



## **Benefits of Sponsorship**

- **A Uniquely Positioned Program** – The Christopher Columbus Awards program provides middle school students from around the country with a one-of-a-kind learning experience.
- **A Proven Program** – The Christopher Columbus Awards program, now in its 16<sup>th</sup> year, has established itself with name recognition and a strong infrastructure.
- **Credibility** – The Christopher Columbus Awards program is endorsed by the National Middle School Association and the National Association of Secondary Schools Principals, and receives cooperation from the National Science Foundation.
- **National Recognition** – Teams and sponsors participating in the Christopher Columbus Awards program have received local and national media recognition. Team members have appeared on the *Oprah Winfrey Show*, the *Today* show and *NBC Nightly News with Tom Brokaw*, and have received tremendous local TV and media coverage.
- **Consistent Growth** – Participation in the Christopher Columbus Awards program has increases each year. The total number of participants over the last fifteen years is 18,700, with an average of 1,247 kids per year.
- **Attracts Students Traditionally Underrepresented in Science Competitions, Including Girls** – The Christopher Columbus Awards program is unique compared to other traditional “science competitions” as it appeals to girls as well as boys. The gender breakdown is 59 percent female and 41 percent male.
- **Broad Appeal** – The Christopher Columbus Awards program attracts students in all areas of the country, and urban and rural participation in the program has steadily increased each year. In the current competition year, urban and rural schools comprise 53 percent of participating schools.
- **Lifelong Learning Experience** – The Christopher Columbus Awards program provides students with a learning experience that will carry over into high school, college and their careers.

- **Real-World Experiences for Students** – The Christopher Columbus Awards program:
  - Teaches students to work as part of a team, unlike most other competitions, in which students participate as individuals. Working as a team allows students to develop problem-solving skills and positive conflict-resolution skills –important life skills they will use in the future.
  - Provides students with the opportunity to identify a problem, analyze it, explore possible solutions and test the validity of their assumptions, using the same techniques as adult researchers and scientists.
  - Gives students the opportunity to learn how to present ideas to adults on a one-on-one basis, and realize that their ideas have merit.
  - Presents the opportunity for students to meet local and national leaders and discuss their innovative ideas.
- **Focus on Communities and Community Service** – The Christopher Columbus Awards program exposes students to the value of community service, which will be carried on into adulthood.
- **Once-in-a-Lifetime Experience for Students** – The growth experience for children who participate in the Christopher Columbus Awards program is indescribable. Endorsement letters written by students and parents praising the program are available.