



PHYSICS WORLD CUP COMPETITION 2010



Invitation for Sponsorship & Partnership

Background

In May 2004 South Africa won the bid to host the 2010 FIFA World Cup Final. This will be the first time that the tournament has been hosted by a nation in the Confederation of African Football. This is an opportunity and privilege, which will probably take several decades to come back to Africa. This is an opportunity, which South Africa, along with the rest of the world should exploit to advance various aspects of society. Apart from business and tourism, which will certainly be advanced, this opportunity should also be seized to focus and advance the areas of science, education sports and culture. The physics of soccer in particular and the science of sport in general can be used to generate a positive attitude towards science and the benefits science brings to sport.

Project Objectives

1. To promote the culture of science and understanding of physics by using people's love for sports and the international attention on football during the 2010 FIFA World Cup
2. Show the benefits science brings to sport
3. Use various activities related to this project to stimulate enthusiasm in various countries as a build up to the 2010 FIFA World Cup

Proposed Project Activities

1. Host an International Competition in 2010: "Physics World Cup" where Individuals and organisations around the world will be invited to submit equipment (demonstration equipment, teaching equipment or computer simulation) for physics of sport teaching and demonstration. The equipment (original ideas) should facilitate the understanding of physics in sport (football in particular) including the physics of balls when thrown, kicked, or hit, and be appropriate at all age levels. The competition will then judge the best entries. The top entries will then be replicated and distributed freely in developing countries around the world to help in the teaching and understanding of physics of sports.

The winning entries will also be exhibited at INSITE2010 in September 2010 in Johannesburg.

2. Develop promotional materials based on physics of sports and football and distribute the material for use in schools to promote both an interest in physics and advancing football in particular and sport in general.
3. Facilitate physics of sport and football discussions and articles in the print and electronic media.
4. Hold a winter school on the physics of sport at the 2010 SAIP Annual Conference

Invitation for Sponsorship and Partnership

A successful social project of this nature and magnitude relies on the valued support provided by sponsors and partners. We cordially invite companies, and stakeholders in science, sports & culture, health services among other areas to become sponsors of this exciting project. Sponsorship is requested to cover activities such as the following

- Project promotion and awareness (for example put a link to project on your website, sponsor an advert, include this in your newsletter, develop a website for the project)
- Workshops and panel discussions on science and physics of sport, give us a topic, your experts, celebrities (stars) to talk on the science of a sport of your choice
- Television and Video productions
- Sponsorship of prizes for the “Physics World Cup”
- Venues hiring for events, you can invite the event in your area
- Give your time and expertise, e.g. join the project team as well as give ideas on improving the project.

Benefits to sponsors and partners

- Advertising their products and services, for example, sporting equipment suppliers can sponsor an event where the physics and science behind the design and effectiveness of their sporting equipment is promoted.
- Sponsors can advertise their products and services along with the physics of sport and football promotional materials, articles in the print and electronic media.
- Promoting the sponsoring organization’s own goals in promoting science, education, health, sport and culture
- All sponsors and partners’ logos and website links will be available on the project site and materials.

Entering Physics of Sport 2010 World Cup Competition

Those in interested in entering the competition can get in touch at the contacts given below for additional information

About SAIP

The South African Institute of Physics (SAIP) is a non-profit, voluntary and the professional physics society in South Africa. Our mission is “To be the Voice of Physics in South Africa”. More information is available on our website www.saip.org.za

Contacts Details

Contact the SAIP Executive Officer at brian.masara@saip.org.za or telephone +27 12 843 6561.