

SUBJECT: MEMORIAD 2024, The World Mental Sports Olympics

Dear Parents,

Greetings!

Get ready for an event that could change your child's life! **MEMORIAD 2024, The World Mental Sports Olympics**, is happening, and guess what? It's right here in **Dubai, UAE!** **MEMORIAD** is delighted to extend an invitation to the distinguished students of **St.Mary Catholic High School** to participate in MEMORIAD 2024, The World Mental Sports Olympics.

It's not just any event, it's a **World Record-Setting Event** that puts the student's memory, mental calculation, and speed reading to the test. You'll be rubbing shoulders with some of the best minds from around the globe, including Gold Medal Winner **Melik Duyar (Mr. Memory)**, **Scott Flansburg (The Fastest Human Calculator)**, and **Ralf Laue (World Record Statistician)**. Sounds exciting, right?

Now, imagine your child representing the UAE on such a prominent platform. Yep, that's right! MEMORIAD 2024 is looking for **brilliant minds** to make the country proud and also set a new world record or two.

To get a chance to represent the UAE, the students will have to participate in the **Sparkler Minds Challenge**. It's a series of simple arithmetic questions that **everyone above the age of 5** can take a shot at. The best part? There are over **AED 25,000 in scholarships to be won along with Medals and Awards for first 100, Certificates for participating students, and Best Participating School/Institute!**

Not only that, if your child makes it to **MEMORIAD 2024**, they'll have a chance to win more than **USD 38,500!** Plus, they'll receive expert training, have access to practice software, and get world-class exposure. It's a win-win addition to their profile building journey.

So, is your child to showcase their mental prowess and make some unforgettable memories?

Register now for the **Sparkler Minds Challenge** and start your journey to **MEMORIAD 2024**. It's an opportunity you don't want to miss! This is an unparalleled opportunity for personal and academic growth.

The date and venue for the Sparkler Minds Challenge Round 1 are as follows ;
Sparkler Minds Challenge Round 1 :

Time : 10 AM

Date : 14th January 2024 (Sunday)

Venue 1 : Westford University

Alternate Venues : Will be declared soon.

And for an extra dose of inspiration, take a sneak peek at our resources below:

1. [MEMORIADUAE.COM](https://www.memoriaduae.com)
2. [E-Brochure](#)
3. [Founder's Message to UAE](#)
4. [Ambassador's Message](#)
5. [Sparkler Minds Championship 2023-2024](#)
6. [Registration Page](#)
7. Follow us on [Instagram](#), [Facebook](#), [TikTok](#)
8. [Sparkler Minds Podcast](#)

For more info, email at contact@memoriaduae.com or call us at **+971-522133385** or **+971-588960275**.

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MEMORIAD 2024

WORLD MENTAL SPORTS OLYMPICS

A GATHERING OF THE GREATEST
MINDS IN THE WORLD. A WORLD
RECORD SETTING EVENT!

All eyes on UAE



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MEMORIAD™

World Mental Sports Olympiad



MEMORIAD incorporates the mental sports of **memory, mental calculation, and speed reading**. It is a **Guinness World Record** event, with a feature in the Mind and Memory section. **It occurs every four years in line with the Summer Olympic Games.**

MEMORIAD 2024 will be held in Dubai, UAE, and is expected to be the largest and best MEMORIAD World Mental Sports Olympics yet. It will bring together approximately **200 minds from around the world**, with experts gracing the occasion as well.

With MEMORIAD 2024 coming to the UAE, there is a unique opportunity for **40 participants from the UAE to represent the country internationally!** Your students would get the **once-in-a-lifetime opportunity to set a new world record!**



FOUNDERS OF MEMORIAD



Melik Duyar

Mr. Memory

Melik Duyar is a Gold Medal Winner of the World Memory Championship, appearing in the Guinness Book of World Records.



Scott Flansburg

The Human Calculator

Scott has several Guinness World Record Titles, including being the fastest Human Calculator alive.



Ralf Laue

World Record Statistician

Ralf is the founder and organizer of the Mental Calculation World Cup and is the Chief Arbiter of the MEMORIAD.



FROM THE AMBASSADOR



Why should you consider MEMORIAD for your students?



Chris Jacob

MEMORIAD Brand Ambassador
National Record Holder

Embarking on mental calculation at age 10 was a turning point, transforming my life. Dedicated training not only honed my skills but also fueled my self-confidence. This boost propelled me to represent the UAE globally, achieving national records and earning titles like MEMORIAD Brand Ambassador and National Anzan Ambassador.

My journey was more than numbers; it was about unlocking potential. Now, as CEO of Sparkler Minds, I train others in mental calculation, alongside roles as a TEDx Organizer, mentor, motivational speaker, and national & international judge for F1 in Schools. Simultaneously, I pursue engineering and computer science master's degrees on a full tuition scholarship. My mission is clear: embrace opportunities fearlessly. As an ambassador, I'm eager to see the rise of a new generation of ment-athletes from the UAE, breaking world records and overcoming challenges. Believe in your abilities, aim for the extraordinary, and let nothing hinder your path to greatness.



WHY YOUR STUDENTS SHOULD PARTICIPATE IN MEMORIAD?

PHASE TWO
MARKETING MANAGEMENT



World Record Opportunity

Your students would get the once-in-a-lifetime opportunity to set a new world record!

World Class Exposure

Your students will be exposed to world class mental sports with several learning opportunities along the way.

Training Available

Your students have the opportunity to better themselves and their self-confidence with the training provided.

A Chance to Represent UAE

Your students will get the chance to represent UAE internationally!



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2024



HOW DO I ENROLL FOR MEMORIAD 2024?



A contestant would need to have several awards and recognitions **approved by the MEMORIAD federation** to be considered for the World Mental Sports Olympics.

As **UAE is the hosting country for MEMORIAD 2024**, we have a once-in-a-lifetime opportunity to select 40 participants to represent UAE internationally.

Through the **Sparkler Minds Challenge**, the MEMORIAD federation will choose these 40 representatives. These challenges will comprise of simple arithmetic questions, allowing everyone to participate



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PRIZES TO BE WON IN THE SPARKLER MINDS CHALLENGE!



Here's a list of awards and prizes you can win from the elimination rounds

Scholarships across age categories:

1st Place : AED 1000

2nd Place : AED 750

3rd Place : AED 500

Special Recognition awards:

Best Participating School Award

Best Participating Institute Award

Special Recognition – Trainer Award

Special Recognition – Student Award

Best Performance Under 12 Award

Consolation awards and trophies for the top 150 performers across all categories and certificates for all participants

Over AED 25,000 to be won!



PRIZES TO BE WON IN MEMORIAD 2024!



Here's a list of awards and prizes you can win from MEMORIAD 2024!

Prize money across all categories:

1st Place : Gold Medal + USD 1500

2nd Place : Silver Medal + USD 750

3rd Place : Bronze Medal + USD 500

Special Recognition awards:

Special Recognition – Trainer Award

Special Recognition – Student Award

Best Performance Under 12 Award

Certificates and other goodies for all participants!

World Record opportunities for each category with special records for under 12

**Over USD 35,000
to be won!**

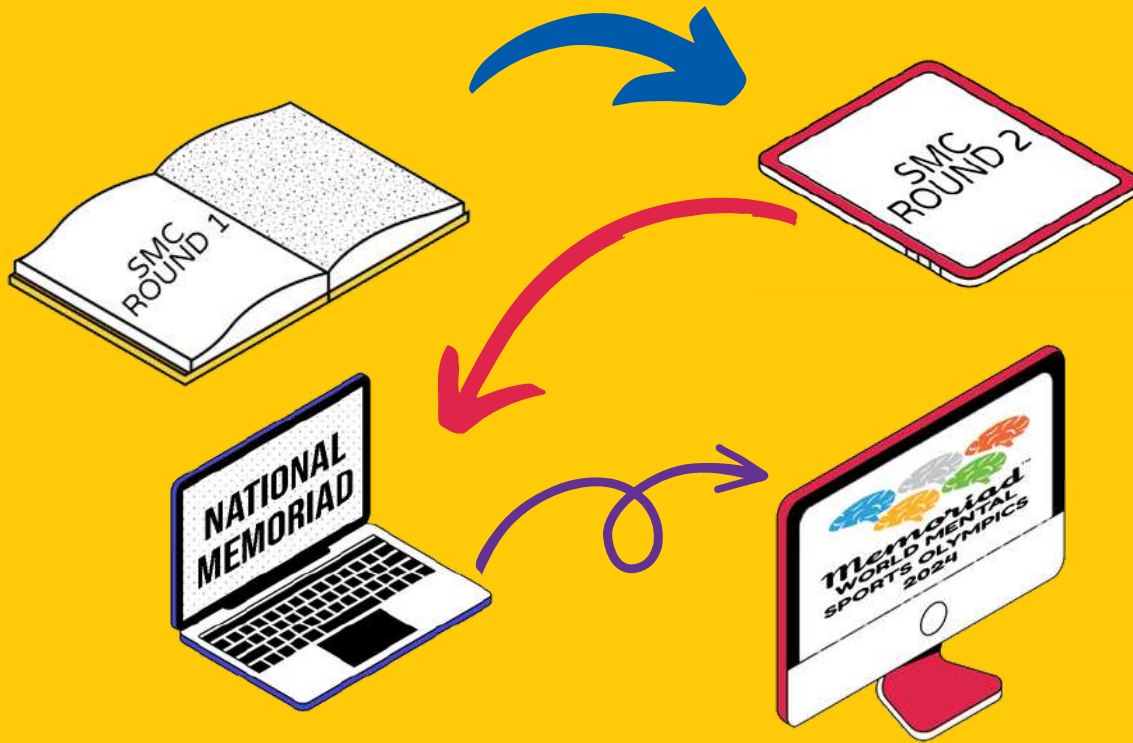


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2024**



ROADMAP SELECTING TEAM UAE FOR MEMORIAD 2024

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**SPARKLER
MINDS**

CHALLENGE

**REGISTER NOW FOR
THE SPARKLER MINDS
CHALLENGE**

FOR A CHANCE TO REPRESENT UAE AT MEMORIAD 2024!



SPARKLER MINDS CHALLENGE ROUND 1

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Register Online or In Person

Students can register for the challenge via the memoriaduae.com website or through the school to obtain a registration number.

In Person Competition

The challenge will be on paper, where students have to answer the questions within 30 minutes.

Simple Arithmetic

Competitive, grade-appropriate simple arithmetic with logic and reasoning.

Age-Based Testing

Age-appropriate tests, derived from international testing methods to allow for fair testing

Emirate-wise rounds

Multiple events to accommodate each emirate



**Register for AED
100 only!**



SPARKLER MINDS CHALLENGE ROUND 1



Stationary Provided

All the required stationary for SMC will be provided by Sparkler Minds and MEMORIAD UAE

Practice Tests Available

Students will be provided with practice papers and sample questions.

Bootcamps Available

Students will have the opportunity to attend bootcamps prior to the competition

85% and above Qualify

Students scoring higher than 85% qualify for round 2



Certificates For All Participants!

Ages 5-7 Sample Paper

Q1	Q2	Q3	Q4	Q5
1 + 7 =	1 + 9 =	8 + 2 =	5 + 7 =	8 + 1 =
Q6	Q7	Q8	Q9	Q10
4 x 1 =	5 x 1 =	1 x 1 =	2 x 2 =	7 x 2 =

26. If I had 9 bananas, and I eat 4, how many do I have left?

27. What number comes before 81?

28. How many cats do you see?

29. If I had 9 cakes, and were to make 4 cakes, how many cakes would I have?

30. What is the biggest number in the sequence below?
8, 9, 37, 22, 20

31. What is the missing number in the below sequence?
14, 17, , 23, 26

Questions for SMC Round 1

SPARKLER MINDS CHALLENGE ROUND 2



PHASE TWO
MARKETING MANAGEMENT

In Person Competition

The challenge will be on paper, where students have to answer the questions within 30 minutes.

Intermediate Arithmetic

Competitive qualifying questions based on simple arithmetic, logic and reasoning

Top 100 scorers qualify

The top 100 scorers will qualify for the National MEMORIAD

Bootcamps Available

Students will have the opportunity to attend bootcamps prior to the competition



Scholarships – AED 25,000
Consolation Prizes
Best School Award
Best Teacher Award
And SO MUCH MORE!



SPARKLER MINDS CHALLENGE ROUND 2



Consolation Awards

The top 10 winners will also receive consolation awards

Stationary Provided

All the required stationary for SMC will be provided by Sparkler Minds and MEMORIAD UAE

Practice Tests Available

Students will be provided with practice papers and sample questions.

Expert Training Opportunities*

The students will have an opportunity to avail expert training for the competition

*Terms & Conditions Apply



Certificates For All Participants!

Ages 7-10 Sample Paper

Q1	Q2	Q3	Q4	Q5
15 + 9 + 6 =	17 + 7 + 9 =	16 + 6 + 8 =	41 + 8 + 5 =	46 + 16 + 10 =
Q6	Q7	Q8	Q9	Q10
2 x 3 =	2 x 8 =	15 x 6 =	15 x 1 =	20 x 13 =

28. How many legs are there in the picture below, if each cat has 4 legs?

29. If I had 18 cakes, and 4 cakes were eaten, how many cakes would I have left?

30. What is the biggest number in the sequence below?

176, 334, 595, 237, 299

31. What is the missing number in the below sequence?

661, 674, , 700, 713

32. Circle all the even numbers in the sequence below

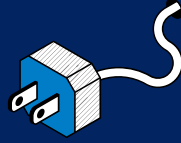
231 377 301 499 543 559

33. What is the smallest number in the sequence below?

411, 325, 233, 665, 404

Questions for SMC Round 2

UAE NATIONAL MEMORIAD



PHASE TWO
MARKETING MANAGEMENT

In Person & Online

The participants will attend in person and the competition will be computerized

MEMORIAD Preview

A prelude to MEMORIAD 2024, with questions featuring MEMORIAD categories

Diverse Categories

Participants can choose the categories they wish to participate in

Training Available*

Expert training available to the qualified participants of the Sparkler Minds Challenge

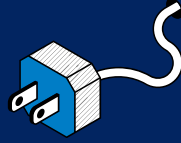
*Terms & Conditions Apply



Memoriad™
UAE
NATIONALS



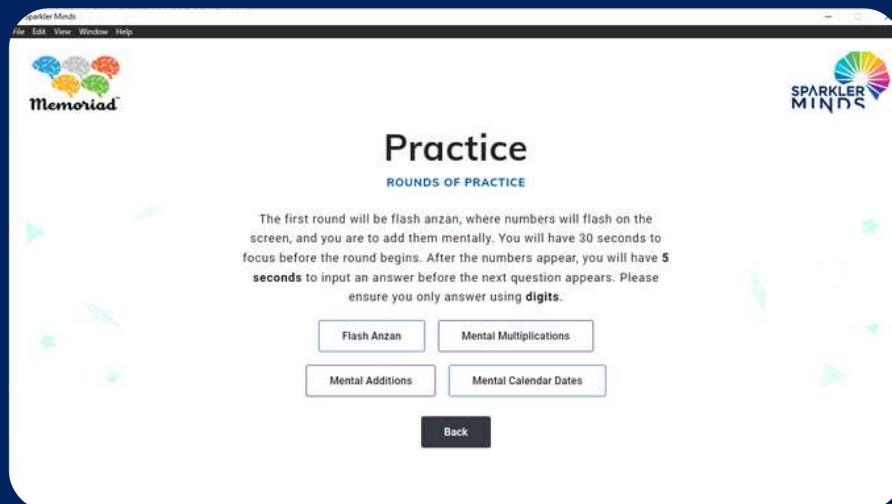
UAE NATIONAL MEMORIAD



40 Participants Qualify

The top 40 participants will qualify and represent UAE for MEMORIAD 2024

This round will be open to all students and adults across the UAE



Practice Software for UAE National MEMORIAD

MEMORIAD 2024



The Largest World Mental Sports Olympics Yet!



In Person & Computerized

The participants will attend in person and the competition will be computerized

World Record Opportunities

Participants can break or set new Guinness World Records

Training Available*

Expert training will be available for interested participants

*Terms & Conditions Apply



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2024



MEMORIAD 2024



The Largest World Mental Sports Olympics Yet!



Practice Software Provided

Free software to practice MEMORIAD categories is available

200+ minds from around the world will represent their countries for MEMORIAD 2024



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Practice Software for UAE
MEMORIAD 2024



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COME JOIN US AT

MEMORIAD 2024

TO MAKE AND BREAK NEW WORLD RECORDS FOR UAE!



FREQUENTLY ASKED QUESTIONS



What is MEMORIAD?

It is a world mental sports Olympic event that is held every 4 years, in line with the summer sports Olympics. It includes memory, mental calculation and speed reading. This year, it will be held in the UAE where hundreds of people will come to witness the smartest and greatest minds compete, and we want you and your students to be a part of it.

Is it recognized globally?

The MEMORIAD is not only a Mental Sports Olympics event but it is an event where participants from 60 countries will compete to set Guinness World records. Which makes it an internationally recognized event

What is the first step?

The first step is to register for the Sparkler Minds Challenge (SMC), which is scheduled to happen between the months of November 2023 and March 2024.

What happens after SMC?

Only those participants that qualify will advance to the National Memoriad Championship event scheduled in June 2024

Why participate in the National MEMORIAD event?

Only the top 40 Participants of the National MEMORIAD 2024 event will have the opportunity to represent the UAE at the MEMORIAD 2024 World Olympics event

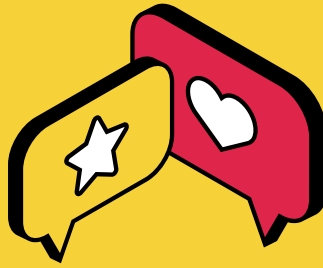
Why should you register for the SMC or National MEMORIAD event before applying to MEMORIAD 2024?

One of the pre-requisites of MEMORIAD 2024 is that every participant must have taken part or won a position at any mental arithmetic event approved by the selection committee.

The National MEMORIAD Challenge is an event approved by the selection committee.

How will the competitions be conducted?

The SMC event will be entirely paper-based as it is only a screening test. However, the National MEMORIAD challenge will be software-based and will be conducted in the same manner as the MEMORIAD 2024 event.



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