

# International Year of Light and Light-based Technologies

## 2015



United Nations  
Educational, Scientific and  
Cultural Organization



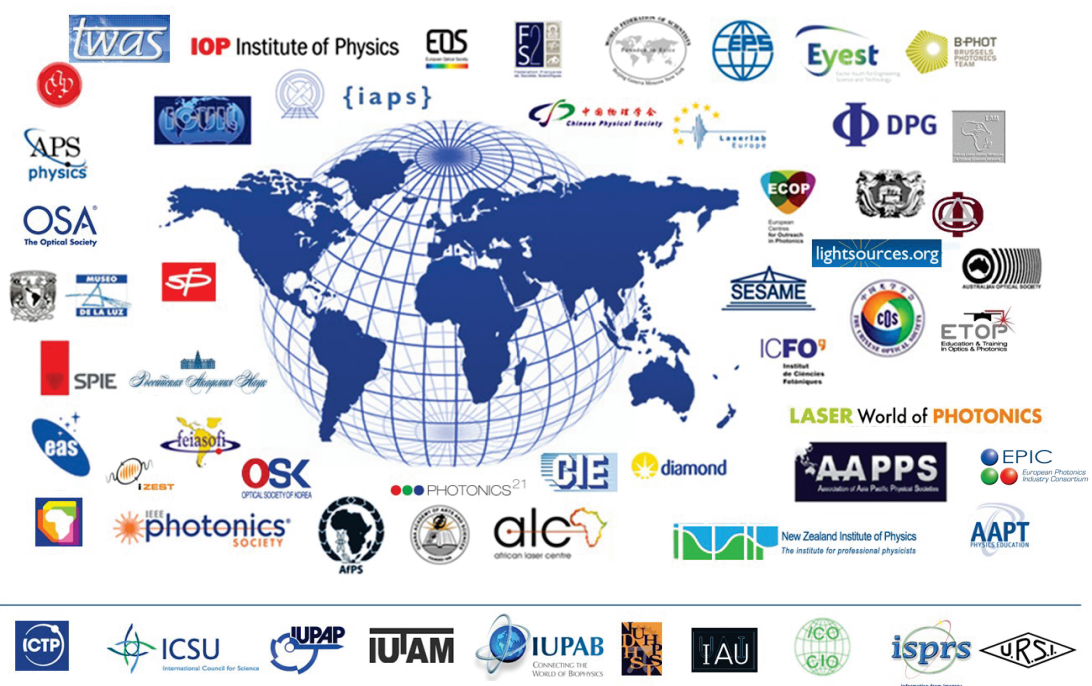
INTERNATIONAL  
YEAR OF LIGHT  
2015

Promoting Light Science and Applications for Humanity



## Partnership & Sponsorship Opportunities

This description of Sponsorship and Partnership opportunities for the International Year of Light has been prepared on behalf of the International Year of Light consortium consisting of over 100 scientific societies, academies and other non-profit organisations, supported by major Scientific Unions and UNESCO.



## Overview

The International Year of Light (IYL2015) is a global initiative to highlight to the citizens of the world the importance of light and optical technologies in their lives, for their futures, and for the sustainable development of society. Endorsed by the UNESCO Executive Board and the UNESCO General Conference, the International Year of Light resolution was adopted by the United Nations General Assembly in December 2013.

The applications of light technology have revolutionized society through medicine, communications, entertainment and culture. Industries based on light are major economic drivers, and light-based technologies directly respond to the needs of humankind by improving access to information, promoting sustainable development, increasing societal health and well-being, and furthering environmental goals by saving energy and reducing global warming.

The International Year of Light in 2015 is a **unique opportunity to engage with leaders** in diverse fields of science & technology, culture and politics, and initiating new and durable partnerships between the scientific, public and private sectors is a priority.

We welcome and value the participation of companies, universities and research institutions and other organisations in joining this initiative together with the UN and UNESCO communities. This document explains the different ways in which you can both help and benefit from participation in the International Year of Light during 2015. With your involvement and support, we can look forward to tremendous year of activities promoting light to the world.

## Opportunities

The International Year of Light will reach an audience of tens of millions of scientists, industry leaders and members of the public worldwide. The International Year of Light consortium already consists of over 100 major international learned societies, volunteer organisations and other international bodies from over 85 countries around the world.

Sponsorship is an **exclusive opportunity** to showcase your sustainability vision, strategies and practices before this world-class audience, and demonstrating your support for the aims of the United Nations and UNESCO. As a Sponsor of the International Year of Light, you will have a unique platform to create partnerships with key stakeholders and end-users in the field of optical and photonics technology, culture, development and education. Sponsors may be for example industry partners, universities, research bodies or museums seeking to create new or expand existing global partnerships, or emerging field leaders wishing to demonstrate support for the goals of the International Year of Light.

Sponsorship Opportunities are offered at **Founder**, **Patron**, **Associate**, and **Collaboration** levels. Founder and Patron sponsors will receive customized benefits, will be highlighted prominently at all levels throughout the year, and publically acknowledged for their major commitment. Sponsorship is also offered at the Associate level for partners wishing to take advantage of a wide range of more general benefits which will allow them to also make a highly visible contribution to the success of the International Year. We also welcome Collaboration with all interested parties aligned with our goals.

## Why Sponsor?

As a member of the International Year of Light consortium, you will be able to meet and interact with partners from communities of end-users that you will not have traditionally encountered in your day to day business. Sponsorship will open the door to close interactions with new partners from the scientific community, governments, industry insiders and many other leading decision makers. The constructive and energetic atmosphere of an International Year with large volunteer involvement is highly conducive to unique networking opportunities and visibility on a truly global stage.

The reasons to sponsor are summarized in brief very easily:

**Invest in new partnerships** with the UN and UNESCO, and with the IYL2015 community.

**Showcase your activities** in technology, education, research, sustainability etc.

**Highlight your international leadership** on a global stage.

**Share your vision** with your employees, customers and stakeholders.

**Demonstrate your commitment** to building a better world.

**Invest in learning for the future** of your own enterprise and the benefit of the world.

The exposure of an International Year is worldwide and extensive, and the theme of Light and its Applications is a truly unique opportunity to meet new audiences, and new potential partners and collaborators. The many aspects of light in science, culture and technology bring together a diverse range of participants: UNESCO and the UN, scientists, industry players, research funding agencies, regional and local authorities, museum and cultural leadership, governmental and international decision makers, the public, educators, students, NGOs and volunteers. Note that as with any International Year, all contributions will be professionally managed and fully audited, with public reporting and a report to the United Nations General Assembly in 2016.

## Founder and Patron Sponsorship

Founder and Patron Sponsorships are destined for major academic and society (Founder) and industry (Patron) supporters, tailored to individual objectives. Founder Packages typically begin at €20000 for academic and learned societies. Patron Packages for major private sector partners will typically begin at €50000. Founder and Patron sponsors receive the following benefits:

**Distinction** and **visibility** as Founder or Patron Sponsor of an International Year declared by the UN and led by UNESCO. **High Profile Logo** acknowledgment during opening and closing plenaries Photo opportunities and **introductions** to key members of our international consortium, including representatives from the scientific, industrial and UNESCO community.

**Continuous exposure** of logos and promotional items on all Official IYL 2015 Material, and advertising opportunities to delegates attending events throughout 2015.

Continuous exposure on banners, informational displays, event programmes etc, bringing attention and **promoting your associations** with UNESCO and other major partners.

**Invitations** to participate in Steering Committee activities and to influence global activity planning throughout the IYL 2015.

Prime seating, guaranteed participation and advance reservation for all **public events**.

## Associate Sponsorship

Associate Sponsor packages are designed for medium-size organisations such as professional societies, universities and museums, and small to medium enterprises. Associate Packages are offered at Gold (€5000), Silver (€2500), and Bronze (€1000) levels, but can also be customized, recognizing that many societies and universities can provide significant in-kind support. Associate sponsorship will provide global exposure of your commitment to the goals of IYL 2015 through continuous online display of your logo and a link to your website on the official website of all global sponsored events of the IYL. You will also be offered the opportunity to provide promotional material for display at events during 2015, and will be able to use the label of "Official Sponsor" and/or "IYL Organizational Associate" on your website and in connection with promotion of any events that you organise throughout the year. You will also be provided with advance notice of all major events and participation will be offered. Specific benefits for Gold and Silver Associates will also be offered.

## Collaborating Partners

We recognize that there will be many organisations such as local high-schools, astronomy clubs or small regional museums who will wish to align their existing activities to focus on themes of light during 2015, but without needing the benefits of global sponsorship. We welcome all such involvement, and our global calendar will allow you to link your plans with others that may be taking place in your region. Our website will also provide you with material and other resources to use in your activities. To qualify for the use of the IYL2015 logo and the label of Collaborating Partner, you simply need to provide a brief outline of your plans so we can ensure this aligns with the goals of the International Year. However we recognize that many collaborating partners will be able to afford smaller contributions and we suggest typical sponsorship of €500.

## What you will support

Your contributions will allow us to carry out coordinated international activities focused on the themes of light, its use in science, technology and culture, its importance for sustainability, and its applications in improving the quality of life worldwide. The activities you will support include events such as: **Hosting of Resources** on a centralized website with downloads freely available to the public, **Visits to Schools** worldwide to encourage studies and careers in the physics of light; **Public Lectures** at universities and museums explaining and promoting the importance of light in science and culture; **High-Level Summits** bringing together scientists, industry leaders and decision makers to discuss new photonic technologies applied to sustainability objectives; provision of **Educational Kits** to schools and universities in the developing world to promote teaching of science; **E-Learning resources** on light science worldwide; **International Exhibits** of photography of light in art and science, and many more. New volunteer-driven proposals for activities are emerging daily!

In addition to providing general support for our broad portfolio of activities, there are naturally possibilities for **Specific Support** where you may wish to target sponsorship. For example, such Specific Support can include sponsorship of: certain high profile events (e.g. Opening and Closing Ceremonies); Educational Kits for certain countries or regions; partnership with UNESCO or other partners to create new Scholarship Programmes or Prizes. Specific Support Actions can be included in tailored Sponsor Packages as described above, or customized separately according to your wishes. Several examples of Specific Support are described below.



## Opening Ceremony

The IYL2015 Opening Ceremony will be held at UNESCO HQ in the iconic “Fontenoy Building” near the Eiffel Tower over the two day period 19-20 January 2015. This Ceremony will in fact be a major Scientific Conference with a guest list of around 1500 people, including Nobel Laureate Keynote Speakers, leading scientists and educators, industry leaders, diplomats and influential political stakeholders. The Opening Ceremony will include different symposia covering areas such as fundamental science, technology, international development and education and will be webcast live to millions around the world.



Sponsorship Opportunities for the Opening Ceremony can contribute to various aspects of the organization of such a major conference event: Nobel Laureate Speaker Sponsorship (min. €3000); Reception Sponsorship (min. €3000); Coffee Break Sponsorship (min. €2000); International Student/Scientist Participation Sponsorship (min. €1000).

## Opportunities for Publishers

Many international publishers have excellent portfolios of texts and/or journals on light science and applications in areas such as optics, physics, engineering, astronomy, and the history of science.

In addition, there are many excellent published titles in popular science, in areas of optics relating to atmospheric phenomena, in other areas of visual science, and in science history and science for children. Such books will clearly be of wide interest, and IYL 2015 provides a unique opportunity for promotion to a worldwide audience.

As a service to the worldwide audience of the International Year of Light, we are therefore planning to promote via the Global IYL 2015 Website a selection of books chosen for their accessibility and broad interest. This selection will be promoted via an **Optics Bookshelf**, which will provide a broad reading list for all those interested in light science in all its forms. Publishers that choose to support IYL2015 at the level of Associate will be offered the chance to propose a number of titles for promotion in this way at the following levels (10 titles for Gold Associates, 5 titles for Silver Associates, 2 titles for Bronze Associates).

As an additional opportunity for publishers, if there is the possibility to donate surplus copies of science-based material for distribution to schools and/or universities in the developing world, publishers can be assured that this gesture will be widely recognized through appropriate channels via official IYL 2015 communication channels, and included in the final report delivered to UNESCO at the conclusion of the International Year.

## Contacts and Enquiries

Enquires about partnership and sponsorship should be made in the first instance to one of the following contact points:

John Dudley  
Steering Committee Chair  
International Year of Light and Light-based Technologies 2015  
[president@eps.org](mailto:president@eps.org)

Joe Niemela  
Global Coordinator  
International Year of Light and Light-based Technologies 2015  
[j.niemela@unesco.org](mailto:j.niemela@unesco.org)

Maciej Nalecz  
Director, Executive Secretary  
International Basic Sciences Program  
UNESCO HQ, Paris  
[m.nalecz@unesco.org](mailto:m.nalecz@unesco.org)

We welcome all enquires, and our teams are ready to provide you with full information to explain the unique opportunities of the International Year of Light.

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## Our Consortium

The IYL partnership includes learned societies, science and technology platforms, educational institutions, non-governmental and inter-governmental organizations etc. Partners include: the African, Chinese, European and American Physical Societies (AfPS, CPS, EPS, APS); African Laser Center (ALC); Ghana Academy of Arts and Sciences; African Academy of Science; Universidad Nacional Autónoma de México (UNAM); African Laser, Atomic, Molecular and Optical Sciences (LAM) Network; American Association of Physics Teachers (AAPT); Association of Asia Pacific Physical Societies (AAPPS); United Physical Society of Russian Federation (UPSRF); Abdus Salam International Centre for Theoretical Physics (UNESCO-ICTP); the Academy of Sciences for the Developing World (TWAS); Australian Optical Society (AOS); Canadian Association of Physicists (CAP); Centre for International Light Art; Chandra X-ray Center / Smithsonian Astrophysical Observatory; Chinese Optical Society (COS); Commission Internationale de l'Éclairage (CIE); Deutsche Physikalische Gesellschaft (DPG); Diamond Light Source; Education and Training in Optics Conference (ETOP); European Astronomical Society (EAS); European Centers for Outreach in Photonics (ECOP); European Optical Society (EOS); European Photonics Industry Consortium (EPIC); European Society for Photobiology (ESP); European Technology Platform Photonics 21; EYEST Association (Excite Youth for Engineering, Science and Technology); Federación Iberoamericana de Sociedades de Física (FEIASOFI); Fédération Française de Sociétés Scientifiques (F2S); International Association of Physics Students (IAPS); Institute of Electrical and Electronics Engineers Photonics Society (IEEE Photonics Society); Institute of Optics Rochester; Institute of Physics (IOP); International Commission on Optics (ICO); The Institute of Photonic Sciences (ICFO); International Committee on Ultra-High Intensity Lasers (ICUIL); International Society for Optics and Photonics (SPIE); International Society for Photogrammetry and Remote Sensing (ISPRS); the Global Lighting Association; Laserlab Europe, Integrated Initiative of European Laser Research Infrastructures; Museo de la Luz (Museum on Light); New Zealand Institute of Physics (NZIP); Royal Society of New Zealand; Russian Academy of Sciences (RAS); SESAME; Società Italiana di Fisica (SIF); The Optical Society (OSA); World Federation of Scientists (WFS). Supporting international scientific unions include: the International Union of Pure and Applied Physics (IUPAP); the International Union of Pure and Applied Biophysics (IUPAB); the International Union of the History and Philosophy of Science (IUHPS); the International Astronomical Union (IAU); the International Union of Theoretical and Applied Mechanics (IUTAM); the International Union of Radio Science (URSI);

