



**ENERGY
BREAKTHROUGH**
MARYBOROUGH, VICTORIA



ENERGY BREAKTHROUGH SPONSORSHIP PROSPECTUS



**ENERGY
BREAKTHROUGH**
POWERED BY IMAGINATION



ABOUT THE EVENT

Beginning in 1991, Energy Breakthrough is Australia's premier Science, Technology, Engineering and Mathematics (STEM) active learning program and major regional event. A non-profit community event, Energy Breakthrough is the joint initiative of the Country Education Partnership (CEP) and Central Goldfields Shire Council (CGSC) and is the only educational program and event of its kind in Australia that engages and attracts over 20,000 students, teachers and parents annually.

Energy Breakthrough is an annual education program that runs throughout the school year from February to the celebration event in November.

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

Held over five days (Wednesday–Sunday), Energy Breakthrough is a major regional event that brings together these groups and their constructions in Maryborough in the Central Goldfields Shire, Victoria for a huge celebration in which they can demonstrate and trial them in action.

Energy Breakthrough brings together education, local government and industry partnerships - together fostering confident, competent and socially aware young people, ready to make a difference in today's world.

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.



ENERGY BREAKTHROUGH

OUR MISSION

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.

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

ENERGY BREAKTHROUGH VISITOR PROFILE

All figures sourced from 2022 Energy Breakthrough Annual Economic Impact Report.



17,000+
visitors



10,000+
spectators



4,600+ direct
participants



Direct participants
 ● 56.9% Male
 ● 43% Female
 ● 0.1% Non-binary



97 schools
 ● 58% primary
 ● 37% secondary
 ● 5% other*

* Community groups and specialist schools.



\$3.3+ million

Economic impact for the
Central Goldfields region
2022 annual economic impact results



2,500+
teachers &
support crew



5,000+
onsite
campers



700+
volunteers

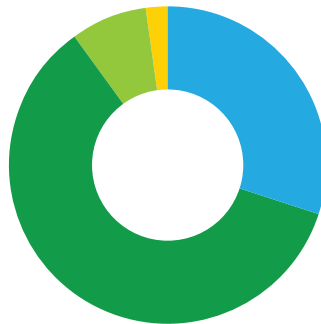


225
teams

AUDIENCE ENGAGEMENT



● 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

SOCIAL MEDIA



15,000+
TikTok followers



10,000+
Facebook followers



2,500+
Instagram followers



2,000+
E-Newsletter subscribers



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

SPONSORSHIP OPPORTUNITIES

The Energy Breakthrough is made possible by the vital financial support from our valuable sponsoring partners.

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

ENERGY BREAKTHROUGH OFFERS SPONSORSHIP PARTNERS A RANGE OF OPPORTUNITIES INCLUDING:

- Onsite expos, exhibits, activations and displays
- Direct school and student engagement through targeted workshops and in-school programs
- Naming rights including track, event and prominent walkways
- Promotions and advertising
- Electronic, digital and social media opportunities
- Print, signage and displays
- Individual sponsorship assets
- Branded VIP Hospitality marquees

We acknowledge that there are endless opportunities to work together with our partners and welcome all conversations to discuss these further.



ENERGY BREAKTHROUGH SPONSORSHIP PACKAGES

| Inclusions | LOCAL \$5k | SUPPORTING \$10k | GREEN \$20k | BRONZE \$30k | SILVER \$50k | GOLD \$75k | PLATINUM \$100k+ |
|----------------------------------------------------------------------------------------------------------------------------------|---------------|---------------------|----------------|-----------------|-----------------|---------------|---------------------|
| Advertisement in Official Event Guide (5,000+ circulation at event) | 1 x half page | 1 x half page | 1 x full page | 1 x full page | 2 x full page | 2 x full page | 2 x full page |
| Dedicated social media activity | × 1 | × 1 | × 3 | × 4 | × 4 | × 6 | × 8 |
| Inclusion in E-Newsletters throughout the year (2,000+ online subscribers) | | × 1 | × 2 | × 2 | × 4 | × 6 | × 8 |
| Advertisement on official website promotions page in lead-up to the event (35,000+ Online users, 180,000+ online views per year) | | × 1 | × 2 | × 2 | × 4 | × 6 | × 8 |
| Recognition and logo placement across all key marketing communications including official website, event guide, E-Newsletter | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Rights to promote event through own marketing channels | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Branding opportunities (site and track) at Energy Breakthrough** | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Marquee and brand activation in EB Central** | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Provide online educational resources for school and student use** | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| In-school educational program opportunities** | | | | ✓ | ✓ | ✓ | ✓ |
| Brand activation at event (20,000+ audience)** | | | | ✓ | ✓ | ✓ | ✓ |
| Naming rights and sponsorship of an event category or sub-category** | | | | ✓ | ✓ | ✓ | ✓ |
| 1 × track bridge ownership (prominent branding on 2 sides)* | | | | | ✓ | ✓ | ✓ |
| Naming rights and sponsorship for Track 2* | | | | | ✓ | ✓ | — |
| Branding and ownership of Track 1 finish-line trackside marquee* | | | | | | ✓ | ✓ |
| Naming rights and ownership of main Presentation Stage* | | | | | | ✓ | ✓ |
| Naming rights for Track 1 | | | | | | | ✓ |
| Naming rights of event program | | | | | | | ✓ |

* Subject to availability. ** Size and value to exposure dependant on level chosen

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.

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, including:

- ✔ Science, Technology, Engineering & Mathematics (STEM) based learning and its connection with the real world
- ✔ Possibilities for STEM based vocational pathways and the forging of industry-based partnerships with schools
- ✔ Introduction and investigation of new technologies that align with the emerging needs of the school learning environment and the global community (e.g. robotics, drones, virtual reality, etc.)
- ✔ Enhancing the Energy Breakthrough program as a vehicle to support students to thrive in non-traditional academic ways
- ✔ Educating students on the ways in which industry considers global conservation and renewable energies from a real-world perspective
- ✔ Provision of vital curriculum resources for schools, particularly those in rural and remote areas, without the resourcing or STEM experience.

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.

CONTACT

Energy Breakthrough is a great opportunity to 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.

FOR SPONSORSHIP ENQUIRIES

Email: eb@cgoldshire.vic.gov.au

Phone: 0408 326 157

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.



PROGRAM PARTNERS



CURRENT SPONSORS

