



Invest in the team that will represent Brazil for the first time in the International Genetically Engineered Machines Competition: iGEM 2009.

What is iGEM?

Since 2003, the Massachusetts Institute of Technology (MIT), one of the most important universities of the world, organizes the International Genetically Engineered Machine Competition (iGEM), in which students from world renowned universities gather together to apply genetic engineering techniques in solving the most pressing problems known today in industry, environment, health and other research fields. Student teams are given a kit of biological parts at the beginning of the summer from the Registry of Standard Biological Parts. Working at their own schools over the summer, they use these parts and new parts of their own design to build biological systems and operate them in living cells. This project design and competition format is an exceptionally motivating and effective teaching method.

This year is the first time a Brazilian team enrolls in this event. With the collaboration of Professor Gonçalo A. G. Pereira and coordination of Dr. Johana Rincones Perez, the team has a total of 18 members, with researchers and students of the Biology Institute of the State University of Campinas (UNICAMP – <http://www.unicamp.br>). The Project of team UNICAMP-Brazil aims to enable yeasts and bacteria to recognize and eliminate eventual contaminants during industrial fermentative processes, by introducing genetic devices. Numerous products are fabricated through processes using microorganisms, such as ethanol, beverages, insulin and many enzymes. However, the losses caused by contaminants range between 5% and 10% of the gross production; therefore, the benefits of such “Microguards” would be exceptional and greatly affect the efficiency of bioprocesses.

With the project elaborated and well under way and the team’s registration fee provided by UNICAMP, the students’ participation is still not assured due to financial issues. Without sponsors to cover individual registration fees and the traveling expenses to MIT, our Brazilian young scientists may not be able to show the scientific community their innovative project. Therefore, our team is following the example of other participants, which have contacted the private sector in search for support for their participation in the form of sponsorships. Among the companies that have supported iGEM teams are: Qiagen (Paris - France), Continental Airlines (Peking - China), Stratagene (Chiba - Japan), Invitrogen (Penn State and Berkeley - USA), DuPont (Penn State), Thermo Scientific (Missouri), Monsanto (Missouri), NanoDrop (Brown), and Merck (Glasgow - UK).

HOW AND HOW MUCH TO INVEST?

Interested companies can contribute financially by donating the amounts described below. The investment will be used in registration fees and travel expenses to present the project in Boston, MA. The total cost is estimated in \$30,000. Sponsors will receive marketing according to their contribution. Table 1 details the costs while table 2 details the sponsor categories.

Table 1. Costs to participate in the event

	Members	Subscriptions (\$)	Airline tickets (\$)*	Hosting (\$)*	Total (\$)
Undergraduates	11	175.00	1,000.00	425.00	1,600.00
PhDs	7	375.00	1,000.00	425.00	1,800.00
Total	18	4,550.00	18,000.00	7,650.00	30,000.00

*Subject to variations

Table 2. Sponsorship categories

Category	Investment	Use
SUPPORT	Airline Tickets to Boston	
BRONZE Sponsor	\$2.000,00	Finances the participation of 1 student
SILVER Sponsor	\$4.000,00	Finances the participation of 2 students
GOLD Sponsor	SPONSOR ALREADY OBTAINED	

We are willing to negotiate if your company prefers to invest a different amount or to provide, for example, airline tickets.

WHAT DOES YOUR COMPANY GET IN RETURN?

Your company will be associated with the first team to represent Brazil in an international genetic engineering competition, and will also contribute to the the scientific and educational development of the country. The event at MIT will draw the eyes of the largest investors in the biotechnology field, together with representatives of over 100 of the best universities in the world, such as Harvard, Stanford, Berkeley, Cambridge, Tokyo and Edinburgh (http://ung.igem.org/Team_List?year=2009).

LABELS

- GOLD SPONSORSHIP ●
- SILVER SPONSORSHIP ●
- BRONZE SPONSORSHIP ●
- SUPPORT ○

T-SHIRT:

FRONT ●

BACK ●

The group members will wear t-shirts during the event, in Boston, which will show up in official photos and media coverages. The logo of the gold sponsor will be printed on the front and the logos of silver sponsors will be printed on the back (Figure 1).



Figure 1. T-shirt front and back. The gold sponsor's logo will be printed on the front and the silver sponsors' logo will be printed on the back.

PROJECT PRESENTATION AT MIT:

LAST SLIDE ●●●○

ALL SLIDES ●

The competition will be hosted by the Massachusetts Institute of Technology, the fourth best university of the world according to the rank compiled by Shanghai Jiao Tong University (<http://www.arwu.org/>). The project will be presented to over 1200 participants from 25 countries and the presentations will be freely available on-line at <http://www.igem.org>. The gold sponsor will have its logo displayed on all slides. Logos from other sponsors will be displayed on the last slide.

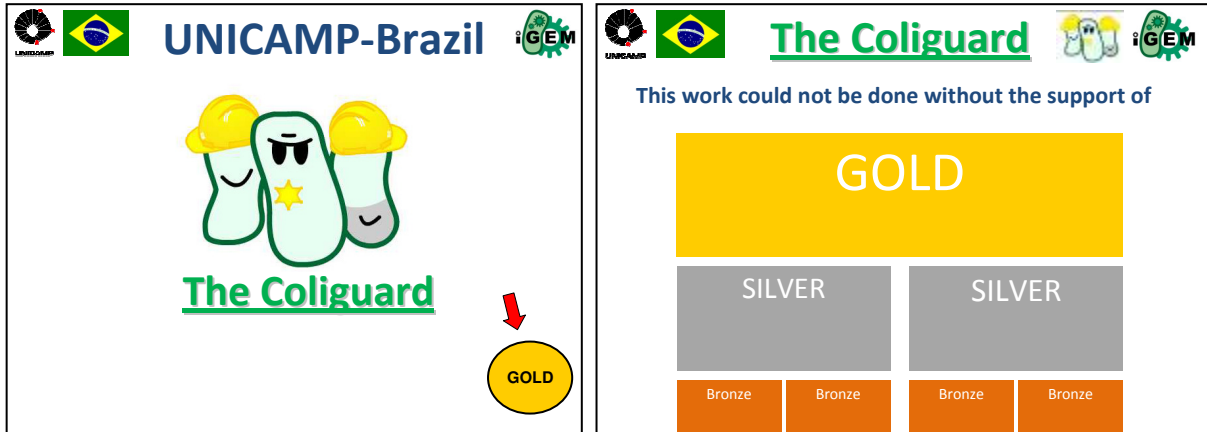


Figure 2. Sample slides of the project presentation. The gold sponsor will have its logo displayed on all slides (left picture). The other logos will be displayed on the last slide (right picture).

- WEBSITES** (www.igembrasil.com.br and <http://2009.igem.org/Team:UNICAMP-Brazil>)
SPONSORSHIP PAGE ●●●○
MAIN PAGE ●●● (obs.: size and place of logo are proportional to sponsor contribution)
TOP OF MAIN PAGE ●
ALL PAGES ●

The websites of team "UNICAMP-BRAZIL" are the main media for publishing the project's progresses. The sites will remain online until next iGEM edition, and will contain interactive tools to motivate their visitation, such as videos, photos and news. The majority of the content will be available in English, Portuguese and Spanish. Moreover, the site address will be published in folders, presentations, lectures and possible media coverages. The gold sponsor's logo will be highlighted in the main page while silver and bronze sponsors will have proportional space. All logos will appear on the sponsorship page.

FOLDERS ●●●○

The folders will be distributed to newspapers, magazines, TV, entrepreneurs, researchers and students.



Figure 3. Folder to be distributed. The sponsors' logos will be printed on the cover. The back of the folder will show our supporters' logos.

MEDIA COVERAGE ●

The impact of the event and the fact that our team is the first in Brazil to participate is bound to attract media attention before and after the competition. We are in contact with several media sectors to promote the event and our participation.

SUMMARY

Table 3 summarizes the marketing for each sponsor category.

Table 3. Sponsorship categories, marketing and use of investment.

Investment	Marketing	Use
SUPPORT	Folder	Partially finances the participation of 1 student
	Website (sponsor page)	
	Last presentation slide	
BRONZE \$2,000.00	Folder	Finances the participation of 1 student
	Website (sponsor page and small logo on main page)	
	Last presentation slide	
SILVER \$4,000.00	Folder	Finances the participation of 2 students
	Website (sponsor page and medium logo on main page)	
	Last presentation slide	
	Back of t-shirt	
GOLD	SPONSOR ALREADY OBTAINED	

*The team is not responsible for journalists' edition cuts.

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