



**FIRST® LEGO® LEAGUE
OPEN INTERNATIONAL
MOROCCO 2023**

18 - 21 May 2023
Marrakech, Morocco

UNDER THE AUSPICES OF

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المملكة المغربية
وزارة الصناعة والتجارة

KINGDOM OF MOROCCO
MINISTRY OF INDUSTRY AND TRADE

PARTNERSHIP PROPOSAL



For Science & Technology

2023 LOOP for Science & Technology

FIRST® LEGO® LEAGUE



FIRST® LEGO® League is an **international program** to introduce young people aged 4 to 16 to STEM (Science, Technology, Engineering and Mathematics).

The program was founded in 1998 by the American NGO FIRST® and the LEGO® group and is present in **110 countries** with almost **700,000 participants** worldwide.

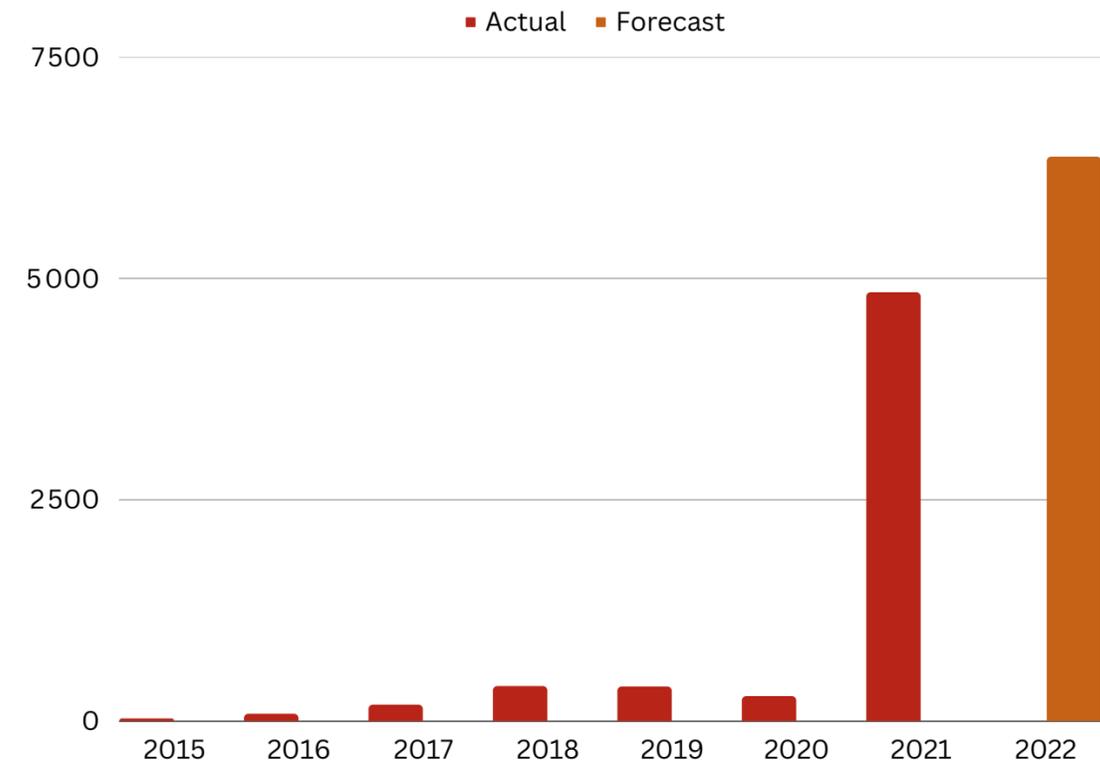
Through this program, young participants develop **21st century skills** (teamwork, innovation, critical thinking and analysis) through **projects related to communities and real world problems**.

Learn more: www.flmorocco.org



“ IT'S NOT ABOUT KIDS BUILDING ROBOTS, IT'S ABOUT ROBOTS BUILDING KIDS ”

Dean Kamen, Founder of FIRST®



Evolution of the number of participants in the program in

This year, the program introduces participants to the **theme of Energy** and challenges them to innovate new ways of produce, store, transport and use energy.





FIRST® LEGO® LEAGUE MOROCCO IN A FEW PICTURES



OPEN INVITATIONAL

ABOUT

From May 18th to 21st, 2023, **Morocco** is hosting the **FIRST® LEGO® League Morocco Open Championship 2023** for the **first time** in Marrakech. This international robotics competition will bring together around **1500** participants, coaches, volunteers, parents and visitors who will come to represent **56 countries** .

Under the theme of **Energy** , **SUPERPOWERED™**, these young people will present the results of several months of **research , mechanical design and programming** to a jury of experts

OBJECTIVES

- Bring **Morocco** closer to the international educational robotics community
- Introduce the international community to the **energy transition** in Morocco
- Create opportunities for cultural and knowledge exchange
- Celebrate the efforts of participants

VISION

Put **Morocco** at the center of technological innovation for young people at the International level.



OPEN INVITATIONAL



EVENT TITLE

FIRST® LEGO® League Morocco Open International 2023

THEME

ENERGY

TARGET AUDIENCE

660 students aged 9-16 years old

120 coaches/teachers

130 international volunteers

600+ parents and visitors

SCHEDULE

May 18th: Arrival and transfer, Check-in and Opening Ceremony

May 19th: Cultural activities and Competition day 1

May 20th: Competition day 2

May 21st: Competition day 3 and Closing Ceremony

LOCATION

Competition and team lodging : Zalagh Kasbah Hotel & Spa, Marrakesh

Ceremonies : Palm Events, Marrakesh

THE WORLD

**FIRST® LEGO® LEAGUE
OPEN INVITATIONAL
CENTRAL EUROPE**

May 16-19, 2018 #filopen2018

Innovation Project Award

This team utilizes diverse resources for their Innovation Project to help them gain a comprehensive understanding of their problem, have a creative, well-researched solution and effectively communicate their findings to judges and the community.

- 1st Place - GO195 InfinityBots | ITALY
- 2nd Place - GO135 The CIA | USA
- 3rd Place - GO110 Move Your Feet | BENELUX
- 4th Place - GO108 BIG BEAR | JAPAN
- 5th Place - GO202 Smart Makers | MOROCCO

**FIRST LEGO LEAGUE
VIRTUAL
OPEN INTERNATIONAL
GREECE**

**FIRST® LEGO® LEAGUE
INTERNATIONAL
OPEN BRAZIL**
POWERED BY SESI

>>Construa caminhos na robótica para chegar mais longe...
Build paths in robotics to get further

<DESCUBRA AS PONTES QUE CONECTARÃO O FUTURO>

FIRST® LEGO® LEAGUE

**ESTONIAN OPEN
International**

PREVIOUS EDITIONS

The *FIRST* LEGO League Challenge Open Invitational are **international** robotics competitions organized by the *FIRST* LEGO League Partner in their country.

The championship brings together teams from **all over the world** to represent their communities and countries.

The Open Invitational championship has already been organized in several countries around the world such as **Brazil, Lebanon, Estonia and Greece**.

This year, **Morocco** is in the spotlight and is set to organize the 2022/2023 edition of the event.



“

IN FACT, *FIRST* LEGO LEAGUE HAS TRANSFORMED OUR ENTIRE COMMUNITY!

FIRST LEGO League program participant

WHY MOROCCO?



THE MOROCCAN COMMUNITY

The *FIRST* LEGO League program has seen tremendous popularity and expansion over the past year. The Moroccan community has also distinguished itself and been recognized internationally.

ENERGY TRANSFORMATION

Morocco has accelerated the deployment of renewable energies aiming to achieve a 52% energy mix (solar, wind and hydro) by 2030

DIGITAL TRANSFORMATION

Through the creation of a digital transition ministry and the digital development agency, Morocco is actively working to put technology at the heart of its national strategy.

HUB FOR EMERGING COUNTRIES

Through all the achievements and the infrastructure that it has managed in recent years, Morocco is positioning itself as a leader among emerging countries. A new image is emerging for Morocco!

EVENT FIGURES



**56 COUNTRIES
INVITED**



**660
PARTICIPANTS**



**4 DAY
EVENT**



**130
VOLUNTEERS**



**66 PROJETS
TO BE PRESENTED**

WHY SUPPORT US?



**INTERNATIONAL
VISIBILITY**



YOUTH EDUCATION



**PROMOTION OF
TECHNOLOGY**



**MOROCCO IN THE
SPOTLIGHT**

The *FIRST*® LEGO® League Morocco Open Championship 2023 is an excellent opportunity to promote your brand and position your organisation as a leader in the youth education sector and the promotion of STEM (Science, Technology, Engineering and Mathematics) while supporting Morocco's visibility on the international level.

HOW TO SUPPORT US?

FINANCIAL SUPPORT

We offer 3 sponsorship packages to fit your needs and your budget.

We can also design a custom package for you!

OTHER TYPES OF SUPPORT

You can also support us by offering:

- Space for the event
- Volunteers
- Activities for participants
- Water Bottles and Snacks
- ...



SPONSORSHIP PACKAGES

Formulas	Silver 5.000 USD	Gold 10.000 USD	Platinum 20.000 USD	Diamond 50.000 USD
Logo on the event graphics	✓	Logo with "Gold Sponsor" mention	Logo with "Platinum Sponsor" mention	Logo with "Diamond sponsor mention"
Social Media exposure	✓	✓	✓	✓
Logo on the event and program websites with redirection to your website	✓	✓	✓	✓
Logo in the competition space	✓	✓	✓	✓
Presentation of a recognition trophy during the closing ceremony	"Silver Sponsor" trophy	"Gold Sponsor" trophy	"Platinum Sponsor" trophy	"Diamond Sponsor" Trophy
Thanking the sponsor during the opening and closing ceremonies of the event	✓	✓	✓	✓
Access to the event (Competition, Gala Dinner and cultural activities)	1 person	1 person	2 people	4 people
Hotel and meals provided during the event		1 person	2 people	4 people
Distribution of your brochures and/or goodies to participants and/or visitors (if applicable)		✓	✓	✓
Displaying your video or brochure during the event			✓	✓
Space/booth to communicate about your activities			9 m2	18 m2
Naming a space in the event in your honor			✓	✓
Give an award in your honor			✓	✓
Give a sponsor speech during the closing ceremony			✓	✓
Facilitation of a robotics TeamBuilding robotics for your collaborators (15-20 people)*				✓
Insertion of your logo on the 4/3 advertising posters				✓
Showcase page for your organization on the event website				✓
Take part in event recap video				✓

*SPONSORS LOCATED IN MOROCCO OR HAVE A LOCAL TEAM

PROGRAM SPONSORS IN MOROCCO





WHO ARE WE?

LOOP FOR SCIENCE & TECHNOLOGY

LOOP for Science & Technology is a non-profit association founded in April 2018 by robotics and technology enthusiasts.

Since its creation, LOOP For Science & Technology, and with the support of its partners, has succeeded in inspiring around 15,000 young people through its programs by giving them the first impetus to embark on STEM (Science, Technology, Engineering and Mathematics) careers.

Learn More : [Rapport d'Activité 2018/2021\(FR\)](#).



ROBOTS & MORE

Robots & More, is a young Moroccan start-up operating in technological integration in the field of education. Armed with a young team with 7 years of experience in the field of educational robotics, the start-up has supported hundreds of schools and centers in Morocco, Algeria and the DRC to immerse young people in the world of robotics and new technologies.

Learn More: www.robots-and-more.com



ROBOTS & MORE

MEDIA APPEARANCES



[MAP: STEM CONFERENCE
2019](#)



[PIGE PRESSE: FIRST
LEGO LEAGUE 2019](#)



[PIGE PRESSE: FIRST
LEGO LEAGUE 2022](#)



[SHAPING THE FUTURE
WITH LEGO](#)



[LUXRADIO: WORLD
ROBOT OLYMPIAD 2018](#)



[FEMMES DU MAROC:
WRO 2021](#)



[TÉLÉ MAROC:
ROBOTIQUE AU MAROC](#)



[SEE MORE](#)

THANK YOU!



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MOROCCO 2023**

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