

THE 2ND ANNUAL
WNY BRAIN CHALLENGE
A RUBE GOLDBERG STYLE
ENGINEERING & PROGRAM COMPETITION

May 24th, 2018 | ECC South Campus | 9AM-1PM
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Who Was Rube Goldberg?

Reuben (Rube) Goldberg was a Pulitzer Prize winning cartoonist best known for his zany invention illustrations. His drawings depicted simple and familiar household items used in unfamiliar ways. Complex, wacky, ingenious and logically organized, Rube Goldberg Creations solved everyday problems. He died in 1970 and his legacy lives on in the Rube Goldberg Machine Competition. Learn more about him here: www.rubegoldberg.com.

What is the WNY Brain Challenge?

MISSION: IGNITE Powered by Computers For Children brought this competition to Western New York for the first time in 2017. The goal is to establish regional teams of students to stretch their imaginations, engage in critical thinking and problem solving skills. Students will identify a simple, daily task and design and build an intentionally over engineered solution using everyday items.

What Makes A Team?

With the guidance of a corporate mentor(s) as the team leader, and supporting help of science or tech instructor, a team of students from sixth through 12th grade are challenged to build a contraption that completes a simple task. Each contraption must have a designated number of maneuvers, steps, a goal, and a final objective. For this competition, the final objective is to turn on a light.

Who Can Enter?

WNY BRAIN CHALLENGE is open to student teams from Western New York in grades six through 12. Each team will have at least one adult representative present at all times. Each team must have no more than six students.



Invest Time, Talent & Treasure

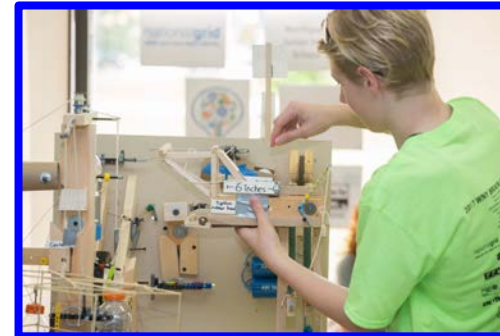
We welcome participation from all businesses who value innovation and inspiring the next generation of creative thinkers. This call to action includes business employees to take an active role as industry mentors!

Mentors

Mentorship brings a whole new dynamic to a team of inventors; it brings real world experience, education, and it brings in the Heart! In an effort to promote and grow interest in STEM/STEAM careers, we are looking for members of the community to invest their time and talent with students in this educational and exciting competition. Mentors play an active role in guiding a team of no more than 6 students who must develop a plan to build a simple machine or contraption that uses the principles of engineering, physics, math and creative design. Mentors help the students think through their concepts and create their contraption. Mentors will work with the adult representative (teacher or parent) to schedule planning sessions –typically an hour a week before or after school for a total of 4-6 hours leading up to the competition.


Sponsors

This is a unique opportunity for businesses to support an important educational initiative. The Bureau of Labor Statistics projects overall STEM employment to grow about 13% between 2012 and 2022. Companies like yours can get involved at the grass roots and begin training future employees! Our goal is to foster a long term relationship between schools, corporations and employees.





WNY BRAIN CHALLENGE SPONSOR OPPORTUNITIES

	Genius Level Sponsor \$10000	Engineer Level Sponsor \$5000	Braniac Level Sponsor \$2500	Machine Level Sponsor \$1000	Techie Level Sponsor \$500
Headline Sponsor WNY Brain Challenge "POWERED BY": YOUR COMPANY					
Recognition on Social Media	Logo with Hyperlink	Logo	Name	Name	Name
Recognition on Event Tshirt	Prominent Logo	Logo	Name	Name	
Recognition at Event on Signage	Prominent Logo	Logo	Logo	Name	
Tickets to 2018 Taste of Technology	10	6	4	2	
Recognition on Event Website and M:I Website	Logo with Hyperlink	Logo	Name	Name	Name
Recognition in M:I Monthly Newsletter	Logo with Hyperlink	Logo	Logo	Name	
Recognition in Buffalo Business First Ad	Logo	Logo	Name	Name	
Recognition in Program Book	Logo	Logo	Logo	Name	Name
Tickets to Networking Event/Awards Ceremony	10	8	6	4	2