

# **Online International Math Challenge**

## World Leading School Mathematics Competition

# **ONLINE INTERNATIONAL MATH CHALLENGE 2022**

**11-12 NOVEMBER 2022**

*Now in its 11<sup>th</sup> year, Online International Math Challenge 2022 is one of the world's leading online mathematics competitions with over 5,000 participants from 100+ countries and 1,000+ schools expected to enter in 2022.*

Through its huge reach, Online International Math Challenge is helping build the critical and creative thinking capabilities of future problem-solvers through competition and cooperation in mathematics.

This is a great opportunity for businesses to gain access to some of the brightest minds of the next generation of thinkers and invest in:

- Encouraging students to strive for excellence in mathematics
- Improving critical thinking skills of problem solvers
- Promoting international mindedness and global perspectives among students

Online International Math Challenge 2022 motivates students to see math in a different light, stimulating interest in the subject and how it can be applied to daily life.

**Integrate Online International Math Challenge 2022 into your marketing platform...**

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# International **Math** Challenge

## World Leading School Mathematics Competition

### QUICK FACTS

**5,000+**  
**STUDENTS**

FROM 900+ SCHOOLS IN 96  
COUNTRIES ENTERED IN 2021

**5 x AGE**  
**CATEGORIES**

COVERING  
6 – 16 YEAR OLDS

**40 QUESTIONS**  
**IN 90 MINUTES**

ONLINE MULTI CHOICE  
QUESTION FORMAT

**5 LANGUAGES**  
**COMPETITION**

EXAM AVAILABLE IN ENGLISH, THAI,  
CHINESE, SPANISH & RUSSIAN

**USD\$1 MILLION**

WORTH OF SCHOLARSHIPS  
AVAILABLE FOR WINNERS

**SUPPORTED BY**

ONLINE PROMOTIONAL CAMPAIGN

**WIDE RANGE OF**  
**MATH TOPICS**

INCLUDING; ALGEBRA, BRAIN  
TEASERS, TRIGONOMETRY, RATIOS,  
PROBABILITY & STATISTICS

**PLETHORA**  
**OF PRIZES**

INCLUDING APPLE IPADS,  
SAMSUNG GALAXY TABS &  
AMAZON KINDLE PAPER WHITE

**9,200+**  
**CERTIFICATES**

ISSUED IN 2021

**AWARDING**  
**CEREMONIES**

AT 900+ SCHOOLS IN 2021

**48,200**

INSTAGRAM FOLLOWERS

**SOCIAL MEDIA**

500 POSTS PER QUARTER  
BY ORGANISERS

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### PACKAGES

We have a comprehensive commercial sponsorship and partnership opportunities for businesses to get involved with Online International Math Challenge 2022 including: Title & Presenting Sponsors; Official Partners; Official Suppliers; Official Media Partners; University & School Partners and Supporting Authorities...

#### TITLE & PRESENTING SPONSORS

- 1 x Title Sponsor with naming rights to the competition
- 1 x Presenting Sponsor with naming rights to the competition

#### TIER 2: OFFICIAL PARTNERS

- Up to 10 x Official Partner from non-competing categories

#### TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 x Official Suppliers providing goods and services essential to the competition
- Up to 10 x Media Partners providing advertising and guaranteed editorial essential to the competition

#### UNIVERSITY & SCHOOL PARTNERS

Packages for Universities - providing scholarships for students

Packages for Schools - entering students into the competition

#### SUPPORTING AUTHORITIES

Online International Math Challenge 2022 is looking for supporting authorities to be part of the competition and is currently liaising with:

- Ministry of Education, Thailand
- Office of the Private Education Commission

### RIGHTS

Rights fall into the following categories. A full inventory by sponsorship level is detailed:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Networking Rights
- Merchandising Rights

#### WHO SHOULD SPONSOR?

Online International Math Challenge 2022 is a great opportunity for businesses from all sectors with an interest in promoting education and recruiting potential math prodigies.

Accountancy & Auditing	Cyber Security	Insurance	Surveyors
Artificial Intelligence	Data Analysts	Investment	Tax Consultancy
Banking	Engineering	Market Research	Teaching
Computing & Software	Financial Services	Professional Services	Information Technology

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### HOW IT WORKS

#### COMPETITION

OIMC 2022 is an individual competition, in which students compete for prizes for their personal achievement.

#### CATEGORIES

Each participating school organises their students into one of six categories...

	American Curriculum Schools	British Curriculum Schools	Thai Curriculum Schools	Russian Curriculum
Category Kids	Grades 1, 2	Years 1, 2	Prathorn 1	Grades 1, 2
Category 1	Grades 3, 4	Years 3, 4	Prathorn 2, 3	Grades 3, 4
Category 2	Grades 5, 6	Years 5, 6	Prathorn 4, 5	Grades 5, 6
Category 3	Grades 7, 8	Years 7, 8	Prathorn 6, Matthayom 1	Grades 7, 8
Category 4	Grades 9, 10	Years 9, 10	Matthayom 2, 3	Grades 9, 10
Category 5	Grades 11, 12	Years 11, 12	Matthayom 4, 5	Grades 11, 12

#### QUESTIONS

Students are expected to solve 40 x multiple choice questions in 90 minutes (25 x questions for Category Kids).

#### TOPICS

CATEGORY	TOPICS
Category Kids	Passwords, matching, number relations, figure relations, ordering, paper cutting-folding, comparison, find different objects, scales
Category 1	Operations and properties, algebra, fractions and decimals, number theory, data collection and analysis, ratio, measurement and geometry, mental math and brain teasers
Category 2	Graphs, measurement and geometry, probability, mental math and brain teasers, data collection and analysis, ratio and proportion, operations and properties and introduction to algebra, integers and rational numbers, decimals and percentages
Category 3	Ratio and proportions, graphs and functions, rational numbers, trigonometry, circle geometry, mental math and brain teasers, exponents and roots, measurement and geometry, multi-step equations of first degree, quadratic equations
Category 4 & 5	Sets theory, sequences and series, trigonometry, probability and statistics, plane and space geometry, relations and functions, logarithmic and exponential forms, radical expressions and equations, mental math and brain teasers



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### TIMELINE

#### TIMELINE 2022

15 AUGUST – 30 OCTOBER	REGISTRATION
11-12 NOVEMBER	COMPETITION EXAMS
15 NOVEMBER	RESULTS ANNOUNCED
30 NOVEMBER	AWARDING CEREMONY

### ONLINE AWARDS CEREMONY

An Awards Ceremony will be held on 30 November 2022.

Streamed live on Facebook, the prize giving event features school representatives from each of the winner's countries, sponsors and university partners as well as a guest speaker.



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### SPONSORS & PARTNERS

Previous International Math Challenge Sponsors and Partners have included...

Future Path Education Company  
Live English Now  
Bai Mai Phli Schools  
King Mongkut's Institute of Technology Ladkrabang  
World Didac Asia  
North American University  
Paragon International University  
Rangsit University  
Suleyman Demirel University  
Vistula University

Ministry of Education Thailand  
Office of the Private Education Commission  
Silk Road Cultural Tour Co., Ltd.  
Devhub  
College of Digital Innovation and Information Technology  
Pan-Asia International School  
Suryadhep Music Sala  
My Robot Time Thailand





# Online International Math Challenge

## World Leading School Mathematics Competition

### PRIZES

Online International Math Challenge 2022 has a plethora of prizes and certificates.

An excellent opportunity for Sponsors and Partners to integrate through provision of prizes and / or branding on certificates.

#### 2021 COMPETITION PRIZES INCLUDED...

- 1<sup>st</sup> – iPad Air x 5
- 2<sup>nd</sup> – Samsung Galaxy Tab A 8.0 x 5
- 3<sup>rd</sup> – Kindle Paper White x 5
- Honourable Mention – Apple AirPods x 16

#### CERTIFICATES - PARTICIPANTS

All participants receive a certificate according to their achievement

**GOLD** – Top 10%

**SILVER** – Top 11 – 25%

**BRONZE** – Top 26 – 45%

**PARTICIPATION** – Remainder of participants (all participants)

For example, Gold winners receive 2 certificates - participation and achievement.

#### CERTIFICATES - SCHOOLS

All schools and mentors receive certificates.

#### HONOURABLE MENTION

All participants whose total net score are higher than 5 points will get an Honourable Mention.



### SCHOLARSHIPS 2021 (2021)

#### UP TO USD\$1 MILLION SCHOLARSHIP FOR CATEGORY 4 STUDENTS

##### North American University

US\$20K FOR ALL GOLD CERTIFICATE WINNERS

US\$15K FOR ALL SILVER & BRONZE CERTIFICATE WINNERS



##### Paragon International University

100% Full Scholarship Discounts for Top 2

75% Full Scholarship Discounts for Top 3-5

50% Full Scholarship Discounts for Top 6-14

25% Full Scholarship Discounts for Top 15-35



##### Rangsit University

THB 100K Scholarship for Top 4 winners

THB 75K Scholarship for Top 5-8 winners

THB 50K Scholarship for Top 9-12 winners



#### 2021 SCHOLARSHIPS

209 STUDENTS FROM 31 COUNTRIES

AWARDED SCHOLARSHIPS AT 5 UNIVERSITIES

125 STUDENTS AWARDED ENGLISH LANGUAGE COURSES

##### Suleyman Demirel University

30% Full Scholarship Discount for Top 1-3 winners

20% Full Scholarship Discount for Top 4-13 winners

10% Full Scholarship Discount for Top 14-33 winners



##### Vistula University

100% Full Scholarship Discount for Top 1

50% Full Scholarship Discount for Top 2-4

20% Full Scholarship Discount for Top 5-14

10% Full Scholarship Discount for Top 15-34



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### 2021 RESULTS

Thailand had the most students with Gold medals in 2021, with 145 Gold plus 196 Silver and 330 Bronze.

#### 2021 RESULTS – TOP 10 COUNTRIES

COUNTRY	GOLD	SILVER	BRONZE
THAILAND	145	196	330
VIETNAM	96	94	77
ROMANIA	37	18	3
KAZAKHSTAN	29	32	32
AZERBAIJAN	12	31	22
MOLDOVA	12	23	25
IRAN	10	29	25
MONGOLIA	7	20	24
NIGERIA	6	8	14
BULGARIA	6	2	11

#### 2021 RESULTS

	CATEGORY I	CATEGORY II	CATEGORY III	CATEGORY IV	CATEGORY KIDS	TOTAL
GOLD	89	100	69	59	98	415
SILVER	128	155	108	90	141	622
BRONZE	171	193	120	120	268	872
HONORABLE MENTION	210	246	166	160	373	1155
PARTICIPATION	839	972	646	553	880	3,890

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# Online International Math Challenge

## World Leading School Mathematics Competition

### WHY GET INVOLVED?

Online International Math Challenge 2022 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

The Challenge will be widely promoted across international, national and local stages including advertising in education publications.

Direct mails, e-newsletters and the promotion of Online International Math Challenge 2022 news via social media are all used to deliver messages to the target audiences.

Online International Math Challenge 2022 sponsorship packages are designed to provide an exceptional combination of online networking and online branding opportunities, including:

#### **Ad BRAND EXPOSURE**

The opportunity to integrate with Online International Math Challenge 2022.

Branding on marketing collateral: Certificates; Booklets; Website; Social Media; Live Sessions; Promotional Campaign – Online Advertising, Challenge Posters; Email Marketing.

**NAMING RIGHTS TO THE COMPETITION**

**CERTIFICATE & AWARD CEREMONY BRANDING**

**PROMOTIONAL CAMPAIGN BRANDING**

#### **MEDIA, PROMOTION & PR RIGHTS**

Sponsors and Partners can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

#### **MEDIA PARTNERS**

Guaranteed coverage with our Media Partners – currently being confirmed.

#### **ADVERTISING**

**ONLINE** – Online International Math Challenge 2022 marketing team will work closely with leading industry web portals to reach schools and universities through web advertising and targeted email campaigns.

In 2021 online advertising generated 900,000 views and 150,000 clicks and 125,000 emails were sent to 30,000+ contacts. 500+ Booklets were printed in Thailand.

**PRINT** - a media-wide advertising campaign will run throughout the year.

#### **PR & CONTENT**

Online International Math Challenge 2022 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Q&As; Challenge Highlights; Press Conferences; and Charity Links.

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# International Math Challenge

## World Leading School Mathematics Competition

### WHY GET INVOLVED?

#### DIGITAL & SOCIAL RIGHTS

Digital branding on event websites and social media. Exposure through...

-  **FACEBOOK** - <https://www.facebook.com/intmathchallenge> - FOLLOWERS 4,896
-  **INSTAGRAM** - <https://www.instagram.com/intmathchallenge> - FOLLOWERS 48,200
-  **TWITTER** - <https://twitter.com/mathchallenge> - FOLLOWERS 948
-  **WEB** - <https://mathchallenge.in.th>

Over 500 social media posts per quarter by the organisers, plus thousands of posts mentioning Online International Math Challenge.

#### EXPERIENTIAL RIGHTS

Product Placement – through provision of prizes.

#### NETWORKING RIGHTS

Online International Math Challenge 2022 offers a fantastic platform to engage with universities, schools, sponsors and partners. Opportunities to leverage connections throughout the year.

#### MERCHANDISING RIGHTS

We offer our Sponsors, Supporters, Suppliers and Partners the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, Online International Math Challenge 2022 Goodie Bags.

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# World-Leading School Mathematics Competition

## INVENTORY OF RIGHTS

INVENTORY OF RIGHTS	PARTNER LEVEL		
	TITLE SPONSOR & PRESENTING SPONSOR	OFFICIAL PARTNER	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Rights to title "[Title Sponsor] Online International Math Challenge 2022 in association with [Presenting Sponsor]" for PR and advertising use	Yes		
Rights to title "[Sponsor Name] Official Partner of [Title Sponsor] Online International Math Challenge 2022 in association with [Presenting Sponsor]" for PR and advertising use		Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner [Title Sponsor] Online International Math Challenge 2022 in association with [Presenting Sponsor]" for PR and advertising use			Yes
Category Exclusivity	Yes	Yes	Yes
<b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>			
<b>LOGOS &amp; IMAGES</b>			
Right to use Online International Math Challenge 2022 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
<b>BRANDING</b>			
Logo on OIMC Certificates	Prominent	Less Prominent	Less Prominent
Logo on any Awards Ceremony marketing materials e.g. posters,	Prominent	Less Prominent	Less Prominent
Logo on any Media Interview Area backdrop branding	Prominent	Less Prominent	Less Prominent
Logo on Online International Math Challenge 2022 officials' clothing	Yes		
Representative to speak at any OIMC promotional events	Yes	Yes	
<b>MEDIA, PROMOTION &amp; PR RIGHTS</b>			
Logo on literature pre / post Challenge - website, social media, stationery etc.	Yes	Yes	Yes
Booklet advertisement	Full Page	½ Page	¼ Page
Brand name mention and logo in Online International Math Challenge 2022 press information and advertisements	Prominent	Less Prominent	Less Prominent
Inclusion in any marketing / sales materials	Prominent	Less Prominent	Less Prominent
Logo on advertising in Media Partner publications – size dependent on sponsorship level	Prominent	Less Prominent	Less Prominent
Representative to speak at press conferences	Yes	Yes	

## INVENTORY OF RIGHTS

INVENTORY OF RIGHTS	PARTNER LEVEL		
	TITLE SPONSOR & PRESENTING SPONSOR	OFFICIAL PARTNER	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
<b>DIGITAL &amp; SOCIAL RIGHTS</b>			
Branding on event emails, website, and all site communications including e newsletters	Prominent	Less Prominent	Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Instagram & FB posts	Prominent	Less Prominent	Less Prominent
Logo inclusion in any App produced	Prominent	Less Prominent	Less Prominent
<b>EXPERIENTIAL RIGHTS</b>			
Opportunity for product placement as competition prizes	Yes	Yes	
<b>NETWORKING RIGHTS</b>			
Introductions to the OIMC network	Yes	Yes	Yes
<b>MERCHANDISING RIGHTS</b>			
Logo on any Online International Math Challenge 2022 T-shirt produced	Yes		
Promotional material or product sample in Awards Ceremony goodie bag	Yes	Yes	Yes

### UNIVERSITY PARTNER PACKAGES

- Use the Challenge name / logo in your own publicity (e.g. "Official University Partner of...")
- University name / link on Challenge website Universities page
- Logo in Booklet / sponsors' page
- Logo on certificates
- University name in Media Partner advertising
- University name in promotional campaign literature

### SCHOOL PARTNER PACKAGES

- Use the Challenge name / logo in your own publicity (e.g. "Official School Partner of...")
- School name / link on Challenge website Schools' page
- Logo in Booklet / sponsors' page
- School name in promotional campaign literature

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# International Online Math Challenge



## HISTORY

The first Math Challenge was organised in 2012 as an inter-school competition among international schools in Bangkok with participation of 144 students from 10 schools. Gradually the number of participants increased and in 2014 Math Challenge went beyond the Thailand borders and started hosting international participants.

In 2021, International Math Challenge adapted and became Online International Math Challenge expanding to five languages with the partnership of leading universities and education centres around each region of the world.

The online version is a beacon motivating both teachers and students in these difficult pandemic times when almost all competitions, including the Olympics, were forced to cancel or postpone to an unknown time.

In 2020, 2,000 students from 70 countries took part and in 2021 over 5,000 students from 96 countries.



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## CONTACT

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