

# It Takes a Spark!

## EDU Conference



TOOWOOMBA: St Saviours College, Neil St, South Toowoomba | Friday 9<sup>th</sup> May 2019

BRISBANE: Mount Alvernia College, 82 Cremorne Rd, Kedron | Friday 9<sup>th</sup> August 2019

MELBOURNE: Host School TBC | Date TBC

PERTH: John Curtin College Of The Arts, 90 Ellen St, Fremantle | Date TBC

## PROSPECTUS

### INTRODUCTION

With the demand for STEM (Science, Technology, Engineering, Mathematics) talent higher than ever, organisations are faced with finding new and innovative ways to prepare the next generation of engineers, nanotechnologists, machine learning experts, aerospace technicians and so on.

The intent of the “It Takes a Spark” Conferences is to bring together students and teachers with each other as well as industry and universities using an authentic sharing and experiential model. Participants will connect with inspiring industry role models, share their current school based activities and projects with one another, create networks of teachers and student teams, and solve design challenges (e.g. using data to aid homeless people)

There are four “It Takes a Spark” Conferences being held across Australia in 2019. Each conference is hosted by a school that has a focus on empowering students to be extraordinary. Each conference is also supported by steering committees made up from leading local educators and school leaders in the Government, Catholic and Independent sectors.

### PROGRAM OVERVIEW

Each conference opens with an inspiring keynote on the theme of being someone who makes a difference using the skills inherent in STEAM & Entrepreneurship (Creativity, Innovation, Problem Solving, Critical Thinking, Courage). In 2018 our keynotes ranged from

- Sue Keay - COO of Australian Centre for Robotic Vision
- Khushi Shelat - a Teen Innovator and Social Entrepreneur
- Jacqui Savage - CEO of MedCorp Technologies
- Dr Karen Lamb - Biostatistician / Senior Research Fellow at Murdoch Children’s Research Institute
- Dr Helen Street - Founder of Positive Schools Initiative
- Geordie Crawley - Award Winning Theatre Maker

This is followed by two rotations of concurrent teacher Mini Masterclasses and hands-on Digidesign sessions for students and teachers. There will also be concurrent Problem Solvers sessions where students and teachers will work together to solve real life design or STEM challenges. The day ends with a “Where to from here?” session where networking and connections between schools, industry, organisations and sponsors will be encouraged.

### INVESTMENT

A range of sponsorship options are outlined on page 2 of this prospectus.

If you would like to be a sponsor or discuss sponsorship of the “It Takes a Spark” Conference(s) then please contact Rachel Manneke-Jones at [office@spark-educonferences.com.au](mailto:office@spark-educonferences.com.au).

# It Takes a Spark!

## EDU Conference

### SPONSORSHIP OPPORTUNITIES

<b>Spark Platinum Sponsorship</b>		<b>\$5,500</b>	
<ul style="list-style-type: none"> <li>• Exclusive naming rights of one of the 4 conferences in Toowoomba, Brisbane, Melbourne or Perth</li> <li>• Media exposure</li> <li>• Free exhibit space</li> <li>• Logo on conference banners and signage</li> <li>• Logo on all promotion materials &amp; in booklets for the sponsored conference(s)</li> <li>• Full page ad in conference booklet</li> <li>• Logo on our website that links to your website</li> <li>• Flyer in conference bag</li> <li>• Presentation of a workshop session to teachers and one to students at each conference</li> <li>• Be a Panel member for Where to Next Session</li> </ul> <p>Note: we are also open to Platinum Sponsorship across multiple conferences</p>			
<b>Spark Gold Sponsorship</b>		<b>\$900</b>	
<ul style="list-style-type: none"> <li>• Free exhibit space</li> <li>• Logo on all promotional materials &amp; in booklets for a conference</li> <li>• Half page ad in conference booklet</li> <li>• Logo on our website that links to your website</li> <li>• Flyer in conference bag</li> <li>• Presentation of a workshop session to teachers and/or students at each conference</li> <li>• Be a Panel member for Where to Next Session</li> </ul> <p>Note: we are also open to Gold Sponsorship across multiple conferences</p>			
<b>Spark Silver Sponsorship</b>	<b>\$450</b>	<b>Spark Scholarship Fund</b>	<b>\$500</b>
<ul style="list-style-type: none"> <li>• Free exhibit space</li> <li>• Logo on all promotional materials &amp; in booklets for a conference</li> <li>• Logo on our website</li> <li>• Flyer in conference bag</li> <li>• Presentation of a workshop session to teachers and/or students at each conference</li> </ul> <p>Note: we are also open to Silver Sponsorship across multiple conferences</p>		<p>For the provision of travel and accommodation of a teacher plus students from a regional or low socio-economic school to attend the conference</p> <ul style="list-style-type: none"> <li>• Logo on all promotional materials &amp; in booklets for a conference</li> <li>• Logo on our website</li> <li>• Flyer in conference bag</li> </ul> <p>Note: we are also open to sponsorship of multiple schools</p>	

## MARKETING

The conference will be promoted via direct email campaigns and newsletters through each of the networks of the schools involved in the conference steering committees, as well as through our organisation's database of school contacts. In each state we have schools with networks in each of the three education sectors: Government, Catholic and Independent.

We will also have access for promotion via our sponsor partners such as Hawker-Brownlow Education, Education Perfect, OfficeMax, Pakronics and more. We partner with each of our sponsors to promote the 'It Takes a Spark' conferences through their regular electronic communications, social media and sometimes publications.

The conferences will be marketed to ensure sponsors have exposure through social media, e-newsletters, email campaigns and media releases.

## OUR COMMITMENT TO SPONSORING PARTNERS

We are committed to ensuring sponsors receive the maximum exposure possible and our provision of the opportunity for presentations to teachers and students is to highlight how your products or services enhance STEM learning in schools.

If required, sponsors can request a report detailing how their investment was used for the conference, the exposure they received by sponsoring and the overall summary feedback from the conference. We generally invest most of the sponsorship to lower the cost to students, presenters and teachers to attend the conference.

## "IT TAKES A SPARK" CONFERENCE MANAGEMENT

The conference is guided by Intuyu Consulting Pty Ltd chaired by Dr Adrian Bertolini with representatives from schools from Government, Catholic and Independent sectors.

## TESTIMONIALS

*"Many thanks for such a well organised and well run conference. From our perspective and the feedback from others, it was a resounding success."*

Jacqui Butler, Strategic Technology, John Curtin College of the Arts WA

*"Well done on a terrific conference at Scotch College last Friday. It was possibly the best STEM event I have been to over the past 2 years - and I've been to a few and the feeling around the event was very positive."*

Tony Doyle, Junior School STEM Teacher, Ruyton Girls' School VIC

*"I attended the It takes a Spark Conference on Friday - it was wonderful! I really enjoyed the sessions and can see ways to incorporate them into incursions and excursions for blind and vision impaired students. It was also a great chance to network and see students participating in the activities. Thank you again."*

Katie Niedda, Sensory Vision Education, School of Special Educational Needs: Sensory

Students

- "I understand that Science is so much more than just about scientists and I can enter a path or career that involves Science and I can solve world problems"*
- "I used to think STEAM was the absolute worst and the most useless thing because my STEM teacher sucked but now I want to be an engineer"*
- "I used to think that I didn't have any potential in this area of learning but now I think everyone has potential if they set a goal and work for it"*
- "I used to think STEAM was going to be boring because it was hard but now I think it is fun even if it is a bit challenging"*
- "I used to think STEAM was the absolute worst and the most useless thing because my STEM teacher sucked but now I want to be an engineer"*
- "It has given me inspiration and more confidence in my ability and made me feel it's really good to dream big"*

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## EDU Conference

Enquiries to Rachel Manneke-Jones at [office@spark-educonferences.com.au](mailto:office@spark-educonferences.com.au)  
Phone: +61 (0)411 270 277

### Sponsor Details - please complete all fields

Company/Organisation name:		ABN:
Contact Person:		
Address:		
Email:		Ph:
Representative(s) if known:		

### Sponsorship Selection

<input type="checkbox"/>	Spark Platinum Sponsorship (tick appropriate conference(s)) Toowoomba <input type="checkbox"/> Brisbane <input type="checkbox"/> Melbourne <input type="checkbox"/> Perth <input type="checkbox"/>	\$5,500 per conference	\$
<input type="checkbox"/>	Spark Gold Sponsorship (tick appropriate conference(s)) Toowoomba <input type="checkbox"/> Brisbane <input type="checkbox"/> Melbourne <input type="checkbox"/> Perth <input type="checkbox"/>	\$900 per conference	\$
<input type="checkbox"/>	Spark Silver Sponsorship (tick appropriate conference(s)) Toowoomba <input type="checkbox"/> Brisbane <input type="checkbox"/> Melbourne <input type="checkbox"/> Perth <input type="checkbox"/>	\$450 per conference	\$
<input type="checkbox"/>	Spark Scholarship Fund (write number of scholarships per conference(s)) Toowoomba <input type="checkbox"/> Brisbane <input type="checkbox"/> Melbourne <input type="checkbox"/> Perth <input type="checkbox"/>	\$500 per scholarship	\$
<input type="checkbox"/>	Include a Flyer in the conference bag	Free	
<input type="checkbox"/>	We would like to donate a STEM resource or voucher to be used as a prize at the conference Item:	Value of Item: \$	

### Payment Options - we will send you an invoice

Payment Option #1 Direct Deposit <input type="checkbox"/>	Name: Intuyu Consulting Pty Ltd ABN: 76 622 581 060 BSB: 302-162 Account: 1178909 Invoice Reference: "SSHIP" and company name. Please email your remittance advice to <a href="mailto:office@spark-educonferences.com.au">office@spark-educonferences.com.au</a>
Payment Option #2 Cheque <input type="checkbox"/>	Post cheque to: Spark Education Conferences Intuyu Consulting Pty Ltd 21 Charming St, Hampton East VIC 3188