

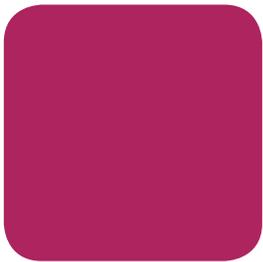
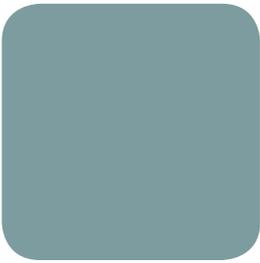


International Young
Physicists' Tournament



Physics
World Cup

Invitation for Sponsors



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International Young
Physicists' Tournament
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International Young Physicists' Tournament

The International Young Physicists' Tournament, IYPT, is one of the World's foremost and most influential annual competitions in physics.

The IYPT is a week-long event in which getting on for 200 pre-university students participate after almost a year of preparation.

This 'World Cup' is preceded by a variety of national competitions and preparatory conferences, in which thousands of people worldwide are involved at various stages.

As of 2013, around 40 nations will have taken part in the IYPT.

The IYPT is centred around 17 research problems, and calls for team work and discussion-based

'Physics Fights' in which the performances of the teams are judged by expert physicists.

During each round of the competition, the teams switch roles and take to the floor as Reporters, Opponents and Reviewers, in a similar way to a real-life scientific discourse.

The IYPT has no losers; only winners. It teaches participants to go well beyond basic physics. The students gain skills in project management, leadership, peer review, public speaking, and tackling complexities early in their careers. The IYPT thus differs substantially in its scope and aims when compared to other competitions such as the International Physics Olympiad.

The original concept of the IYPT was conceived by Evgeny Yunosov who launched the first IYPT in 1988. Over the last decade, the IYPT has become acknowledged as the 'Physics World Cup'.

With all these qualities combined, the IYPT is a well established role model and a global hub in the promotion of physics and physics education.

The IYPT impresses me.

Herwig Schopper
CERN, 10th Director General



Alan Allinson
alan.allinson@iypt.org





The IYPT combines the qualities which fit very well for Audi:

- an international scientific and technical environment of highly qualified young people,
- dedicated and collaborative team work,
- examination of complex relationships and the ability to explain the considerations.

All these are the key skills which give birth to innovation.

For these reasons we have a particular interest to support this event.

Thomas Sigi
AUDI AG, Board Member

Why sponsoring the IYPT is a unique opportunity?

The IYPT is an effective marketing platform, reaching a broad international community from dozens of thousands of followers to some of the World's most important decision makers.

Those who support and attend the IYPT range from Nobel Prize winners and Ministers for science and education to some best-known leaders of industry, like Audi, Samsung, Daimler, or Nokia. They all see the IYPT as a focus of excellence that brings together bright minds, creativity, ideas, and fascination with science.

IYPT participants themselves go on to become leaders in science and industry, taking the lead in the corporate world and in academia.

Supporting such a special group of young people is much more than sponsoring a media event. It is an investment that brings unique returns; public visibility, recruiting young leaders, promoting knowledge and excellence, and staying at the heart of a truly global science event.



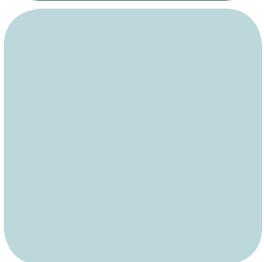
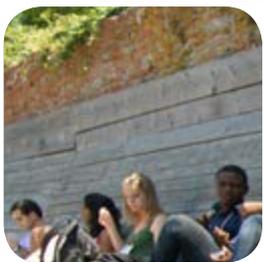
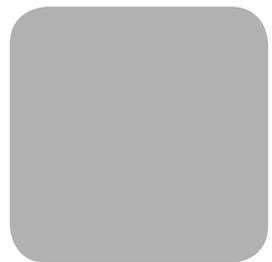
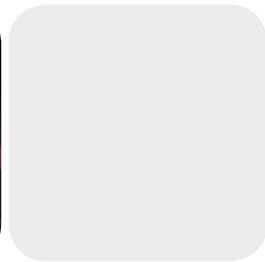
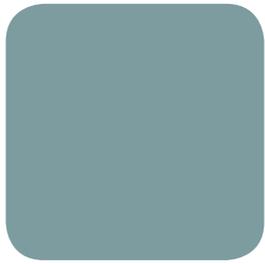
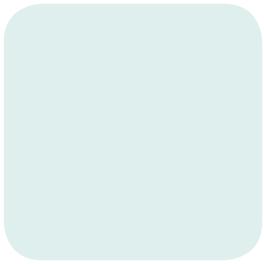
Porsche AG attaches a great importance to the level and quality of training scientific specialists. The sooner it happens, the more sustainable would be the results when meeting the growing challenges of the future.

German industrial companies can only have a chance in the global competition if they produce innovative, quality, and exciting products.

We need young people who are curious, who enjoy topics in technology and who work persistently to obtain smart solutions. That is why we devote a great attention to encourage and to support the IYPT 2012.

Wolfgang Hatz
Porsche AG, Head of R&D





Stories of success



Markus Kunesch

Markus Kunesch represented Austria at IYPTs in 2008, and 2009. Together with Angel Usunov, he went on to make a professional, peer reviewed paper from his IYPT project, "Tic-tac: accelerating a skateboard from rest without touching an external support", published in *European Journal of Physics* in 2010.



Roman Kruglyakov

Roman Kruglyakov represented Russia at the IYPTs 1993 and 1994. With a degree in physics, he joined ARMADA group, an IT company based in Moscow. He went on to become the General Director of ARMADA in 2011, bringing it to \$145m revenue in FY 2011 (27% up YoY.)



Renate Landig

Renate Landig represented Germany at the IYPTs 2004 and 2005, both times reaching the Finals. She is now pursuing a PhD at ETH Zürich and boasts a paper in quantum optics published in *Science*, World's most prestigious scientific journal.

Kathryn Zealand

Kathryn Zealand represented Australia at the IYPTs three times, including as Captain of the winning team in 2007. She went on to complete her first Masters degree at the Perimeter Institute aged just 19. Kathryn now works for McKinsey & Company and is activist for the IYPT.



Sponsoring options

At a time when money is tight, we have ideal solutions for any size of a corporate sponsor.

We are committed to conservative budgets, attract entrants by the unique reputation and values, and do never award cash prizes. The competition does not require much in the way of special equipment beyond data projectors and a small IT infrastructure. The participants are housed in inexpensive hotels or in dormitories.

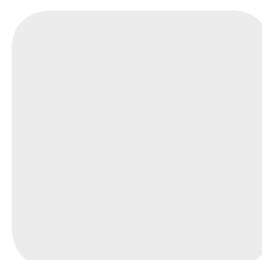
The inevitable organisational costs, however, require funding. Our exemplary budgets were 150 000 € in 2006 in Slovakia, 400 000 € in 2012 in Germany, or 900 000 € in 2007 in South Korea. This would include housing, meals, transportation, apparel and memorabilia for the teams, as well as booklets and incidental expenses that are inevitable for a large-scale public event.

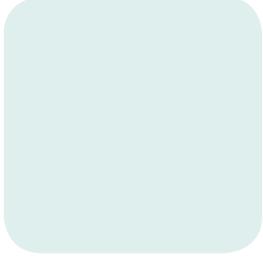
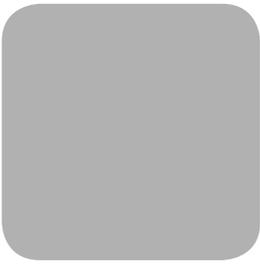
Aside from event management, we develop special resources for the IYPT. These include our acclaimed archive, proceedings books, web services, dissemination programmes, or the development of special software. With modest expenses incurred, each of these projects offers powerful educational assets or technical tools used way beyond the IYPT.

As a decentralised organisation, we invite our guests of honour and travel to new places each year to perform our duties. Chinese Taipei, United Kingdom, Thailand, and Russia are the forthcoming hosts of the IYPT in 2013-2016.

The support of business community who understands and appreciates the need of promoting education in physics and related disciplines is crucial to secure and promote the IYPT, and to build on our successful activities.

We would love to talk to you about how we can assist with your sponsorship activities and what our options would deliver the rewards you seek from such a partnership.





Benefits for sponsors

We make an impact

The IYPT is a globally leading event and a top player in the promotion of physics and physics education. Your support will go beyond just organizing a single competition. It will also:

- improve pre-university education through hands-on learning for an audience much broader than the IYPT itself
- advance the infrastructure, knowledge and assets of the IYPT
- promote physics and technology to the general public

Visibility and publicity

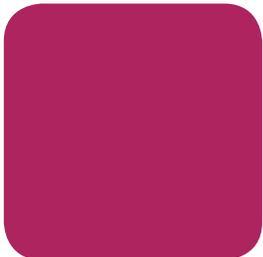
It is difficult to imagine a more visible and vibrant physics-oriented event than the IYPT. The ceremonies at IYPTs attract major media attention and prominent guests of honour, such as National Ministers for science and education of the host country, international ambassadors, and key executives of the best-known multinational companies.

Our events offer ideal opportunities for our followers, guests, and participants to take note of your support of the IYPT.

Unique public identity

The IYPT is ideally suited for a sponsorship portfolio that focuses on supporting talented youth, education, science, and technology. Our existing partners are proud to speak about the IYPT in their annual reports, media releases, newsletters, or bulletins for customers.

Our events enjoy an overwhelmingly positive image for almost any target audience. We are about enthusing young talent with pre-university research and eye-catching performances.



More for less

The IYPT has sustained itself in the past with little external financial support, and with much of the work being done by volunteers and enthusiasts. We know how to make a small amount go a long way.

Project Sponsor

Focus	support one chosen IYPT activity
Exemplary activities or expenditures	<ul style="list-style-type: none"> • IYPT Archive • books and proceedings • customized software • dissemination
Special benefits for sponsors	high impact, low cost sponsorship
Scope and expectations	printing, shipping, travel, IT, translation costs covered for a chosen project
Term	from one-go to indefinite

Gold, Silver, Bronze Sponsor

Focus	contribute to the staging of one single tournament
Exemplary activities or expenditures	<ul style="list-style-type: none"> • housing • meals • event management • excursions • booklets • memorabilia
Special benefits for sponsors	making a vibrant sponsorship exposure in countries anxious to land the IYPT
Scope and expectations	practical support to the local organizers, with a focus on managing a week-long event with up to 400 attendees
Term	one academic year

Worldwide Partner

Focus	help secure the stability and global development of the IYPT movement
Exemplary activities or expenditures	<ul style="list-style-type: none"> • travel • worldwide promotion of the IYPT • grants and scholarships • all special local costs not borne by Local Sponsors
Special benefits for sponsors	exceptional exposure and unique corporate reputation as an IYPT ally both locally and globally
Scope and expectations	cooperation with the IYPT over the long term with a special aim to secure the IYPT's financial health
Term	from one year to indefinite

Martin Plesch
martin.plesch@iypt.org



Levels of a yearly sponsorship

The sustainability of our events, projects, and organisation can only be ensured through monetary or in-kind donations, resource sharing, and practical support.

We offer different levels of sponsorship. It is easy for you to target specific goals by sponsoring specific events and programmes. Our sponsors can donate towards a specific project, towards a chosen future competition, or towards the worldwide organization of the IYPT. Some of these options will allow for exclusive sponsorship rights.

No matter the size and kind, your donations will make a difference, and will offer our sponsor a unique and powerful reward.

	Project Sponsor from 1 000 €	Bronze Sponsor 5 000 €	Silver Sponsor 10 000 €	Gold Sponsor 20 000 €	Worldwide Partner 50 000 €
Prominent recognition at iypt.org and on thematic webpages and blogs	•	•	•	•	•
Prominent recognition in booklets and flyers	•	•	•	•	•
Recognition in journal articles, newsletters, and official reports	•	•	•	•	•
Your information materials in the IYPT folders and bags	•	•	•	•	•
Display boards, roll-up banners, or promo counters at the IYPT ceremonies		•	•	•	•
60 min promotional event during the IYPT			•	•	•
Naming right for a Physics Fight room at the IYPT				•	•
Access to photo banks, exclusive photo sessions, special rights					•
IYPT brand licensing rights					•

Project: Software development

Hosting an IYPT requires innovative software that manages people, problems, and the complex regulations of the competition.

A special platform, Newtoon, is under development by our IT team, and will facilitate the distribution of hundreds of people among different rooms, calculate global results and rankings, and produce factsheets on the available problems, jurors and individual contestants in a specific room. The platform analyses statistically and keeps track of the grades given by jurors to contestants; a procedure of vital importance in reaching the highest level of grading standards.

All expenses incurred for this software development are so far financed privately. By using a server-based network, we will be able to allow free access to Newtoon to all regional and national YPT-oriented events. This will drastically decrease the workload on local organizers and allow more time for physics, not paperwork, during an IYPT.

Your support of the IT team will make a difference for the IYPT.



Georg Hofferek
georg.hofferek@iypt.org

Projected budget for 2013: 5 000 €

Project: IYPT Archive

The history of the IYPT amounts to something more than a list of past winners. We work towards universal access to all knowledge about the IYPT, starting from its earliest years.

Our assets are historical problems, solutions, articles written for or about the IYPT, names, results, regulations, documents and manuscripts. Such a collection is a valuable resource for future participants, physics teachers, and researchers in physics education. We perform research, acquire and preserve materials, digitise our assets, and offer a webpage.

The Archive's biggest constraint to growth is a lack of finance, and all incurred expenses have so far been financed privately. The elementary but chal-

lenging costs include developing web applications, digitising records, travel, purchasing auction lots, and supporting partner projects to make information videos or to print booklets and proceedings.

The Archive ideally suits the needs of a sponsor who is willing to support an important IYPT activity at minimum cost. By supporting the Archive, you reach a powerful community and help strengthen the knowledge and research about the IYPT.

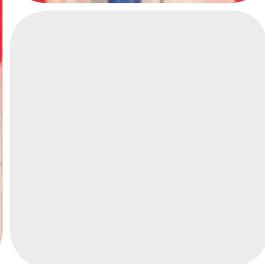
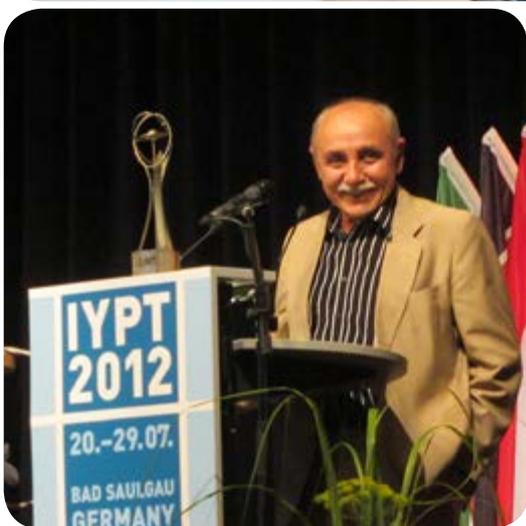
We know how the Archive can tell a special story to your audience. We would love to talk to you about the power of partnership with our project.



Ilya Martchenko
ilya.martchenko@iypt.org

Projected budget for 2013: 12 000 €



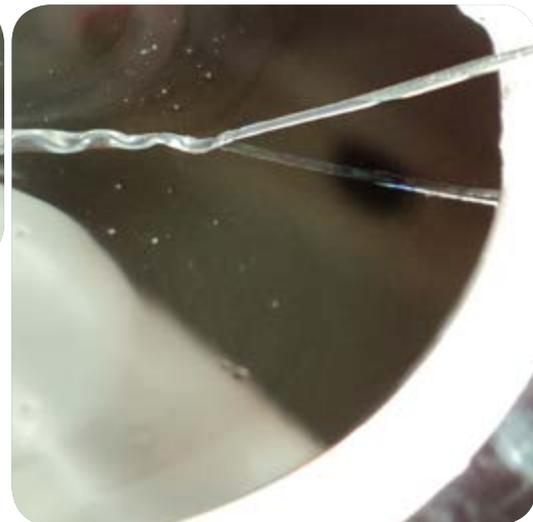


Examples of the IYPT problems

Hearing light (IYPT 2013)

Coat one half of the inside of a jar with a layer of soot and drill a hole in its cover (see figure). When light from a light bulb connected to AC hits the jar's black wall, a distinct sound can be heard. Explain and investigate the phenomenon.

This amazing phenomenon is an example of so called photoacoustic effect when light results in an acoustic wave. The effect is easy to produce, but a serious explanation will be a tricky task for the IYPT participants. When the light bulb is powered by a 50 Hz AC current, the resulting sound has the dominant peak at 100 Hz, audible as a constant, low hum or buzz.



Jet and film (IYPT 2013)

A thin liquid jet impacts on a soap film (see figure). Depending on relevant parameters, the jet can either penetrate through the film or merge with it, producing interesting shapes. Explain and investigate this interaction and the resulting shapes.

If the jet hits the film at a small angle, it will coalesce with the film and continue to undulate with a specific "wavelength". The explanation of this amazing behavior is very tricky, and the first scientific paper on the effect was only published in September 2012.

NOKIA
Connecting People

2001

ABB

2004

 **Zürcher
Kantonalbank**

2005

SIEMENS

2006

SAMSUNG

2007

 **LG**

2007

Past partners of the IYPT



HYUNDAI

2007

Sony DADC

2010

B | BRAUN

2012

LIEBHERR

2012



Audi

2012

 **Boehringer
Ingelheim**

2012



PORSCHE

2012

you?

DAIMLER

2012