

The background features a vibrant yellow and orange gradient with faint maple leaf patterns. In the top left corner, a portion of the Canadian flag is visible. The main title 'UCMAS' is prominently displayed in the upper center.

# UCMAS

**ABACUS & MENTAL MATH**

COMPETITION 2025

**CANADA**



**An Opportunity  
That Opens Doors to  
Infinite Possibilities**

Connect, Inspire, and Elevate Your Brand



**5500+**  
STUDENTS

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**12000+**  
PARENTS

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**900+**  
TROPHIES

**6**   
Provinces of Canada

**5**   
States of USA

  
Media Coverage

  
CAA Centre - Sports and Entertainment  
Complex , 7575 Kennedy Rd S,  
Brampton, ON L6W 4T2

  
Presence of Eminent  
Dignitaries

# ABOUT UCMAS

## ABOUT THE UCMAS ORGANIZATION

Established in 1993, Universal Concept of Mental Arithmetic System (UCMAS) is an international organization that offers the UCMAS Mental Math program - a child development program that was first pioneered in Malaysia and is currently the only leading program in Mental Math and Abacus training worldwide.

## UCMAS MENTAL MATH PROGRAM

A pioneer in this field, UCMAS has been providing program that helps stimulate brain development in children aged 5 to 13 for over 25 years. UCMAS Mental Math is the largest abacus based franchising education institution in the world.

UCMAS has gained popularity with over 3 million children trained in our program throughout 80+ countries including India, Malaysia, U.K., Spain, UAE, China, Australia, USA & Canada, making us the global leader in abacus brain development programs.

**80+** COUNTRIES

**6000+** CENTRES WORLDWIDE

**3million+** CHILDREN TRAINED





PRESENCE IN  
NORTH  
**AMERICA**

**90+**  
TRAINING  
CENTRES

**60000+**  
STUDENTS  
REGISTERED

At UCMAS, we are dedicated to enhancing children's development. We offer a unique training program for children that contribute to full-brain development by boosting their brainpower and stimulating both sides of their brain using the abacus and mental math.

The UCMAS program is recognized for its approach to active learning that fosters key cognitive skills in children i.e. memory, creativity, visualization and focus - essential skills that inspire greater confidence and success in all areas of life.

## FROM CEO

"Competitions are an integral part of UCMAS culture. Every year, Provincial and National level competitions are organized in a grand manner. It's a celebration of talent & competitive spirit of our students. Our students flock in huge numbers along with their parents at competition venue.

It provides great opportunity for reputed brands & companies to come forward and get associated with an event of such a huge scale. They get an excellent platform to directly interact with a potential audience and showcase their product or services.

We've been privileged to have associated with highly acclaimed national & international brands. As the stage is set for the 2025 National Competition, I would like to give a warm welcome to renowned companies to come forward, associate and inspire new success for their brands."

Megha Karia  
CEO – UCMAS Canada & USA







## EVENT HIGHLIGHTS FOR NATIONAL COMPETITION 2025

Each year, UCMAS Canada, hosts an annual competition for its students. This year, approximately

**5500+** UCMAS STUDENTS  
AGED 5 TO 13

are expected to participate in the Canadian National Competition, the largest competition of its kind in North America.

During the competition, the UCMAS students are given eight minutes to solve 150-200 arithmetic questions, using only their Abacus or Mental Math. This process showcases more than prowess in Math - it's a testimony to the skills the students develop in the UCMAS program such as **visual memory, focus, creativity and visualization**, all of which Leads to greater proficiency in Math and enhances overall academic achievement.

After the competition, an Awards Ceremony will be held where over **900 prizes** are awarded to the top students across each of the UCMAS levels. Both events attract local, provincial & national media coverage.

### COMPETITION

**1<sup>st</sup> June 2025**  
**SUNDAY**

**9:00 am**  
**onwards**


CAA Centre - Sports and Entertainment  
Complex, 7575 Kennedy Rd S, Brampton,  
ON L6W 4T2

### AWARDS CEREMONY

**8<sup>th</sup> June 2025**  
**SUNDAY**

**2:00 pm**  
**onwards**

CAA Centre - Sports and Entertainment  
Complex, 7575 Kennedy Rd S, Brampton,  
ON L6W 4T2



## OBJECTIVES

The UCMAS competition is designed to meet the following goals:

- 1 To promote and advocate the learning of Abacus & Mental Math for brain development in children.
- 2 To test, challenge and showcase the students' aptitude in Abacus & Mental Math.
- 3 To prepare children for tomorrow's competitive world.

## WHY BECOME A PARTNER ? BECAUSE WE DELIVER:

- An attractive target audience comprised of approximately:



- An opportunity to create goodwill in the community
- An opportunity to showcase, communicate and promote your products and services to a target audience directly
- Opportunity to be recognized as a leader in supporting children education and self-improvement

This event advertising will enable contestants to learn about and possibly sample partners' range of products. It will also allow partners to achieve various branding and marketing objectives for creating brand awareness, increasing sales, reaching target group in a cost-effective manner.



Glimpses of  
**UCMAS**  
National Level Competition







## Sponsorship Packages

# **GOLD PACKAGE:**

## MAIN EVENT SPONSOR

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### **VALUE-ADDITION**

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- a. To be introduced as Main Sponsor of the event.
- b. A complimentary exhibit area at the Exam and Awards Ceremony venues for display of promotional materials & table space.
- c. Display of two banners at selected spots of venue of the event for Examination and Awards Ceremony.
- d. One representative to be invited for Award Presentation Ceremony.
- e. Complimentary insertions of any material in the competition goodies bag.
- f. LCD visual presentation for the company at the competition exam venue & audio announcement at the Awards Ceremony.
- g. Speech by the representative for 5 minutes before the prize distribution to promote the company and its products.
- h. The Sponsor's logo will be included in all the event promotional material at the competition.
- i. Sponsors logo on competition certificates.
- j. Offer special promotions or draws at the event as agreed upon with UCMAS.
- k. Press release recognition as a valued sponsor included in event press release.
- l. Website recognition on UCMAS Canada's website.

Last Date of Confirmation: **30<sup>th</sup> April 2025**

For more info about monetary contribution, contact: **Megha Karia / Pooja Sundar**

Phone: **905-812-1919** | Email: **admin@ucmas.ca**





## Sponsorship Packages

# SILVER PACKAGE:

## EVENT SPONSOR

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### VALUE-ADDITION

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- a. To be introduced as Silver Sponsor of the event.
- b. A complimentary exhibit area at the Exam and Awards Ceremony venues for display of promotional materials & table space.
- c. Display of one banner at selected spots of venue of the event for Examination and Awards Ceremony.
- d. One representative to be invited for Award Presentation Ceremony.
- e. Complimentary insertions of any material in the competition goodies bag.
- f. Offer special promotions or draws at the event as agreed upon with UCMAS.
- g. Press release recognition as a valued sponsor included in event press release.
- h. Website recognition on UCMAS Canada's website.

Last Date of Confirmation: **30<sup>th</sup> April 2025**

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## Sponsorship Packages

# BRONZE PACKAGE:

SPONSOR

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### VALUE-ADDITION

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- a. To be introduced as Bronze Sponsor of the event.
- b. A complimentary exhibit area at the Exam and Awards Ceremony venues for display of promotional materials & table space.
- c. Website recognition on UCMAS Canada's website.

Last Date of Confirmation: **30<sup>th</sup> April 2025**

For more info about monetary contribution, contact: **Megha Karia / Pooja Sundar**

Phone: **905-812-1919** | Email: **admin@ucmas.ca**

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## Sponsorship Packages

# GENERAL PACKAGES

SPONSOR

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### VALUE-ADDITION

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- a. A complimentary exhibit area at the Exam and Awards Ceremony venues for display of promotional materials & table space.

Last Date of Confirmation: **30<sup>th</sup> April 2025**

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## EVENT PARTNERSHIP APPLICATION FORM

**Thank you for your interest in partnering with National Competition 2025**

**Please fill out this form and return it to**

**UCMAS Canada: 6725 Millcreek Drive, Unit #6, Mississauga, ON L5N 5V3, Canada or email to [info@ucmas.ca](mailto:info@ucmas.ca)**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Level: Gold ☐ Silver ☐ Bronze ☐ General ☐

(Payable by cheque only drawn in favor of "UCMAS Canada")

Signature: \_\_\_\_\_

Logos and artwork must be provided by the partners in print ready pdf files or eps vector art (not raster art). Publisher files and word documents are NOT acceptable.

Last Date of Confirmation: **30<sup>th</sup> April 2025**

For more info about monetary contribution, contact: **Megha Karia / Pooja Sundar**

Phone: **905-812-1919** | Email: **[admin@ucmas.ca](mailto:admin@ucmas.ca)**





UCMAS Canada Inc.  
6725 Millcreek Drive,  
Unit #6, Mississauga,  
ON L5N 5V3, Canada

 /ucmascanada  
 info@ucmas.ca  
 www.ucmas.ca