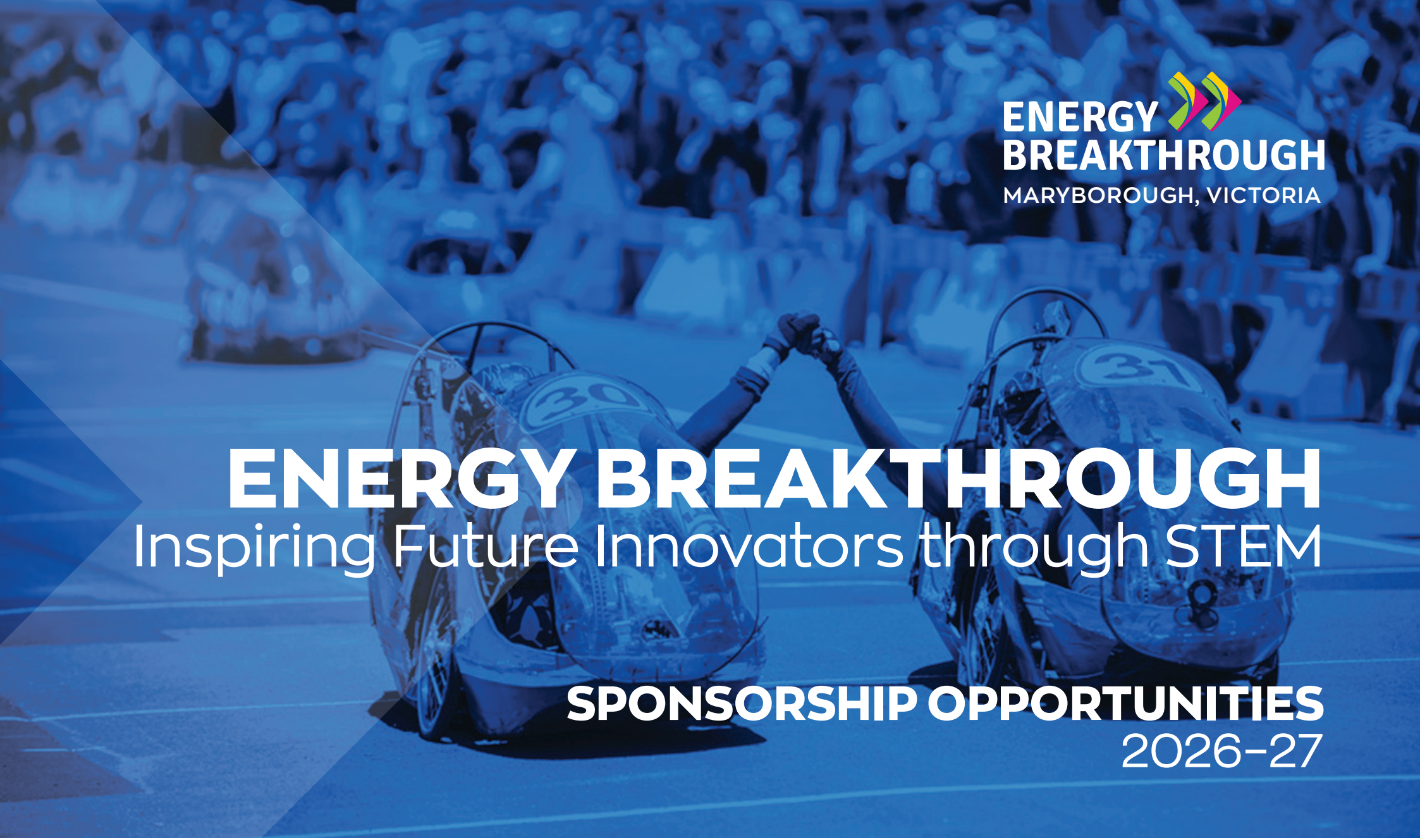


ENERGY BREAKTHROUGH
MARYBOROUGH, VICTORIA

ENERGY BREAKTHROUGH

Inspiring Future Innovators through STEM

SPONSORSHIP OPPORTUNITIES
2026–27

ENERGY BREAKTHROUGH
POWERED BY HONDA

cep

CENTRAL GOLDFIELDS SHIRE COUNCIL







WHAT IS THE ENERGY BREAKTHROUGH?

Since 1991, the Energy Breakthrough has provided opportunities for students, teachers, parents and local industry to work together to design and construct a vehicle, a machine or an innovation in technology that represents an 'energy breakthrough'.

Over 250 teams from across Victoria and beyond compete across five distinct categories, catering for different levels of technology application and understanding.

The Energy Breakthrough is a joint initiative of the Country Education Partnership (CEP) and the Central Goldfields Shire Council (CGSC).

WHY PARTNER WITH US?

- Engage directly with future innovators and decision-makers
- Build strong brand visibility across regional and statewide audiences
- Align with sustainability, education and innovation outcomes
- Demonstrate meaningful community and regional investment

3,500+ Students | 15,000 Attendees | 90,000+ Community Reach

DID YOU KNOW?

The main event involves a 24-hour trial in which students race their Human Powered Vehicles (HPV) and Energy Efficient Vehicles (EEV) around a street circuit 1.58 kilometres in length. Leading teams consist of 8 riders, usually four male and four female participants, who can complete almost 900 kilometres in the 24-hour trial.







MISSION & AIMS

OUR MISSION

To inspire young Australians to embrace creativity, innovation, and collaboration while fostering respect for the environment and community.

WHAT MAKES IT DIFFERENT

- Real-world STEM learning in action
- Strong partnerships between schools, industry and community
- Inclusive and accessible across regional and metropolitan areas
- A unique blend of education, endurance and innovation

WHAT WE DELIVER

The best active-learning program and event for primary and secondary schools that aligns with the national education policy.

PROGRAM AIMS

The Energy Breakthrough Program aims to:

- Provide an excellent STEAM (Science, Technology, Engineering, Arts and Maths) challenge for teams of school students aged between Year 4 to Year 12.
- Encourage young people to explore solutions to environmental and transport issues.
- Create meaningful connections between schools and communities across Victoria to work and learn together, with a particular focus on rural and regional schools.
- Provide an opportunity for women and girls to participate in what has traditionally been a ‘male’ dominated area of the curriculum.
- Be a fun program with real world challenges.
- Offer students opportunities to explore and address vehicle design, driving skills and vehicle and passenger safety issues.

CATEGORIES



ROBOTICS



PUSHCARTS



HUMAN POWERED VEHICLES



ELECTRIC VEHICLES

HOW IT WORKS

Three components of assessment:



DISPLAY & PRESENTATION (25%)

Teams present their design journey, learning and innovation.



DESIGN & CONSTRUCTION (25%)

A Q&A discussion focused on engineering, materials and safety.



TRIAL (50%)

On-track performance and endurance challenges: ranging from a few minutes up to 24 hours.



Participants travel from across Victoria, New South Wales and South Australia, making Energy Breakthrough a truly regional and interstate event.

The smallest school by enrolment Great Western Primary School with just 20 students, the largest Caulfield Grammar School with 3,200 students.

SCALE AND REACH

3,500+ students
240+ teams competing

Close to 100 schools

15,000 supporters, friends and family attending the event in Maryborough.

90,000+ extended community reach estimated number of people reached through school communities (based on a typical school enrolment of 600 students).

OUR ALUMNI



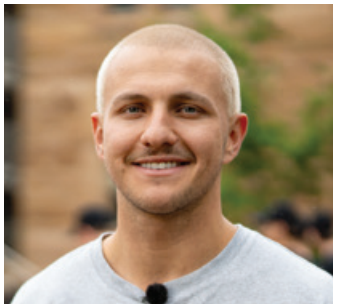
OSCAR PIASTRI
Formula One Driver



MARTHA HAYLETT MP
Member for Ripon



RICHARD SWINDEL-HURST
Engineer & YouTuber



KAI LOHMANN
AFL Premiership Player



STEELE VON HOFF
2018 Commonwealth Games Road Race Champion

AUDIENCE PROFILE

Student Innovator

- Future workforce in STEM and emerging industries
- Highly engaged, hands-on learners
- Passionate about sustainability and innovation

Regional Families

- Community-focused and highly engaged
- Strong participation across multi-day event
- Loyal and supportive of partners and sponsors

Educators

- Curriculum leaders and decision-makers
- Influencers in school partnerships and programs
- Long-term connection to the Energy Breakthrough network

ACTIVATION OPPORTUNITIES

Sponsors can engage through:

- Onsite exhibits and branded activations
- Workshops and in-school programs
- Event signage and naming rights
- Digital campaigns and content integration
- VIP hospitality experiences

Custom opportunities are available to align with your objectives.











DIGITAL & MEDIA REACH

The Energy Breakthrough delivers strong year-round digital engagement.

31.5k+
TikTok followers

681k
TikTok likes

20M+ TikTok views
for most popular video

10k+
Facebook followers

3k+
Instagram followers

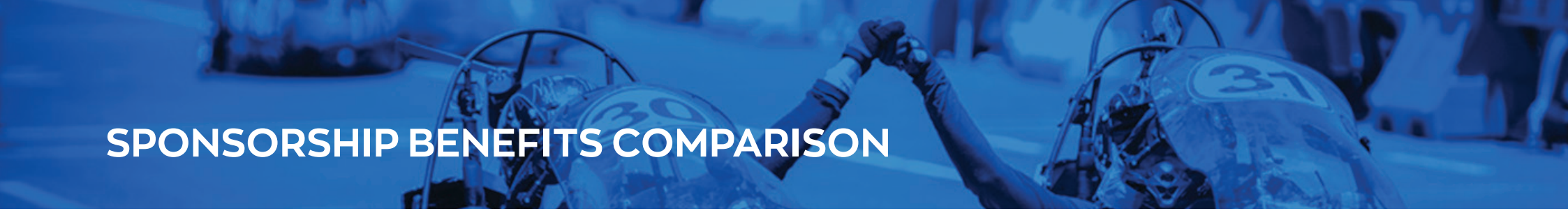
1.2k+
YouTube Subscribers

180,000+ eb.org.au
views per year

3k+ email newsletter
subscribers

Opportunities for Sponsors:

- Integration into digital storytelling,
- Branded content and campaign participation,
- Exposure across multiple platforms and channels.



SPONSORSHIP BENEFITS COMPARISON

A scalable range of benefits designed to build your brand, grow your reach and maximise your impact.

Benefit	Community & Local $5K-$10K	Brand Builder & Growth $20K-$30K	Strategic Partner $50K	Premium Partner+ $75K	Presenting Partner Exclusive
Brand Presence (Event & Digital)	✔	✔✔	✔✔✔	✔✔✔	Premium
Event Guide Advertising	Half page	Full page	2 pages	2 pages	Premium placement
Social Media Promotion	1 post	2-4 posts	4+ posts	6+ posts	Featured campaign
Website & Newsletter Promotion	✔	✔✔	✔✔✔	✔✔✔	Featured
Onsite Event Branding	✔	✔✔	✔✔✔	✔✔✔	Premium
Activation / Exhibit Opportunities	–	✔	✔✔	✔✔✔	Premium
School Engagement Opportunities	–	✔	✔✔	✔✔✔	Fully integrated
In-School Programs / Workshops	–	Limited	✔	✔✔	Fully integrated
Naming Rights / Major Assets	–	–	Limited	Selected assets	Major naming rights
VIP Hospitality Opportunities	–	Optional	✔	✔✔	Premium access
Category Exclusivity	–	–	–	Limited	Exclusive







ENERGY BREAKTHROUGH EDUCATION PROGRAM
ENRICHING EDUCATION THROUGH INDUSTRY RELATIONSHIPS

Energy Breakthrough has access to over 300 schools from across Victoria, South Australia and New South Wales.

The Energy Breakthrough education program requires a team effort and an across-the-curriculum approach as school groups work to design, build and test vehicles and/or machines within detailed specifications. Energy Breakthrough encourages participants to examine and use the latest technology while considering its impact on the environment and the way people live locally and globally.

As a partnering sponsor, you will have the unique opportunity to work closely with schools and students to enrich their learning across a number of curriculum areas in authentic ways.

PARTNERING SPONSORS WILL HAVE THE OPPORTUNITY TO ENGAGE WITH SCHOOLS VIA A NUMBER OF AVENUES, INCLUDING*:

- Educational resources and partner organisation information via the Energy Breakthrough website
- Instructional and/or showcase videos, placed on the Energy Breakthrough website
- Scheduled webinars with groups of targeted schools
- In-school programs (e.g. mentor programs focussed on STEM and inquiry projects)
- Partnering with schools, both in-school and virtually, for their Energy Breakthrough journey

** School engagement varies with each sponsoring level.*

This is an amazing opportunity to work in partnership with schools and bring STEM education to life, giving so many young people a pathway for life that they never would have dreamed of without.

PARTNER WITH US

We invite you to explore how Energy Breakthrough can support your organisation's strategic objectives.

NEXT STEPS

- Contact us to discuss a tailored sponsorship package
- Explore custom activation opportunities aligned to your goals
- Secure your partnership ahead of the 2026 event

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ACKNOWLEDGEMENT OF COUNTRY

Central Goldfields Shire Council acknowledges the ancestors and descendants of the Dja Dja Wurrung. We acknowledge that their forebears are the Traditional Owners of the area we are on and have been for many thousands of years. The Djaara have performed age old ceremonies of celebration, initiation and renewal. We acknowledge their living culture and their unique role in the life of this region.



PRESENTED BY

HONDA

PROGRAM PARTNERS

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CENTRAL GOLDFIELDS SHIRE COUNCIL

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VICTORIA State Government | Education and Training

Transport Victoria

Community Bank Avoca, Maryborough and St Arnaud
Bendigo Bank

SUPPORTING SPONSORS

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LA TROBE UNIVERSITY

MDHS

McCafé

Sustainability Victoria

VICTORIA State Government