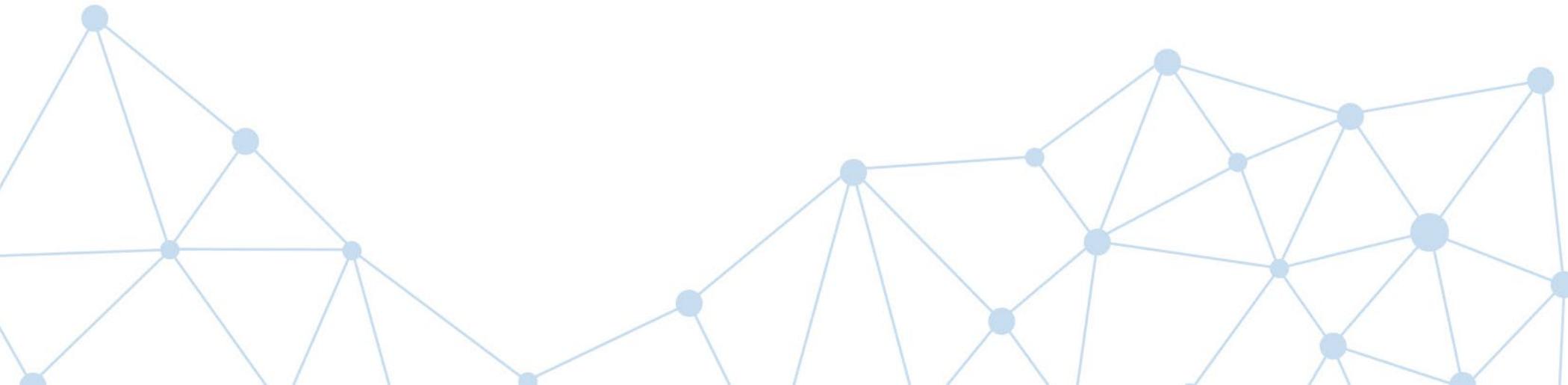
This document provides a more detailed breakdown of how your organisation can be represented at the festival through brand awareness and activations.

Unless otherwise stated, all figures are in Trinidad and Tobago Dollars (TTD)

Our team is happy to facilitate a meeting to expand on any points listed in this document.

We look forward to welcoming you on board as a Sponsor of **Sci-TechKnoFest 2.0**

Email: marketing@niherst.gov.tt



Sponsor Categories and Entitlements

Benefits	Sponsorship Category			
	Platinum	Gold	Silver	Bronze
	1 ★	3 ★	5 ★	> 5 ★
	\$500,000 TTD	\$250,000 TTD	\$75,000 TTD	\$10,000 TTD
Opportunity to insert company literature or branded items in packages	★			
Prominent name/logo on the virtual platform/digital signage	★			
Recognition as a sponsor in one of NIHERST's upcoming programme/event before the STKF festival	★			
To represent/ give remarks at the virtual media launch	★			
Company hyperlink on STKF website	★			
Thanked as sponsors in all email communication (e-footer)	★	★	★	
Commercial ad about the company on the STKF website/ virtual platform	3 minutes	1.5 minutes		
Recognition of a sponsor in media releases	All	5	3	
Recognition as a sponsor on the STKF website homepage	★	★	★	★
Logo placement on STKF website	★	★	★	★
Exposure and recognition as a print, email, radio, tv, and social media marketing campaigns	All	10 spots per medium	5 spots per medium	3 spots per medium
Opportunity for your company to participate as a speaker/exhibitor on the days of the STKF festival	7 days	5 days	3 days	2 days
Name and logo placement on the virtual platform /digital signage	★	★	★	★
Opportunity to have a Virtual background	★	★	★	★
Company branding/ logo featured on promotional flyers/booklet/brochure/programme.	★	★	★	★
Profile advertisement in STKF booklet	Full page	¼ Page	½ Page	¾ Page
Written corporate profile on the NIHERST website	300 words	200 words	175 words	150 words
Complimentary invitations to opening and closing ceremonies	20	15	10	5

Shell Trinidad and Tobago Ltd. is the platinum sponsor of Sci-TechKnoFest 2.0

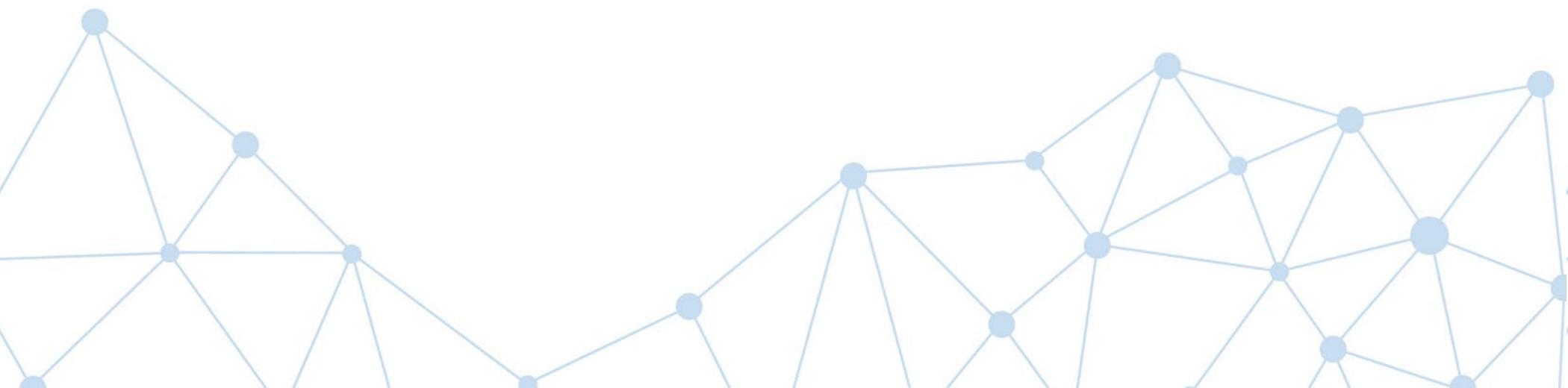
KEY: ★ Maximum number of sponsors

Corporate Sponsors Over the Years





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Fest
2022





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THE DEEP TECH *REVOLUTION*

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