

SPONSORSHIP OPPORTUNITIES



POWERED BY PARTNERSHIPS

Welcome to the Energy Breakthrough **Sponsorship Opportunities Guide.**

By partnering with us you'll be helping to inspire young Australians to embrace learning, be creative and innovative, and drive change through the power of collaboration; to celebrate human endeavour and achievement, to respect and care for the environment and our communities.

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THE ENERGY BREAKTHROUGH
IS THE ONLY ANNUAL
PROGRAM WHERE YOU CAN
CONNECT WITH AN **23,000+**
EDUCATION-FOCUSED,
SCHOOL-COMMUNITY AND
ACTIVE-OUTDOOR AUDIENCE.

SPONSORSHIP OVERVIEW

THE EVENT

THE ENERGY BREAKTHROUGH IS AUSTRALIA'S PREMIER SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM), ACTIVE LEARNING PROGRAM AND REGIONAL EVENT.

We inspire young Australians to embrace learning, be creative and innovative, and drive change through the power of collaboration; to celebrate human endeavour and achievement, to respect and care for the environment and our communities.

VISITOR REACH

Held annually since 1991, the Energy Breakthrough is one of Australia's longest running and most successful extracurricular primary and secondary activities. The four day event attracts:

23,000+ visitors
14,500+ spectators
8,500+ direct participants
56% female and **44%** male visitors
4,400+ female participants
20%+ increase of all-female teams year-on-year.

900+ teachers
370+ teams
160+ schools
(**90+** primary and **70+** secondary)

700+ volunteers
16,100+ Energy Expo visitors
6000+ onsite campers

TARGETED AUDIENCE

36% of visitors aged under 25 years
10% of visitors aged 25-34 years
20% of visitors age 35-44 years
34% of visitors age 44-74 years

30% from Metropolitan
60% from Regional Victoria
8% from Maryborough
2% from Interstate

97% satisfied to highly satisfied rating
70% exceeded expectations rating
86% intending to return to next event

SOCIAL MEDIA

7,600+ Facebook followers
2,000+ Instagram followers
2,000+ E-Newsletter subscribers
35,000+ online users
180,000+ views per year

Enquire about our current statistics.

WE OFFER A RANGE OF
SPONSORSHIP PACKAGES
AND INDIVIDUAL ASSETS
THAT CAN BE TAILORED TO
MEET YOUR SPONSORSHIP
OBJECTIVES.

THERE'S NO OTHER PROGRAM AND EVENT LIKE IT. SHOWCASE YOUR BRAND

Showcase your brand, energise sales, engage with a targeted audience and align your brand with **Australia's premier science, technology, engineering and mathematics (STEM), active learning program and regional event.** The Energy Breakthrough sponsorship team are here assist with your event preparation.

PARTNERS OF THE ENERGY BREAKTHROUGH WILL ACCESS TO A RANGE OF BENEFITS INCLUDING:

- Onsite expos, exhibits, activations and displays
- Marketing rights
- Promotions and advertising
- Electronic, digital and social media opportunities
- Print, signage and displays
- Individual sponsorship assets
- Branded VIP Hospitality marquees
- Tailored sponsorship solutions

WE DELIVER THE THE BEST
SCIENCE, TECHNOLOGY,
ENGINEERING AND MATHEMATICS
(STEM) ACTIVE LEARNING
PROGRAM AND EVENT FOR
PRIMARY AND SECONDARY
SCHOOLS THAT ALIGNS WITH THE
NATIONAL EDUCATION POLICY.

PROGRAM OVERVIEW

ABOUT US

The Energy Breakthrough is Australia's premier science, technology, engineering and mathematics (STEM), active learning program and regional event.

The program and event is designed to provide opportunities for students, teachers, parents and local industry to work together throughout the year to design and construct a vehicle, a machine or innovation in technology that will represent an energy breakthrough.

The program encourages both male and female participants to examine and use the latest technology while considering its impact on the environment and the way people live locally and globally.

It requires a team effort and an across-the-curriculum approach. These groups then bring their vehicles and machines to Maryborough, Victoria in November, for a huge celebration in which they can demonstrate and trial them in action.

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

The Energy Breakthrough is an annual program and event that takes place throughout the school year from February to November.

The Energy Breakthrough is more than just a once-a-year event.

The program encourages participants to examine and use the latest technology while considering its impact on the environment and the way people live locally and globally.

School groups work throughout the year to design, build and test vehicles or machines within detailed specifications. It requires a team effort and an across-the-curriculum approach.

These groups then bring their vehicles and machines to Maryborough in the Central Goldfields Shire, Victoria for a huge celebration in which they can demonstrate and trial them in action.

Held over four days in late November (Thursday-Sunday), the event is similar to the Australian International Pedal Prix in South Australia and the RACQ Technology Challenge in Maryborough, QLD.

The main event involves a 24-hour trial in which students of schools around Australia race their Human Powered Vehicles and Energy Efficient Vehicles around two street circuits 1.58 kilometres and 1.1 kilometres in length. The teams that race these vehicles consist of 8 riders, usually four male and four female participants. Leading teams can complete almost 900 kilometres in the 24-hour trial.

OUR OBJECTIVES

- Provide an excellent technology project for students from Prep to VCE level
- Encourage young people to explore solutions to environmental and transport issues
- Provide an opportunity for schools and communities to work and learn together
- 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
- Supports students' learning of 21st century skills

PROGRAM OVERVIEW

A MULTI-AWARD WINNING EVENT

In recognition of its tourism success, the Energy Breakthrough event has been awarded the Australian Tourism Awards and Victorian Tourism Awards on multiple occasions.

The Australian Tourism Awards are the tourism industry's peak Awards, recognising and promoting excellence in tourism.

First established by the Federal Government in 1985, the Australian Tourism Awards are now owned and managed by Australian Tourism Awards Inc, on behalf of the tourism industry. The Energy Breakthrough event was awarded Silver in 2014, and Bronze in 2013.

The Victorian Tourism Awards represent an industry framework for peer recognition that fosters a culture for business development excellence and innovation.

The Awards have assisted the Victorian Tourism Industry for over 30 years in striving for excellence. The Energy Breakthrough event was awarded Gold Winner in 2014 and 2013 respectively.

We'd like to thank our major partners Country Education Project and Central Goldfields Shire Council, as well all our sponsors past and present in making a the Energy Breakthrough a success.





WHY WE EXIST

WE LOVE LEARNING.
WE LOVE LIFE.

PROGRAM OVERVIEW

WHAT WE'RE ABOUT

We are a non-profit community organisation that brings together education, local government and industry into collaborative partnerships, together fostering confident, competent and socially aware young people, ready to make a difference in today's world.

We engage school communities across Australia and bring tourism, economic, and social benefits to regional Victoria, through our active learning program and event.

OUR VISION

To be the premier Science, Technology, Engineering and Mathematics (STEM), active learning program and event.

OUR MISSION

To inspire young Australians to embrace learning, be creative, innovative, and drive change through the power of collaboration; to celebrate human endeavour and achievement, to respect and care for the environment and our communities.

WHAT WE BELIEVE

Curiosity, creativity, collaboration and human endeavour will always lead to innovative breakthroughs that benefit the wellbeing of humanity; and that young people are the future custodians of our Earth.

WHAT WE DELIVER

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

OUR VALUES

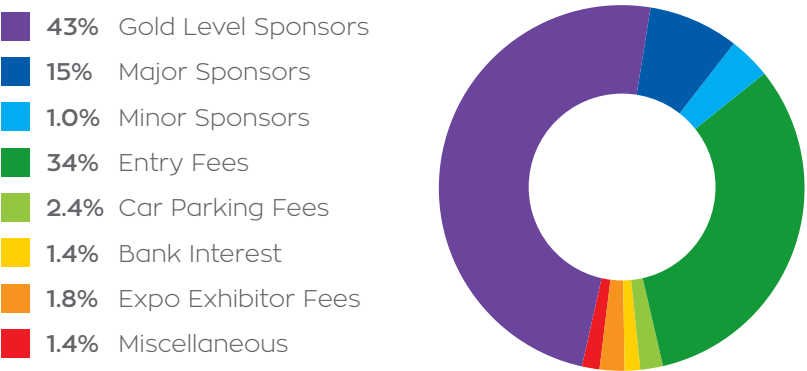
LEARNING
INNOVATION
INTEGRITY
INCLUSION
COLLABORATION
COMMUNITY
LEADERSHIP
RESPONSIBILITY
COMMITMENT
RESPECT

SINCE ITS INCEPTION IN 1991, THE ENERGY BREAKTHROUGH HAS GROWN IN PARTICIPATION LEVELS AND IS NOW THE ONLY EDUCATIONAL PROGRAM AND EVENT OF ITS KIND IN AUSTRALIA.

THE ENERGY BREAKTHROUGH IS MADE POSSIBLE BY THE VITAL FINANCIAL SUPPORT FROM OUR VALUABLE SPONSORSHIP PARTNERS.

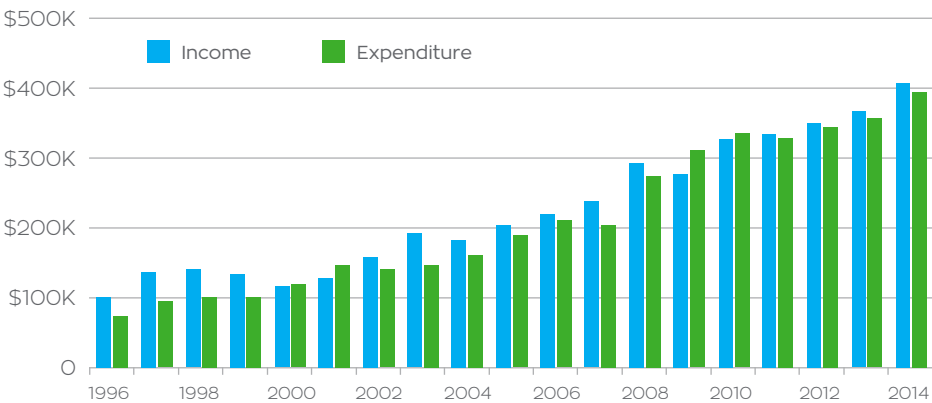
PROGRAM OVERVIEW

ENERGY BREAKTHROUGH INCOME TYPE



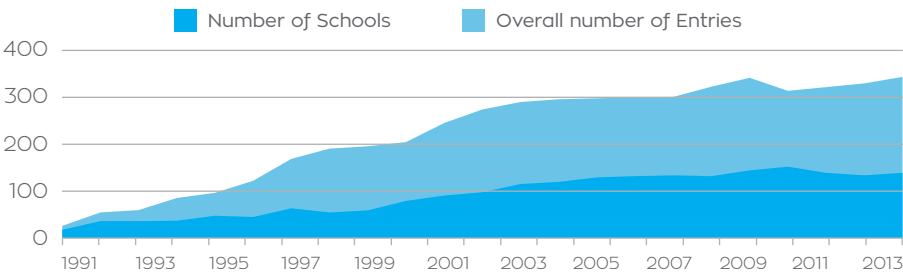
Source: 2013/14 Income & Expenditure Statement and Balance Sheet.

ENERGY BREAKTHROUGH INCOME & EXPENDITURE



Source: 2013/14 Income & Expenditure Statement and Balance Sheet.

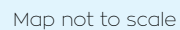
ENERGY BREAKTHROUGH ENTRIES FROM SINCE 1991



Source: 1991-2013 Energy Breakthrough Entry List Database

TODAY, THE ENERGY BREAKTHROUGH OPERATES ON AN ANNUAL EVENT BUDGET OF APPROXIMATELY **\$500K+**

Source: 2016/17 Operational Budget Financial Projection.



SPONSORSHIP PACKAGES

- PP1 PLATINUM PARTNER
- GP1 GOLD PARTNER
- GP2 GOLD PARTNER
- SP1 SILVER PARTNER
- SP2 SILVER PARTNER
- BP1 BRONZE PARTNER
- BP2 BRONZE PARTNER

SPONSORSHIP PACKAGE 1

PP1 – PLATINUM PARTNER

As the official Platinum Partner and Naming Rights Sponsor you will receive the highest range of benefits available with this level. Bring your brand to life and secure the prestigious status as the official Naming Rights Sponsor of the Energy Breakthrough.

INCLUSIONS

- Naming rights recognition and prominent logo placement on official event logo lock-up and across all key marketing communication, branding, signage and official uniforms
- Logo placement on official website, event guide, E-Newsletter
- Naming rights for the main Race Track 1
- Dedicated prominent site within the Energy Expo
- Naming rights and ownership of main Presentation Stage
- Naming rights and ownership of an event category or sub-category
- Branding and ownership of VIP Hospitality Marquee
- Rights to promote event through own marketing channels
- 1 x track bridges ownership (prominent branding on 2 sides)
- 1 x full page feature promotion in official event guide
- 1 x full page advertisement in official event guide (#10,000+ circulation)
- 8 x advertisements on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 8 x advertisements in eNewsletters throughout the year (2,000+ online subscribers)
- 8 x social media advertisements on Facebook (7,600+ followers)
- 8 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$150K+

Includes \$33,500 worth of advertising media through our channels.

** Subject to availability.*

All prices including GST. Combination of Cash and In-kind contributions. Prices displayed are indicative only and subject to slight changes. Please ask for an official tailored package quote. Logo display hierarchy based on sponsorship contribution level.

SPONSORSHIP PACKAGE 2

GP1 – GOLD PARTNER

As an official Gold Partner-1 you will receive a superior range of benefits available with this level. Bring your brand to life and secure the principal status as an official Major Partner of the Energy Breakthrough.

INCLUSIONS

- Gold Partner-1 recognition and prominent logo placement across all key marketing communication, branding and signage
- Logo placement on official website, event guide, E-Newsletter
- Naming rights option for main Race Track 2*
- Naming rights and sponsorship for an event category or sub-category*
- Rights to promote event through own marketing channels
- 1 x track bridge ownership (prominent branding on 2 sides)*
- 1 x full page feature promotion in official event guide
- 1 x full page advertisement in official event guide (#10,000+ circulation)
- 8 x advertisements on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 8 x advertisements in E-Newsletters throughout the year (2,000+ online subscribers)
- 8 x social media advertisements on Facebook (7,600+ followers)
- 8 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$100K+

Includes \$33,500 worth of advertising media through our channels.

** Subject to availability.*

All prices including GST. Combination of Cash and In-kind contributions. Prices displayed are indicative only and subject to slight changes. Please ask for an official tailored package quote. Logo display hierarchy based on sponsorship contribution level.

SPONSORSHIP PACKAGE 3

GP2 – GOLD PARTNER

As an official Gold Partner-2 you will receive a high range of benefits available with this level. Bring your brand to life and secure the prominent status as an official Platinum Partner of the Energy Breakthrough.

INCLUSIONS

- Gold Partner-2 recognition and logo placement across all key marketing communication
- Logo placement on official website, event guide, E-Newsletter
- Naming rights option for main Race Track 2*
- Naming rights and sponsorship for an event category or sub-category*
- Rights to promote event through own marketing channels
- 1 x track bridge ownership (prominent branding on 2 sides)*
- 1 x full page feature promotion in official event guide
- 1 x full page advertisement in official event guide (#10,000+ circulation)
- 6 x advertisements on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 6 x advertisements in E-Newsletters throughout the year (2,000+ online subscribers)
- 6 x social media advertisements on Facebook (7,600+ followers)
- 6 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$75K+

Includes \$26,500 worth of advertising media through our channels.

** Subject to availability.*

All prices including GST. Combination of Cash and In-kind contributions. Prices displayed are indicative only and subject to slight changes. Please ask for an official tailored package quote. Logo display hierarchy based on sponsorship contribution level.

SPONSORSHIP PACKAGE 4

SP1 – SILVER PARTNER

As an official Silver Partner-1 you will receive a high-level range of benefits available with this level. Bring your brand to life and secure the distinguished status as an official Silver Partner of the Energy Breakthrough.

INCLUSIONS

- Silver Partner-1 recognition, mention and logo placement across all key marketing communication
- Logo placement on official website, event guide, E-Newsletter
- Naming rights for Race Track 2*
- Naming rights and sponsorship for an event category or sub-category*
- Rights to promote event through own marketing channels
- 1 x track bridge ownership (prominent branding on 2 sides)*
- 1 x full page feature promotion in official event guide
- 1 x full page advertisement in official event guide (#10,000+ circulation)
- 4 x advertisements on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 4 x advertisements in E-Newsletters throughout the year (2,000+ online subscribers)
- 4 x social media advertisements on Facebook (7,600+ followers)
- 4 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$50K+

Includes \$19,500 worth of advertising media through our channels.

** Subject to availability.*

All prices including GST. Combination of Cash and In-kind contributions. Prices displayed are indicative only and subject to slight changes. Please ask for an official tailored package quote. Logo display hierarchy based on sponsorship contribution level.

SP2 – SILVER PARTNER

As an official Silver Partner-2 you will receive a significant range of benefits available with this level. Bring your brand to life and secure the important status as an official Silver Partner of the Energy Breakthrough.

INCLUSIONS

- Silver Partner-2 recognition, mention and logo placement across all key marketing communication
- Logo placement on official website, event guide, E-Newsletter
- Naming rights and sponsorship for an event category or sub-category*
- Rights to promote event through own marketing channels
- 1 x track bridge ownership (prominent branding on 2 sides)*
- 1 x full page advertisement in official event guide (#10,000+ circulation)
- 2 x advertisements on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 2 x advertisements in E-Newsletters throughout the year (2,000+ online subscribers)
- 2 x social media advertisements on Facebook (7,600+ followers)
- 2 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$30K+

Includes \$14,00 worth of advertising media through our channels.

** Subject to availability.*

All prices including GST. Combination of Cash and In-kind contributions. Prices displayed are indicative only and subject to slight changes. Please ask for an official tailored package quote. Logo display hierarchy based on sponsorship contribution level.

SPONSORSHIP PACKAGE 6

BP1 – BRONZE PARTNER

As an official Bronze Partner-1 you will receive the medium-range of benefits available with this level. Bring your brand to life and secure the respected status as an official Bronze Partner of the Energy Breakthrough.

INCLUSIONS

- Bronze Partner-1 recognition and mention across all key marketing communication
- Logo placement on official website, event guide, E-Newsletter
- Rights to promote event through own marketing channels
- 1 x half page advertisement in official event guide (#10,000+ circulation)
- 1 x advertisement on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 1 x advertisement in E-Newsletters throughout the year (2,000+ online subscribers)
- 1 x social media advertisements on Facebook (7,600+ followers)
- 1 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$15K+

Includes \$4,000 worth of advertising media through our channels.

All prices including GST. Combination of Cash and In-kind contributions. Prices displayed are indicative only and subject to slight changes. Please ask for an official tailored package quote. Logo display hierarchy based on sponsorship contribution level.

BP2 – BRONZE PARTNER

As an official Bronze Partner-2 you will receive the basic range of benefits available with this level. Bring your brand to life and secure the valued status as an Official Sponsor of the Energy Breakthrough.

INCLUSIONS

- Bronze Partner-2 recognition and logo placement across all key marketing communication
- Logo placement on official website, event guide, E-Newsletter
- Rights to promote event through own marketing channels
- 1 x half page advertisement in official event guide (#10,000+ circulation)
- 1 x social media advertisements on Facebook (7,600+ followers)
- 1 x social media advertisements on Instagram (2,000+ followers)

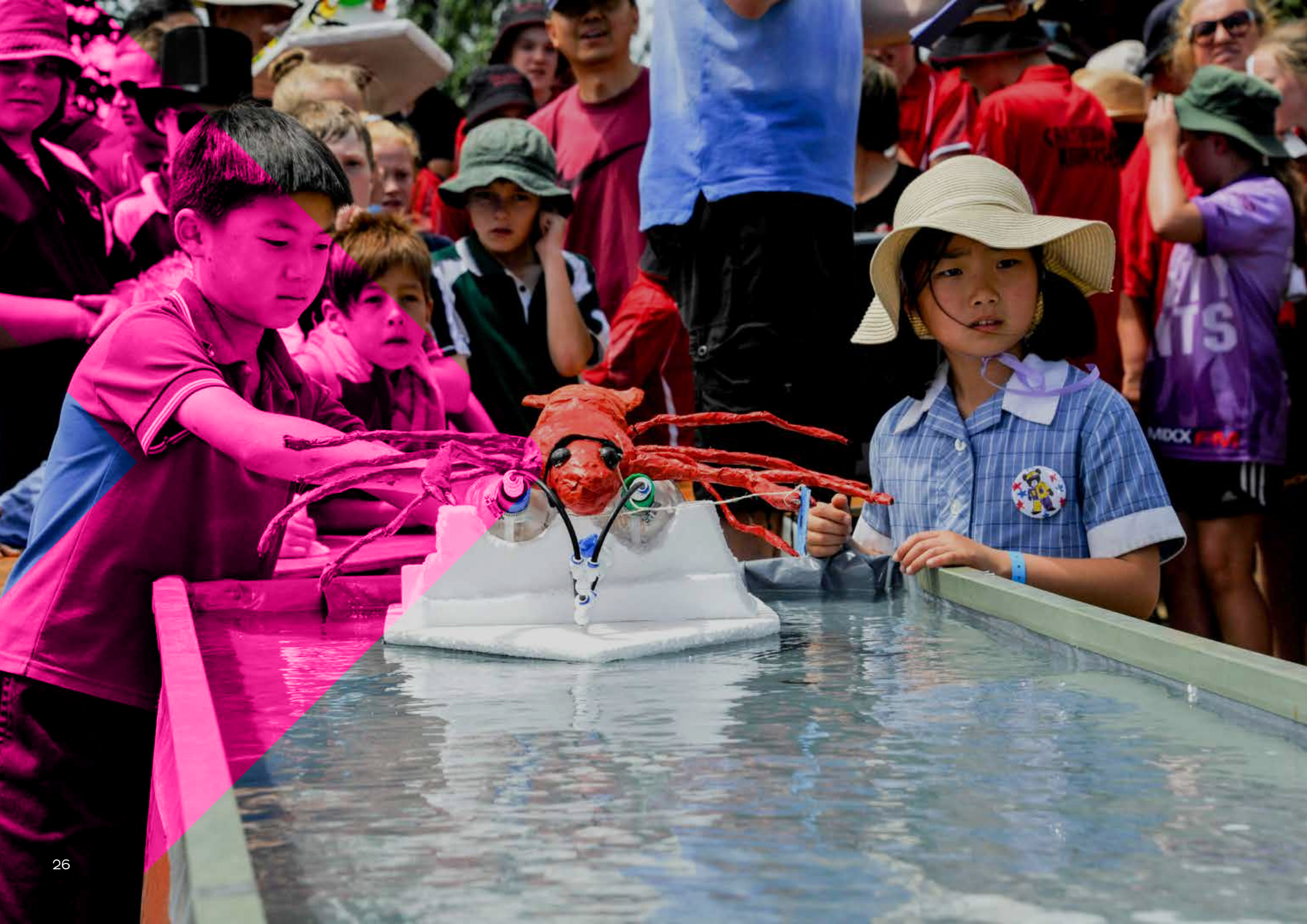
INDICATIVE PRICE: \$5K+

Includes \$1,750 worth of advertising media through our channels.

All prices including GST. Combination of Cash and In-kind contributions. Prices displayed are indicative only and subject to slight changes. Please ask for an official tailored package quote. Logo display hierarchy based on sponsorship contribution level.

A night-time photograph of a triathlon event. The scene is illuminated by bright stadium lights, creating a vibrant atmosphere. In the background, several blue and white tents are set up, with flags flying from poles. The middle ground shows a long, winding path where cyclists have left long, red and white light trails, indicating their movement over time. Spectators are visible in the foreground and along the path, some standing and others walking. The overall composition is dynamic and captures the energy of the event.

THE ENERGY
BREAKTHROUGH
IS MORE THAN JUST
A ONCE-A-YEAR
EVENT



SPONSORSHIP ASSETS

- ENERGY EFFICIENT VEHICLES (EEVs)
CATEGORY
- CAMPSITE NAMING RIGHTS
SPONSOR & CAMPING-AND-OUTDOOR
LIFESTYLE ACTIVATION
- ON-SITE SUPERMARKET
- VIP HOSPITALITY MARQUEE
- TEACHERS' LOUNGE
- VOLUNTEERS' ZONE
- HOT AIR BALLOON RIDES
- FEMALE POWERED EXPO
- SCHOOL/INDIVIDUAL TEAM
- VEHICLE REPAIR STATIONS X 2
- FIRST AID MARQUEES X 2
- TARGETED SAMPLING AROUND TRACK



SPONSORSHIP ASSET 1

ENERGY EFFICIENT VEHICLES CATEGORY

The Energy Efficient vehicle (EEVs) category is one of the major event categories that attracts **25+** teams, **210+** students.

The Energy Efficient Vehicle category (EEVs) is designed to engage students with current industry trends towards electric vehicles, hybrid, solar, low emission and other alternative fuel vehicles, including:

It is the most technically difficult challenge the program provides and teams often come up with ingenious drive systems that marvel judges. Some are extremely complicated, others are simple – but all are seeking an Energy Breakthrough.

The big challenge is seeing how far their limited fuel allocations can carry them in the 24-hour endurance trial (including a nine-hour lights-on period), on a street circuit in November.

Sponsorship would ideally suit an organisation seeking to align their brand with Energy Breakthrough and Energy Efficient Vehicle category, engage with a targeted audience, with opportunities to showcase your brand, activation, promotion and sampling.

INCLUSIONS

- Naming Rights and ownership of the EEVs category
- Logo placement across all related key marketing communication
- Recognition and logo placement on official website, event guide and E-Newsletter
- 1 x full page feature promotion in official event guide (#10,000+ circulation)
- 6 x promotions on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 6 x promotions in E-Newsletters throughout the year (2,000+ online subscribers)
- 6 x social media advertisements on Facebook (7,600+ followers)
- 6 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$15K+

Includes \$22,000+ worth of advertising media through our channels.

*All prices including GST. Prices displayed are indicative only and subject to slight changes.
Please ask for an official tailored package quote.
Logo display hierarchy based on sponsorship contribution level.*



SPONSORSHIP ASSET 2

CAMPSITE NAMING RIGHTS SPONSOR & CAMPING-AND-OUTDOOR LIFESTYLE ACTIVATION

23,000+ visitors descend on the event site in Maryborough, with a staggering **6,000+** campers staying at various parks and ovals surrounding the track. The vast population of campers makes this one of the largest gatherings of any event in Australia.

The Campsite Naming Rights Sponsor & Camping-and-Outdoor Lifestyle Activation is a proposed new asset that is perfectly positioned for a sponsor/s to take advantage of the massive number of campers that make up the giant 'Tent City'. The campsites are the epitome of the great Aussie camping and outdoor activities.

As the official Campsites Naming Rights Sponsor & Camping-and-Outdoor Lifestyle Activation Sponsor you will get direct access to this large targeted audience plus the Camping & Outdoor Lifestyle Activation. Bring your brand to life and take advantage of this activation opportunity.

Sponsorship would ideally suit a large, camping, adventure, leisure, outdoor specialist brand/s wanting to showcase new products and equipment. Engage with a large audience with opportunities for activation, promotions and sampling including the option to activate for 2-4 days.

INCLUSIONS

- Official Naming Rights sponsorship of all campsites.
- Official Naming Rights recognition and prominent logo placement across all related key marketing communication, branding and signage
- Logo placement on official website, event guide and E-Newsletter
- Rights to promote event through own marketing channels
- Option for 3x6 marquee space
- Camping ground entrance signage
- 1 x full page feature promotion in official event guide (#10,000+ circulation)
- 6 x advertisements on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 6 x advertisements in E-Newsletters throughout the year (2,000+ online subscribers)
- 6 x social media advertisements on Facebook (7,600+ followers)
- 6 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$25K+

Includes \$22,450 worth of advertising media through our channels.

*All prices including GST. Prices displayed are indicative only and subject to slight changes.
Please ask for an official tailored package quote.
Logo display hierarchy based on sponsorship contribution level.*



SPONSORSHIP ASSET 3

ON-SITE SUPERMARKET

As part of the Energy Breakthrough event there is provision of an On-site Supermarket to cater for the large number of camping and event visitors during the four day event.

23,000+ visitors descend on the event site in Maryborough, with **6,000+** campers who stay in tents on the parks and ovals surrounding the track. The vast population of campers makes this one of the largest gatherings of any event in Australia, including other popular summer camping music festivals.

As the official Onsite Supermarket sponsor you will get direct access to this large targeted audience and receive the highest range of benefits and support available. Bring your brand to life, showcase and trial new products, and take advantage of this unique retail activation opportunity.

Sponsorship would ideally suit a supermarket and groceries operator that can deliver a bespoke shopping experience by offering grocery, fresh produce and general merchandise.

INCLUSIONS

- Official Naming Rights recognition and prominent logo placement on official Onsite Supermarket logo lock-up and across all related key marketing communication, branding and signage
- Preferred supplier status for all on-site hospitality catering bookings
- Direct order access from schools prior to event (#160+ schools)
- Logo placement on official website, event guide and E-Newsletter
- Rights to promote event through own marketing channels
- 1 x full page feature promotion in official event guide (#10,000+ circulation)
- 6 x advertisements on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 6 x advertisements in E-Newsletters throughout the year (2,000+ online subscribers)
- 6 x social media advertisements on Facebook (7,600+ followers)
- 6 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$10K+

Includes \$22,000 worth of advertising media through our channels.

All prices including GST. Prices displayed are indicative only and subject to slight changes. Please ask for an official tailored package quote. Logo display heirarchy based on sponsorship contribution level.



SPONSORSHIP ASSET 4

VIP HOSPITALITY MARQUEE

The VIP Hospitality Marquee is a unique opportunity to entertain your guests and audience. Ideally located close to the action, so you feel the energy and excitement of vehicles flying around the race track.

Impress guests with refreshments and canapés on arrival. Create a bespoke VIP Hospitality Experience tailored to your requirements. Invite your own guests, clients, staff or suppliers.

Includes access to the best local 5-star caterers, local produce and wines from the region. Catering options from gourmet BBQ lunch, canapes and finger food, full course meal and refreshments.

Bring your brand to life and create a unique experience for your audience as an official host sponsor of a VIP Hospitality Marquee.

INCLUSIONS

- Official Naming Rights and ownership of an VIP Hospitality Marquee
- Logo placement across all related key marketing communication
- Logo placement on official website, event guide and E-Newsletter
- Rights to promote and sell tickets through own marketing channels
- 1 x full page feature promotion in official event guide (#10,000+ circulation)
- 3 x advertisements on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 3 x advertisements in E-Newsletters throughout the year (2,000+ online subscribers)
- 3 x social media advertisements on Facebook (7,600+ followers)
- 3 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: ASK FOR A QUOTE

Based on the number of people to be catered for.

Includes \$11,500 worth of advertising media through our channels.

All prices including GST. Prices displayed are indicative only and subject to slight changes.

Please ask for an official tailored package quote.

Logo display hierarchy based on sponsorship contribution level.



SPONSORSHIP ASSET 5

TEACHERS' LOUNGE

The Teachers' Lounge provides a unique opportunity to engage with a targeted audience.

Over **900+** of teachers from **164** schools (**91** primary and **73** secondary) participate in the Energy Breakthrough. The Teachers' Lounge is an exclusive space for teachers' to prepare, network and socialise with others teachers.

Teachers' play an important role in the guiding students and teams throughout the year in the design, engineering and construction process, as well as practice and preparation of the race events.

Sponsorship would ideally suit to an organisation seeking to engage with a teacher audience, with the opportunity to showcase your brand, activation, promotion and sampling.

As the official Teachers' Lounge sponsor you get direct access to this large targeted audience and receive a range of benefits and support. Bring your brand to life, create a unique experience for your audience and take advantage of exclusive opportunity.

INCLUSIONS

- Teacher's Lounge Sponsor naming rights, recognition, mention and logo placement across all key related marketing communication
- Logo placement on official website, event guide and E-Newsletter
- Light snacks and refreshments
- Rights to promote event through own marketing channels
- 1 x full page advertisement in official event guide (#100,000+ circulation)
- 2 x advertisements on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 2 x advertisements in E-Newsletters throughout the year (2,000+ online subscribers)
- 2 x social media advertisements on Facebook (7,600+ followers)
- 2 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$10K+

Includes \$8,000 worth of advertising media through our channels.

*All prices including GST. Prices displayed are indicative only and subject to slight changes.
Please ask for an official tailored package quote.
Logo display hierarchy based on sponsorship contribution level.*



SPONSORSHIP ASSET 6

VOLUNTEERS' ZONE

The Volunteers' Zone provides an excellent opportunity to engage with a community of volunteers.

Over **700** volunteers to come together in Maryborough each November to help make the event memorable, fun and safe for **23,000+** visitors, **8,500+** direct participants, **374** teams and **164** schools. Volunteers of various ages, backgrounds and experiences participate in the planning, administration and support of the Energy Breakthrough event.

We're committed to looking after our valuable volunteers who help make this event possible. In 2009, 2012 and 2013, the Energy Breakthrough event scored the Victorian Tourism Award for Best Festival and Event – and we are keen to maintain our high standards.

Sponsorship would ideally suit an organisation seeking to engage with a targeted audience, with opportunities to showcase your brand, activation, promotion and sampling.

As the official Volunteers' Zone sponsor you get direct access to this large targeted audience and receive a range of benefits and support. Bring your brand to life, create a unique experience for your audience and take advantage of this exclusive opportunity.

INCLUSIONS

- Volunteers' Zone Sponsor naming rights, recognition, mention and logo placement across all key related marketing communication
- Logo placement on official website, event guide and eNewsletter
- Access to the VIP Hospitality Marquee for light snacks and refreshments
- Rights to promote event through own marketing channels
- 1 x half page advertisement in official event guide (#10,000+ circulation)
- 1 x advertisement on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 1 x advertisement in E-Newsletters throughout the year (2,000+ online subscribers)
- 1 x social media advertisements on Facebook (7,600+ followers)
- 1 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$5K+

Includes \$4,500 worth of advertising media through our channels.

All prices including GST. Prices displayed are indicative only and subject to slight changes. Please ask for an official tailored package quote. Logo display hierarchy based on sponsorship contribution level.



SPONSORSHIP ASSET 7

HOT AIR BALLOONING RIDES

The Energy Breakthrough attracts **23,000+** visitors to Maryborough each year, with **6,000+** campers staying at parks and ovals surrounding the track.

The large population of visitors and campers makes this one of the largest events of its kind in Australia, including other popular summer camping music festivals.

Sponsorship would ideally suit a Hot Air Ballooning Tour Rides operator that can deliver a magical and memorable experience from above the spectacular Lake Victoria event site in Maryborough, Central Goldfields.

As the official Hot Air Ballooning Rides sponsor you get direct access to this large targeted audience and receive a range of benefits and support. Bring your brand to life, create a unique experience for your audience and take advantage of this exclusive opportunity.

INCLUSIONS

- Naming Rights and ownership of a new activation and experience
- Logo placement across all related key marketing communication
- Recognition and logo placement on official website, event guide and E-Newsletter
- Rights to promote and sell tickets through own marketing channels•1 x feature leading page promotion in official event guide
- 1 x full page advertisement in official event guide (#10,000+ circulation)
- 4 x advertisements on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 4 x advertisements in E-Newsletters throughout the year (2,000+ online subscribers)
- 4 x social media advertisements on Facebook (7,600+ followers)
- 4 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$10K+

Includes \$15,000+ worth of advertising media through our channels.

*All prices including GST. Prices displayed are indicative only and subject to slight changes.
Please ask for an official tailored package quote.
Logo display hierarchy based on sponsorship contribution level.*



SPONSORSHIP ASSET 8

FEMALE POWERED EXPO

The Energy Breakthrough program has a commitment and history of encouraging female participants to examine and use the latest technology while considering its impact on the environment and the way people live locally and globally.

The Female Powered Expo is a proposed new activation and experience that promotes female participation in STEM and active learning and empowers young females to pursue STEM-focused education and careers.

Sponsorship would ideally suit a female-focused brand/s seeking to engage with a targeted audience. Connect and make an impact on lives. Opportunities to showcase your brand, activation, promotion and sampling and have fun.

8,500+ direct participants

56% female

4,400+ female participants

INCLUSIONS

- Naming Rights and ownership of a new activation and experience
- Logo placement across all related key marketing communication
- Recognition and logo placement on official website, event guide and E-Newsletter
- Rights to promote and sell tickets through own marketing channels
- 1 x full page feature promotion in official event guide (#10,000+ circulation)
- 6 x advertisements on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 6 x advertisements in E-Newsletters throughout the year (2,000+ online subscribers)
- 6 x social media advertisements on Facebook (7,600+ followers)
- 6 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$15K+

Includes \$22,000+ worth of advertising media through our channels.

All prices including GST. Prices displayed are indicative only and subject to slight changes.

Please ask for an official tailored package quote.

Logo display hierarchy based on sponsorship contribution level.



SPONSORSHIP ASSET 9

SCHOOL OR INDIVIDUAL TEAM

The Energy Breakthrough is committed to assisting schools and teams that want to participate in the program-event, and need additional support to make it more achievable.

School or Individual Team Sponsorship will take place in the form of a special scholarship/s. We're giving schools and teams the opportunity to access a sponsorship/s to give them a helping hand. The funding will directly go to schools and teams and cover the costs to participate and attend.

This year could see the entry of the first Indigenous Australian team from NSW and NT.

Sponsorship would ideally suit an organisation seeking to engage and support an individual school or team, with opportunities to showcase your brand and make a difference within the school community.

INCLUSIONS

- Official Sponsor recognition and logo placement across all key marketing communication and vehicle decal
- Direct access to individual school or team and involvement with vehicle decal design
- Logo placement across all related key marketing communication
- Recognition and logo placement on official website, event guide and E-Newsletter
- Rights to promote event through own marketing channels
- 1 x full page feature promotion in official event guide (#10,000+ circulation)
- 6 x promotions on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 6 x promotions in E-Newsletters throughout the year (2,000+ online subscribers)
- 6 x social media advertisements on Facebook (7,600+ followers)
- 6 x social media advertisements on Instagram (2,000+ followers)

INDICATIVE PRICE: \$15K+

Includes \$22,000+ worth of advertising media through our channels.

All prices including GST. Prices displayed are indicative only and subject to slight changes. Please ask for an official tailored package quote. Logo display hierarchy based on sponsorship contribution level.



SPONSORSHIP ASSET 10

VEHICLE REPAIR STATIONS X 2

As part of the Energy Breakthrough event there are two trackside Vehicle Repair Stations that cater servicing for vehicles from the **8,500+** participants, **370+** teams and **150+** schools.

23,000+ visitors descend on the event site in Maryborough, with **6,000+** campers who stay in tents on the parks and ovals surrounding the track. The vast population of campers makes this one of the largest gatherings of any event in Australia, including other popular summer camping music festivals.

Sponsorship would ideally suit a bicycle and parts retailer seeking to engage with a targeted audience, with opportunities to showcase your brand, activation, promotion and sampling.

INCLUSIONS

- Official Sponsor recognition and logo placement across all key marketing communication, signage and displays
- Recognition and logo placement on official website, event guide and E-Newsletter
- Rights to promote event through own marketing channels
- 1 x advertisement on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 1 x promotions in E-Newsletters throughout the year (2,000+ online subscribers)
- 1 x social media advertisement on Facebook (7,600+ followers)
- 1 x social media advertisement on Instagram (2,000+ followers)

INDICATIVE PRICE: \$1.5K+

Includes \$3,500+ worth of advertising media through our channels.

*All prices including GST. Prices displayed are indicative only and subject to slight changes.
Please ask for an official tailored package quote.
Logo display hierarchy based on sponsorship contribution level.*



SPONSORSHIP ASSET 11

FIRST AID MARQUEES X 2

As part of the Energy Breakthrough event we provide on-site First Aid Marquees to cater for the large number of camping and event visitors during the four day event.

23,000+ visitors descend on the event site in Maryborough, with **6,000+** campers who stay in tents on the parks and ovals surrounding the track. The vast population of campers makes this one of the largest gatherings of any event in Australia, including other popular summer camping music festivals.

Sponsorship would ideally suit a healthcare, pharmacy or first aid & medical supplies organisation seeking to engage with a targeted audience and deliver first aid & medical service, with opportunities to showcase your brand, activation, promotion and sampling.

INCLUSIONS

- Official Sponsor recognition and logo placement across all key marketing communication, signage and displays
- Recognition and logo placement on official website, event guide and E-Newsletter
- Rights to promote event through own marketing channels
- 1 x advertisement on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 1 x promotions in E-Newsletters throughout the year (2,000+ online subscribers)
- 1 x social media advertisement on Facebook (7,600+ followers)
- 1 x social media advertisement on Instagram (2,000+ followers)

INDICATIVE PRICE: \$1.5K+

Includes \$3,500+ worth of advertising media through our channels.

*All prices including GST. Prices displayed are indicative only and subject to slight changes.
Please ask for an official tailored package quote.
Logo display hierarchy based on sponsorship contribution level.*



SPONSORSHIP ASSET 12

ON-SITE MASSAGE SERVICE X 1

As part of the Energy Breakthrough event we provide a complimentary on-site massage service to cater for the large number of camping and event visitors during the four day event.

23,000+ visitors descend on the event site in Maryborough, with **6,000+** campers who stay in tents on the parks and ovals surrounding the track. The vast population of campers makes this one of the largest gatherings of any event in Australia, including other popular summer camping music festivals.

Sponsorship would ideally a sports massage therapy services, healthcare, pharmacy or massage therapy products supplier seeking to engage with a targeted audience and deliver massage therapy services, with opportunities to showcase your brand, activation, promotion and sampling.

INCLUSIONS

- Official Sponsor recognition and logo placement across all key marketing communication, signage and displays
- Recognition and logo placement on official website, event guide and E-Newsletter
- Rights to promote event through own marketing channels
- Marquee/s or sports pavilion space provided
- 1 x advertisement on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 1 x promotions in E-Newsletters throughout the year (2,000+ online subscribers)
- 1 x social media advertisement on Facebook (7,600+ followers)
- 1 x social media advertisement on Instagram (2,000+ followers)

INDICATIVE PRICE: \$1.5K+

Includes \$3,500+ worth of advertising media through our channels.

*All prices including GST. Prices displayed are indicative only and subject to slight changes.
Please ask for an official tailored package quote.
Logo display hierarchy based on sponsorship contribution level.*



SPONSORSHIP ASSET 13

TARGETED SAMPLING AROUND TRACK

Showcase your brand via targeted sampling opportunities around the race track and Energy Breakthrough event site.

23,000+ visitors descend on the event site in Maryborough, with **6,000+** campers who stay in tents on the parks and ovals surrounding the track. The vast population of campers makes this one of the largest gatherings of any event in Australia, including other popular summer camping music festivals.

Sponsorship would ideally an organisation/s seeking to engage with a targeted audience with opportunities to showcase your brand, activation, promotion and sampling.

INCLUSIONS

- Official Sponsor recognition and logo placement across all key marketing communication, signage and displays
- Recognition and logo placement on official website, event guide and E-Newsletter
- Rights to promote event through own marketing channels
- 1 x advertisement on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year)
- 1 x promotions in E-Newsletters throughout the year (2,000+ online subscribers)
- 1 x social media advertisement on Facebook (7,600+ followers)
- 1 x social media advertisement on Instagram (2,000+ followers)

INDICATIVE PRICE: \$2.5K+

Includes \$3,500+ worth of advertising media through our channels.

All prices including GST. Prices displayed are indicative only and subject to slight changes.

Please ask for an official tailored package quote.

Logo display hierarchy based on sponsorship contribution level.



CONTACT US

JOIN THE ENERGY BREAKTHROUGH FAMILY, PARTNER WITH US TODAY!

Showcase your brand, energise sales, engage with a targeted audience and align your brand with Australia's premier science, technology, engineering and mathematics (STEM), active learning program and event.

CONTACT US TODAY FOR MORE INFORMATION
ABOUT OUR SPONSORSHIP PACKAGES AND ASSETS,
OR FOR A TAILORED SPONSORSHIP SOLUTION.

FOR SPONSORSHIP ENQUIRIES

Email: sponsorships@eb.org.au
Contact: John Stafford or Nigel Preston
Phone: 0419 316 337 | 0412 692 468

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