



INDUSTRY SPONSOR BENEFITS

What is the *You Be The Chemist* Challenge?

The *You Be The Chemist* (YBTC) Challenge is a question-and-answer academic competition that engages 5th-8th grade students in learning about important chemistry concepts, discoveries, and chemical safety. Based on the Benchmarks for Science Literacy and the National Science Educational Standards, the Challenge offers an exciting and educational medium for students to display their knowledge of chemistry.

There are three levels of competition in the Challenge: local, state, and national. The local competitions are held in communities across the country. Those winners advance to a state competition, with state winners advancing to the National Challenge organized by CEF. Local and state competitions take place throughout the year, and the cycle ends with the national competition in June.

How does the YBTC Challenge benefit the chemical industry?

Involvement as a Local Challenge sponsor and/or organizer satisfies the community outreach and product stewardship requirements of the National Association of Chemical Distributors' (NACD) Responsible Distribution Process[®] (RDP) under section VII & IX of the code, and the American Chemistry Council requirements for Responsible Care.[®] The Challenge is a prime avenue for companies to show their dedication to positive management practices through community involvement.

Why should YOU become a sponsor of the YBTC Challenge?

The Challenge provides an opportunity for industry members to not only interact face-to-face with the community, but also promote the role that their companies and/or organizations play in that community. The Challenge serves as an informal, celebratory way to meet with people who benefit from your products and services. Sponsoring a Local Challenge can bring people closer to your business, building relationships that will strengthen other aspects of your organization.

“AIG Environmental is very proud to sponsor an event that encourages the development of our youth. Chemistry and science are fields that deserve the highest recognition, and the Challenge reiterates its importance.”

- Denali Marlane, Associations Manager, AIG Environmental, New York, NY