

TOOWOOMBA (Half Day Girls): Fairholme College, 40 Wirra Wirra St, Toowoomba | Fri 5th Jun 2020
MELBOURNE (Half Day Boys): Date and Venue to be Confirmed | August 2020

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 EDU Conference' and 'Youth Entrepreneur and STEAM Conference' 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 currently two half-day conferences being held across Australia in 2020 with more being discussed for regional areas. 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 half day 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 2019 our keynotes included

- Steph Piper - Patron of the Brisbane Hackerspace and the Community Engagement Coordinator at USQ
- Dr Carolyn Brown - Astrophysicist, University of Southern QLD
- Amy Heffernan - Research Fellow at University of Queensland and Superstar of STEM
- Dr Talitha Best - Research Scientist and Psychologist, Associate Professor at Central Queensland University
- Dr Kudzai Kanhutu – Royal Melbourne Hospital and Superstar of STEM
- Bonnie Coxon - Principal Engineer, Newcrest Mining and Superstar of STEM
- Dr Kari Pitts - Senior Chemist and Mineralogist at ChemCentre and Superstar of STEM
- Dr Laura Kuhar - Research Team Leader CSIRO and Superstar of STEM

The keynote is followed by a 60 minute STEAM Expo where students and teachers explore a wide range of hands-on STEM activities that showcases what is possible. The Expo is also an opportunity for networking and connections between schools, industry, organisations and sponsors. For sponsors the opportunity to connect and network is continued during the morning tea period. This is followed by concurrent 70 min Problem Solvers sessions where students and teachers will work together to solve real life design or STEM challenges. The day ends with a feedback session and invitation for next year.

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 Conference(s) then please contact Adrian Bertolini at adrian@spark-educonferences.com.au.

SPONSORSHIP OPPORTUNITIES

Spark Mini-Platinum Sponsorship

\$2,000

- Exclusive naming rights of one of the mini-conferences
- Media exposure
- Logo on any conference banners and signage
- Logo on all promotion materials & in booklets for the sponsored conference(s)
- Full page ad in conference booklet
- Logo on our website that links to your website
- Flyers in conference bag
- Presentation of a Problem Solvers session to teachers and students plus a STEAM Expo stand

Note: we are also open to Mini-Platinum Sponsorship across multiple half-day conferences

Spark Mini-Gold Sponsorship

\$330

- Logo on all promotional materials & in booklets for a conference
- Half page ad in conference booklet
- Logo on our website that links to your website
- Flyer in conference bag
- A STEAM Expo stand

Note: we are also open to Mini-Gold Sponsorship across multiple conferences

Spark Scholarship Fund

\$440

For the provision of travel and accommodation of a teacher plus students from a regional or low socio-economic school to attend the conference

- Logo on all promotional materials & in booklets for a conference
- Half page ad in conference booklet
- Logo on our website that links to your website
- Flyer in conference bag

Note: we are also open to sponsorship of multiple schools

MARKETING

The conference will be promoted via direct email campaigns, social media 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, OfficeMax Winc, Pakronics and more. We partner with each of our sponsors to promote the 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.

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 be intimidated by STEM and thought it was going to be hard and now I think I am excited to get involved in STEM programs and subjects at school"*
- *"It has given me inspiration and more confidence in my ability and made me feel it's really good to dream big"*



Enquiries to Adrian Bertolini at adrian@spark-educonferences.com.au

Phone: +61 (0)413 036 382

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 Mini-Platinum Sponsorship (tick appropriate conference(s)) Toowoomba <input type="checkbox"/> Melbourne <input type="checkbox"/>	\$2000 per conference	\$
<input type="checkbox"/>	Spark Mini-Gold Sponsorship (tick appropriate conference(s)) Toowoomba <input type="checkbox"/> Melbourne <input type="checkbox"/>	\$330 per conference	\$
<input type="checkbox"/>	Spark Scholarship Fund (write number of scholarships per conference(s)) Toowoomba <input type="checkbox"/> Melbourne <input type="checkbox"/>	\$440 per scholarship	\$
<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

Preferred Direct Deposit <input type="checkbox"/>	Name: Intuyu Consulting Pty Ltd ABN: 76 622 581 060 BSB: 302-162 Account: 1178909
Credit Card <input type="checkbox"/>	Available to pay via phone. Call our Business Manager Rachel: 0411 270 277 Incurs a 2.2495% transaction fee
Cheque <input type="checkbox"/>	Cheque payable to: Intuyu Consulting Pty Ltd 21 Charming St, Hampton East VIC 3188