

## Sony Research Award Program 2021

### Sponsor

Sony

### Program

[Faculty Innovation Award](#) [1] and [Focused Research Award](#) [2]

### Description

Sony is committed to supporting university research and innovation in the U.S., Canada, India and select European countries, while also fostering partnerships with university faculty and researchers. The Sony Research Award Program provides funding for cutting-edge academic research and helps build a collaborative relationship between faculty and Sony researchers. With awards up to \$150,000 USD per year for each accepted proposal, both the Faculty Innovation Award and Focused Research Award create new opportunities for university faculties to engage in pioneering research that could drive new technologies, industries and the future.

1. Faculty Innovation Award: Up to \$100K USD in funds to conduct cutting-edge research in Sony's general areas of interest.
2. Focused Research Award: Up to \$150K USD in funds to conduct research in the areas of Sony's immediate interest.

### Eligibility

Sony will applications from Principal Investigators (PIs) who are full-time professors (adjunct professors are not eligible) or researchers and are eligible to supervise Ph.D. students at a university/educational institution in Austria, Belgium, Canada, Denmark, Finland, France, Germany, India, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, United Kingdom, and the United States of America. Full professors, associate professors, and assistant professors are eligible to apply.

### Indirect Costs

40%

## Project Duration

Please submit proposals for a one year period only. No multi-year proposals will be accepted. An extension of the research may be possible depending upon the results of the research collaboration. Please contact Sony directly to discuss if this is an option.

## Special Notes

### Submission Terms and Conditions

The submitter must agree to the [Sony Research Award Program Submission Terms and Conditions](#) [3] before submitting a proposal. The Office of Research Services (ORS) must receive a copy of the proposal and a completed OR-5 by the internal deadline. Once the proposal has been reviewed and the OR-5 signed, ORS will confirm with the researcher that they may accept the Submission Terms and Conditions on behalf of the university and then submit the proposal to Sony.

### COVID-19

Please note that research activities carried out in the context of COVID-19 need to adhere to the University of Guelph COVID-19 research principles, policies, guidelines and processes as they may be updated from time to time and communicated on the [Office of Research web-page](#) [4].

## Deadlines

**If College-level review is required, your College will communicate its earlier internal deadlines.**

Type	Date	Notes
<b>Internal Deadline</b>	Wednesday, September 8, 2021 - 4:30pm	Please submit your proposal, along with an OR-5 Form to <a href="mailto:research.services@uoguelph.ca">research.services@uoguelph.ca</a> [5].
<b>External Deadline</b>	Wednesday, September 15, 2021 - 11:59pm	Submissions to Sony must be completed by 11:59 pm PDT on September 15, 2021 (2:59 am EST on September 16, 2021).

### Information For Co-applicants

Sony will accept applications that have a PI and one or more co-PIs for the same proposal. However, only one award is made to the primary PI and the primary PI's university/institution if the proposal is selected. All Co-PIs must meet the same eligibility criteria as that for a PI, and Co-PIs will be required to sign program documents. Co-PIs may be from institutions in different participating countries but over 50% of research expenses must be spent within the country of the PI's institution.

For Questions, please contact

**SONY**

Please contact Sony via the [Inquiry Form](#) [6] if you have a question regarding the 2021 Sony Research Award Program. The Research Award Program Administration Office is the only resource that can officially answer your question(s).

### Office of Research

Kristin Zimmermann, Senior Grants & Contracts Specialist

Research Services Office

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Alert Classifications **Category:**

Funding Opportunities and Sponsor News

### Disciplines:

Health and Life Sciences

Information and Communications Technology

Physical Sciences and Engineering

Social Sciences

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### Source

**URL:** <https://www.uoguelph.ca/research/alerts/content/sony-research-award-program-2021>

### Links

[1] <https://www.sony.com/en/SonyInfo/research-award-program/#FacultyInnovationAward>

[2] <https://www.sony.com/en/SonyInfo/research-award-program/#FocusedResearchAward>

[3] <https://www.sony.com/en/SonyInfo/research-award-program/terms.html>

[4] <https://www.uoguelph.ca/research/>

[5] <mailto:research.services@uoguelph.ca>

[6] [https://sony.qualtrics.com/jfe/form/SV\\_bEMjhZKHHYNVnal](https://sony.qualtrics.com/jfe/form/SV_bEMjhZKHHYNVnal)

[7] <mailto:kristin5@uoguelph.ca>