



The Studyclix 'Sponsor a School' Scheme

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Introduction to Studyclix's 'Sponsor a School' Scheme

At Studyclix we believe that every child should be given the opportunity to reach their potential and pursue their ambitions. Over the past three years, Studyclix has engaged in a successful 'Sponsor a School' scheme working with seven Third-Level education institutions nationwide. Thus far, we have helped support over 6,000 DEIS students to make the transition from secondary school to third level. The DEIS programme is a government classification of schools that have particular "education disadvantages" and whose students often lack the same resourcing for digital learning tools as non-DEIS schools.

Following the successful rollout of this scheme nationally, we would now like to invite local, national, and multinational businesses to partner with us to make our sponsor a school programme available to their local DEIS school and make a strong impact on levelling the playing field in Irish education.

By partnering with us, we will be able to provide Studyclix access free of charge to DEIS schools across the country. Studyclix will cover 65% of the cost of a yearly license for each child, with the remaining 35% (€20 per student ex. VAT) being provided by the sponsoring business. We are open to individual partnerships involving sponsorship from 1 to 20 schools (approx. €5,000 - €60,000). A Studyclix partnership brings huge benefits such as: increased brand recognition, improved employee contentment and it helps to forge ties with the local community.



Together, we can help young people bridge the academic divide and unlock post-second level opportunities.

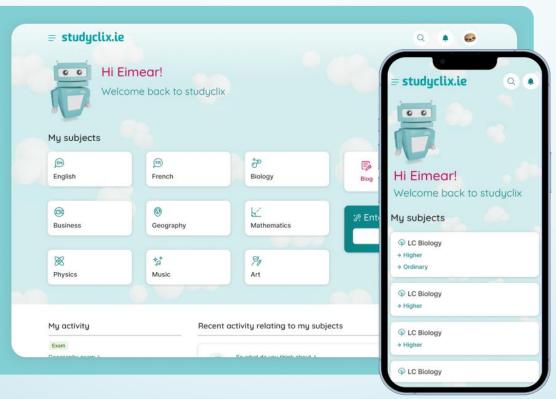
How it works

- Choose the DEIS school(s) you want to sponsor (see appendix for list of schools).
- We liaise with each school to manage the assignment of a licence to each student in their school.
- **3.** We work together to publicise your sponsorship.

Studyclix

Studyclix is the most popular education-focused website in Ireland. With over 2 million web sessions in May 2022 alone, Studyclix is the go-to learning website for students in Irish secondary schools and every school in Ireland has at least 50% of their teachers already registered on the platform.





Students and teachers alike use Studyclix because it's highly motivating, creates a positive atmosphere around revision, and our tools help students do better in their exams. Currently, not all children in DEIS schools have access to this tool. With your help, we want to change that.

About Us

Studyclix was founded in 2009 in Sligo by secondary school teacher, Luke Saunders, and software engineer, Keith Wright. Together, they had the simple idea to make studying & teaching in Irish schools more efficient by enabling quick and easy access to digital past exam questions categorised by topic.

From there, the team grew along with the website, and Studyclix has been continuously adding effective & innovative features & resources to make school & exams easier; the site now supports almost 180,000 students aged 12-19, 29,000 teachers and 700+ schools. It continues to grow and adapt every day to students' and teachers' academic needs. Studyclix is fully funded through sales growth and has no debt or external investors.

Studyclix users obtain 127 more CAO points in their Leaving Cert than the national average*



97%

Of students say Studyclix helped them get higher grades

467

The average number of CAO points reported by our users

730

Schools registered on Studyclix with active users

87%

Of Studyclix users got the course they wanted

177,000

Students using Studyclix

29,723

Teachers using Studyclix

DEIS Schools and Studyclix Sponsorship

DEIS schools are those located in communities where the socio-economic background is below the national average. The 231 DEIS post-primary schools make up just over 32% of all post-primary schools in Ireland and account for just under 92,000 post-primary students. DEIS schools typically have lower levels of literacy, poorer attendance rates, early school leaving (especially among males) and often low expectations. These inequalities persist into adulthood, impacting health and career options, and are usually inter-generational.

Our Third Level Partners - Sponsoring DEIS Schools





Sponsorship

The non-discounted price for Studyclix Premium access is €69.99 per year. Studyclix will cover 65% of the cost of a yearly license for each child, with the remaining 35% (€20 ex. 23% VAT) being provided by the Sponsoring business. We are open to individual partnerships involving sponsorship from 1 to 20 schools (approx. €5,000 - €60,000). Each sponsorship programme runs on an initial one-year pilot, with the view to extend for a further two years.

Below we have provided a national map of DEIS schools in Ireland highlighting: the schools already buying Studyclix access individually; those who are currently being covered by a Third Level Sponsor; and those with no access whatsoever.

We have also highlighted the 7 Third-Level Institutions we are currently partnered with. As you'll see from the map, the west coast and northern midlands are strongly represented by the Third Level partners, but there is plenty of sponsorship opportunity in Dublin and the surrounding regions.

Localised versions of this map are available upon request. You can also scan the QR code below to open the interactive map to view a specific area and understand which DEIS schools are in your locality.

Studyclix Access Legend (DEIS Schools)

Open for Sponsorship

3rd Level Sponsored





Scan QR or click <u>here</u> for Interactive Map

What's in it for you?



Increase **brand recognition** in your local community. We will make every effort to remind teachers, parents, and students that sponsored access is provided by your company



Reach and connect with future graduates – be seen as a potential future employer for thousands of young people. By investing directly in the future of your community, you help produce a stream of skilled graduates with your company top-of-mind.



Employee engagement – employees today want to know their company is doing good in the world and they want to get involved. This can be especially powerful if some of your employees are parents of students in DEIS schools.



Community goodwill - strengthen your company's image. People typically enjoy supporting brands that invest in their community and spread positive messages. Back-to-school costs are a particular pain point for many families, and lessening that burden is a significant offering.



Make **connections** with schools locally & nationally. Working with Studyclix can give your company opportunities for collaboration in the future (in-school career talks, appearing as a thought-leader in Studyclix Career Guidance articles/podcasts, community volunteer days etc

Studyclix & Media Engagement

We will help you tell the story of your support for students in DEIS schools.

We are fortunate to have our own inhouse PR Manager (Megan Thornton) and Social Media Manager (Nessa Dineen) who will ensure you receive recognition for your contribution. We also engage a PR company, Storylab, to help us tell the 'Sponsor a School' story in the national and regional press and radio.

We will engage with your PR team to ensure your company is happy with any press release/social media posts we publish that mention your sponsorship.

We will ensure you have **content** that can be **easily shared with employees** and other partners via your intranet, annual report, or social media.

Studyclix is highly successful at crafting social media posts that engage our target audience. We engage on Instagram, TikTok, Twitter, Facebook, Linkedin and create TikToks that regularly reach 100K+ impressions. We help universities get noticed by thousands of students each year and we'll use our creativity to publicise your contribution and that you have social media posts that can be re-posted on your own social media channels should you wish to do so.

Your logo and link to your home page on our 'Sponsor a School' page on our website.











Case Study - IT Sligo/LYIT 'Sponsor a School' Media Coverage

In 2021/22 IT Sligo & Letterkenny IT sponsored 5th & 6th Year students in 25 schools in the North-West region. Media coverage included:

Photo opportunity. We arranged a visit to one school in each region in the IT Sligo/Studyclix sponsorship. A representative from IT Sligo and a member of the Studyclix team and our mascot, Clix the Robot, attended. This attracted a lot of excitement in the schools and attracted local newspaper coverage.

Local radio and newspaper coverage.

We also appeared on local radio in the Donegal region (Highland Radio) to promote the scheme to parents and spread the news of the huge commitment LYIT had made to the future of education in the area. The IT Sligo sponsorship was covered in the Sligo Champion newspaper.

Social Media. Following the success of their Sponsor a School programme, IT Sligo opted for further promotion opportunities with Studyclix. We cooperatively worked on a national marketing campaign to promote their open day which included email marketing to our database of highly engaged students, conversational marketing on our website's live-chat, and a big social media campaign across TikTok, Instagram, Twitter, and Facebook.







What do Students get?



Past State and Mock Junior and Leaving Cert **Questions by Topic** with marking schemes and sample answers.



Tutorial Videos and Podcasts to suit a variety of learning styles and to help students master any topic.

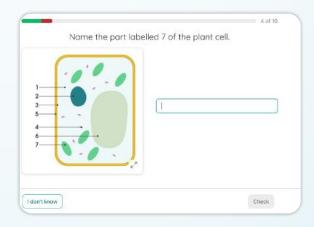


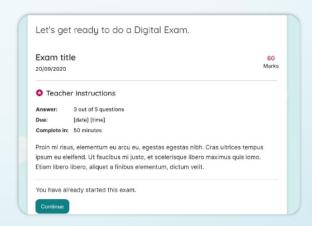
Exam Builder and **Quizzes** allow students to assess their own learning.



Instant Discussion with our subject experts and the wider Studyclix community provides expert support when it's needed.











Why a Studyclix School Licence Benefits Schools



Higher Student Achievement

Having access to past State and Mock exam questions, marking schemes by topic, as well as videos, notes and quizzes means that students can properly prepare for their exams. 97% of students who use Studyclix say it has helped improve their grades.



Smarter ICT Policy

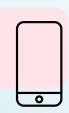
More and more students are turning to technology to learn both in the classroom and at home. Studyclix works seamlessly on all devices and offers high quality learning content that has been added and approved by Irish teachers and is relevant to the learning outcomes set out in the curriculum.



Excellent Value

A Premium upgrade costs students €69.99 when purchased individually.

A school licence offers large discounts on this.



Training for Teachers & Dedicated Account Manager

To make sure the school is getting the most out of a licence, we offer a free online staff training session where we show teachers how to use the site in their classes, as well as provide regular updates on the uptake & tips on how to get the best from the licence.



Reliable online support for students

Our friendly customer support team, made up of past students and expert teachers, is online every day to answer students' questions and provide both technical and emotional support all year round. This can take the pressure off students that are feeling overwhelmed.



Reviews of Studyclix

Listening to the views of students and teachers who use Studyclix every day is important to us both in terms of maintaining high standards of customer support and listening to the needs of our users.

We are proud of achieving a consistent Trustpilot score of 4.8 (Excellent)





Studyclix is an invaluable exam aid.

I find Studyclix invaluable both as a teaching aid for me and as a study aid for my students. Having all the past papers and samples to hand with model answers and marking schemes is a real time saver. The lockdown has added to its usefulness. Highly recommended.



I love the services that Studyclix...

I love the services that Studyclix provide. I have dramatically improved in each subject per topic. The Studyclix team are also very helpful and respond comprehensively to my questions! I am certain to get my points for my course next year thanks to Studyclix!



Brilliant

Really helpful for revising in all my subjects, has all the right material plus loads of helpful tips to better myself and be more productive. The team is unreal as well, they are always very helpful and easy to get in contact with.:)



Appendix





Sponsorship Rollout Process

- Setting up all students at the school is a simple process. We have teachers registered for every school in Ireland and links to the principal in each school.
- We liaise with the school to identify a staff member(s) who will manage the roll-out of the licence in each school.
- Once these are identified, we issue the school with a single Studyclix access code. Students either log in or quickly set up a new account and enter the code once to be upgraded to Premium access immediately for the duration of the school year.
 - We send out a set-up pack to each school including:
 - Student instructions posters to put up around the school,
 - Teacher instructions posters to put up in the staff room,
 - Letter to parents to send home & inform parents of the offer
 (All with sponsorship branding)
 - We also offer an optional virtual training session for teachers where we walkthrough how best to use the website & how to encourage students to use it.
- The students have full Studyclix Premium access to all their selected subjects for the duration of the academic year.
- We continue to communicate with students and teachers in these schools, ensuring a high uptake amongst all students & help them on their Studyclix journey by sending regular emails & messages with tips on how to use the site & how to study



Meet the Team

We work with a wider team of over 30 subject experts, state examiners, H1 students, and video producers to ensure we are continually releasing high quality, impactful teaching and learning materials for our users



Luke Saunders

Co-Founder and CEO



Nessa Dinneen

Social Media Manager



Ryan Kelly

Sales and Marketing Manager



Keith Wright

Co-Founder and CTO



Luke Tuohy

Social Media



Megan Thornton

Content Manager



Roisin Feeney

Project Manager



Claudelle Girard

Graphic Designer



Henrique Pereira

Frontend Developer



Gabrielle Juschiute

Social Media and Customer Support



Eimear Dinneen

Customer Support and Sales
Manager



Ruth Reid

Social Media and Customer Support



Case Study: School Licence at Ramsgrange Community School

CC Our school-wide attainment levels have increased dramatically over the last number of years, due to a focused teaching and learning school improvement plan of which Studyclix played a huge part.



22

We asked Rachel O'Connor, the principal of Ramsgrange Community School in Wexford, where they have had a Studyclix School Licence for the past 5 years, for some insights into the benefits of offering Studyclix access to all students in the school.

Compared to before your school held a Studyclix school licence, would you/your colleagues say the overall average grades of students has increased?

Our school-wide attainment levels have increased dramatically over the last number of years, due to a focused teaching and learning school improvement plan of which Studyclix played a huge part.

With COVID-19 school closures, did having a Studyclix School Licence ease some of the pressure to organise online learning and teaching for your school community?

Without a shadow of a doubt! The Exam Builder was very popular, as was the quiz section, as teachers got feedback ASAP without the need for corrections, and so this formative feedback was very important for teachers to track student engagement.

What positive impacts has a Studyclix School Licence had on your school?

It has shown the school's commitment to supporting our students, in line with our learning and teaching school improvement plan and our DEIS pillars. It has allowed our students to engage

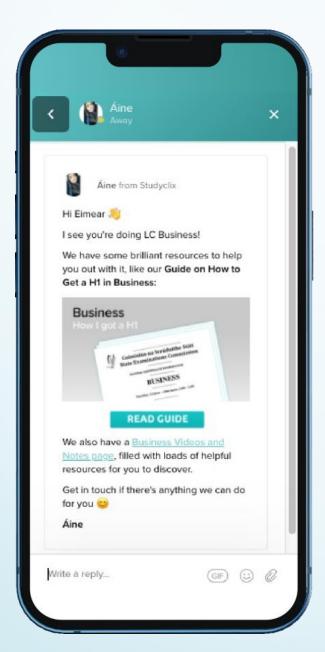


in self and peer assessment. It has supported staff also in terms of notes, exams, access to past papers, resources etc.



Supporting Students

Making sure that students have a happy & healthy experience with study, learning & school is important to us. We regularly recruit & work with young people/students to ensure that we stay close to the student mindset & know what they need and want from a service like ours.



After noticing a demand for support in areas such as anxiety, stress, workload, pressure, time management, learning disorders and more, we made a move to increase our offerings outside of just pure revision. We strive to provide emotional support & be an "older brother/sister" figure to students going through the secondary-school system, providing daily chat support, blogs with practical & down-to-earth tips & advice, as well as having a podcast which discusses common student themes and issues.

Students & teachers can message our chat service every day and expect a friendly & helpful response within a few hours. Some of our Trustpilot reviews (turn page) showcase the positive response we have received about our support.



List of DEIS Schools in Ireland

School Name	County	Total Enrolment
Tyndall College	Carlow	650
Coláiste Aindriú Secondary School	Carlow	102
St Mary's Academy CBS	Carlow	498
St. Mogue's College	Cavan	250
Breifne College	Cavan	798
Ennis Community College	Clare	487
Kilrush Community School	Clare	423
Ennistymon Vocational School	Clare	222
St Joseph's Community College	Clare	145
North Monastery Secondary School	Cork	304
Deerpark C.B.S.	Cork	377
North Presentation Secondary School	Cork	165
Ursuline Secondary School	Cork	246
St Patricks College	Cork	241
St. Brogan's College	Cork	632
Cobh Community College	Cork	307
Coláiste an Chraoibhin	Cork	900
Davis College	Cork	827
McEgan College	Cork	196
St Fanahan's College	Cork	282
St Colman's Community College	Cork	778
Nagle Community College	Cork	194
Terence Mac Swiney Community College	Cork	195
Colaiste Pobail Naomh Mhuire	Cork	446
Bishopstown Community School	Cork	307
Mayfield Community School	Cork	293
St Vincent's Secondary School	Cork	216
Presentation Secondary School	Cork	202
Gaelcholáiste Mhuire	Cork	631
St Aidan's Community College	Cork	374
Coláiste Daibhéid	Cork	



Scoil Mhuire Secondary School	Donegal	788
Crana College	Donegal	567
Errigal College	Donegal	229
Mulroy College	Donegal	546
Deele College	Donegal	602
Finn Valley College	Donegal	310
Gairm Scoil Chú Uladh	Donegal	138
Gairmscoil Mhic Diarmada	Donegal	70
Moville Community College	Donegal	535
The Royal and Prior School	Donegal	565
Carndonagh Community School	Donegal	1099
Rosses Community School	Donegal	409
Pobalscoil Chloich Cheannfhaola	Donegal	387
Coláiste Phobail Cholmcille	Donegal	6
Pobalscoil Ghaoth Dobhair	Donegal	451
Coláiste na Carraige	Donegal	214
St Columba's Comprehensive School	Donegal	384
St. Catherine's Vocational School	Donegal	367
Coláiste Cholmcille	Donegal	636
St Joseph's Secondary School	Dublin	190
Balbriggan Community College	Dublin	579
St Finians Community College	Dublin	634
Holy Child Community School	Dublin	247
O'Connell School	Dublin 1	174
Larkin Community College	Dublin 1	404
Mount Carmel Secondary School	Dublin 1	375
St Johns College De La Salle	Dublin 10	256
Saint Dominic's Secondary School	Dublin 10	302
Caritas College	Dublin 10	187
Kylemore College	Dublin 10	414
Beneavin De La Salle College	Dublin 11	544
St Kevins College	Dublin 11	372
New Cross College	Dublin 11	216
St Michaels Secondary School	Dublin 11	648
Coláiste Eoin	Dublin 11	240



St Mary's Secondary School	Dublin 11	319
St Pauls Secondary School	Dublin 12	430
Meanscoil Iognáid Rís	Dublin 12	564
Assumption Secondary School	Dublin 12	252
Loreto College	Dublin 12	396
Rosary College	Dublin 12	188
Our Lady of Mercy Secondary School	Dublin 12	281
Greenhills College	Dublin 12	147
St. Kevins College	Dublin 12	535
Grange Community College	Dublin 13	334
The Donahies Community School	Dublin 13	464
Riversdale Community College	Dublin 15	245
Blakestown Community School	Dublin 15	425
St. Tiernan's Community School	Dublin 16	315
Ballinteer Community School	Dublin 16	399
Coláiste Dhúlaigh	Dublin 17	144
St Laurence College	Dublin 18	258
Cabinteely Community School	Dublin 18	471
C.B.S. Westland Row	Dublin 2	150
Phobailscoil Iosolde	Dublin 20	775
Deansrath Community College	Dublin 22	311
Collinstown Park Community College	Dublin 22	589
St. Kevin's Community College	Dublin 22	372
St Marks Community School	Dublin 24	847
Coláiste de hÍde	Dublin 24	297
Mount Seskin Community College	Dublin 24	332
Tallaght Community School	Dublin 24	757
Killinarden Community School	Dublin 24	481
St Aidan's Community School	Dublin 24	400
St Josephs C.B.S.	Dublin 3	230
Marino College	Dublin 3	236
Marian College	Dublin 4	319
Ringsend College	Dublin 4	202
Árdscoil La Salle	Dublin 5	182
St. David's C.B.S.	Dublin 5	469



Chanel College	Dublin 5	548
Mercy College Coolock	Dublin 5	416
St Marys Secondary School	Dublin 5	811
St Pauls C.B.S.	Dublin 7	226
St Josephs Secondary School	Dublin 7	842
Cabra Community College	Dublin 7	120
Coláiste Mhuire	Dublin 7	284
C.B.S. James Street	Dublin 8	163
Christian Brothers	Dublin 8	259
Presentation College	Dublin 8	141
Mercy Secondary School	Dublin 8	161
Trinity Comprehensive School	Dublin 9	503
St Vincents C.B.S.	Dublin 9	370
Plunkett College	Dublin 9	40
Margaret Aylward Community College	Dublin 9	127
Rosmini Community School	Dublin 9	102
Our Lady Of Mercy College	Dublin 9	385
Scoil Chaitriona	Dublin 9	470
Coláiste Einde	Galway	789
Colaiste Cholmcille	Galway	103
Gairmscoil na bPiarsach	Galway	60
Archbishop McHale College	Galway	265
Galway Community College	Galway	259
Scoil Chuimsitheach Chiaráin	Galway	389
Scoil Phobail Mhic Dara	Galway	103
Scoil Phobail	Galway	446
Ardscoil Mhuire	Galway	462
Killarney Community College	Kerry	378
Community College Killorglin	Kerry	302
Listowel Community College	Kerry	118
Causeway Comprehensive School	Kerry	514
Coláiste Gleann Lí Post Primary School	Kerry	235
St Pauls Secondary School	Kildare	549
Athy Community College	Kildare	479
Curragh Post-Primary School	Kildare	145



St Conleth's Community College	Kildare	588
Pipers Hill College	Kildare	967
St Farnan's Post Primary School	Kildare	443
Ardscoil Rath lomgháin	Kildare	705
Duiske College	Kilkenny	146
Coláiste Mhuire	Kilkenny	585
City Vocational School	Kilkenny	254
Coláiste Cois Siúire	Kilkenny	138
Grennan College	Kilkenny	309
Community School	Kilkenny	556
Portlaoise College	Laois	644
Mountmellick Community School	Laois	569
Colaiste Mhichil	Limerick	330
Colaiste Nano Nagle	Limerick	324
Ardscoil Mhuire	Limerick	580
Desmond College	Limerick	405
Colaiste Chiarain	Limerick	655
Thomond Community College	Limerick	549
Coláiste lóasef	Limerick	418
St Clements College	Limerick	505
Ballymahon Vocational School	Longford	406
Ardscoil Phadraig	Longford	314
Lanesboro Community College	Longford	207
Templemichael College	Longford	313
Meán Scoil Muire	Longford	558
Bush Post Primary School	Louth	678
St Oliver's Community College	Louth	1431
Ó Fiaich College	Louth	256
Scoil Ui Mhuiri	Louth	550
Ardee Community School	Louth	1042
St. Mel's College	Louth	548
St Louis Secondary School	Louth	459
Coláiste Chú Chulainn	Louth	614
Scoil Muire Agus Padraig	Mayo	338
Moyne College	Mayo	180



St. Brendan's College	Mayo	377
St. Tiernan's College	Mayo	212
Colaiste Chomain	Mayo	41
Davitt College	Mayo	709
Our Lady's Secondary School	Mayo	215
Coláiste Pobail Acla	Mayo	247
St Joseph's Community College	Mayo	155
St. Patrick's College	Mayo	179
Ballyhaunis Community School	Mayo	639
Coláiste Clavin	Meath	416
O'Carolan College	Meath	497
Beaufort College	Meath	690
Boyne Community School	Meath	880
Largy College	Monaghan	426
Inver College	Monaghan	405
Castleblayney College	Monaghan	294
Beech Hill College	Monaghan	661
St.Brendan's Community School	Offally	837
Ard Scoil Chiarain Naofa	Offaly	335
Oaklands Community College	Offaly	817
Tullamore College	Offaly	680
Roscommon Community School	Roscommon	513
St Nathy's College	Roscommon	642
Castlerea Community School	Roscommon	350
Corran College	Sligo	73
Coláiste lascaigh	Sligo	134
Ballinode College	Sligo	189
Patrician Presentation	Tipperary	156
Comeragh College	Tipperary	459
Central Technical Institute	Tipperary	235
Scoil Ruain	Tipperary	373
Newport College	Tipperary	229
St. Alibe's School	Tipperary	412
Colaiste Mhuire Co-Ed	Tipperary	382
Colaiste Phobáil Ros Cré	Tipperary	528



Scoil Mhuire	Tipperary	434
Presentation Secondary School	Tipperary	279
C.B.S. Mount Sion	Waterford	368
Presentation Secondary School	Waterford	416
Dungarvan College	Waterford	222
St Paul's Community College	Waterford	572
Meánscoil San Nioclás	Waterford	152
Our Lady of Mercy Secondary School	Waterford	483
Castlepollard Community College	Westmeath	253
Columba College	Westmeath	256
Mullingar Community College	Westmeath	290
Coláiste Abbain	Wexford	322
Bridgetown College	Wexford	554
Bunclody Vocational College	Wexford	227
Vocational School	Wexford	417
Colaiste an Atha	Wexford	329
Kennedy College	Wexford	152
Selskar College	Wexford	368
Ramsgrange Community School	Wexford	494
Christian Brothers Secondary School	Wexford	371
Coláiste Bríde	Wexford	719
Gorey Educate Together Secondary School	Wexford	80
Arklow Community College	Wicklow	501
St Kevin's Community College	Wicklow	677
Avondale Community College	Wicklow	541
St. Killian's Community School	Wicklow	420
Woodbrook College	Wicklow	415
Wicklow Educate Together Secondary School	Wicklow	38
Coláiste Chill Mhantáin	Wicklow	895