

It Takes a Spark!

STEM Conference



QLD (Full Day Co-Ed): Grace Lutheran College, Rothwell | Fri 30th August 2024

WA (Full Day Co-Ed): Peter Carnley Anglican Community School, Wellard | Wed 18th Sept 2024

VIC (Full Day Co-Ed): The Knox School, Wantirna South | Thur 24th Oct 2024

TAS (Full Day Co-Ed): Launceston Church Grammar School, Launceston | Fri 29th Nov 2024

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 future ready learners.

The intent of the 'It Takes a Spark STEM 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, interact with STEM experts and practitioners, share their current school-based activities and projects with one another, create networks of teachers and student teams, and experience real world design challenges

There are four 'It Takes a Spark STEM Conferences' being held across Australia in 2024. 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 past years our keynotes included

- Dr Jennifer Laver - Institute for Marine and Antarctic Studies, University of Tasmania TAS
- Dr Madeline Mitchell - Food Agility CRC, RMIT and Superstar of STEM VIC
- Mars Buttfield-Addison – Computer Scientist, University of Tasmania & Superstar of STEM TAS
- Dr Sonia Shah - Heart Foundation Future Leader Fellow, University of Queensland & Superstar of STEM QLD
- Paula Wasiak - Senior Research Officer, Phillip Island Nature Parks & Superstar of STEM VIC
- Rimma Shafikova - Senior Data Scientist, Virtual Gaming Worlds and Ballet Dancer WA
- Renae Sayers - Space Science and Technology Centre, Curtin University WA

The keynote is followed by rotations of concurrent teacher mini-master classes, hands-on digidesign sessions and a STEAM Expo for students and teachers. There will also be problem solvers sessions where students and teachers will have the opportunity to experience and tackle real life design or STEAM challenges. A teacher networking and pathways session is organised during the day to encourage connections between schools, industry, organisations and sponsors.

INVESTMENT

A range of sponsorship options are outlined on page 2 and 3 of prospectus. As part of the sponsor package, we produce a post-conference report that includes student and teacher feedback, attendee numbers and schools, and organisation input. If you would like to be a sponsor or discuss sponsorship of the Conference(s) contact Dr Adrian Bertolini (conference co-ordinator) via email: adrian@spark-educonferences.com.au or Mb: +61 0 413 036 382

SPONSORSHIP OPPORTUNITIES

Spark Platinum Sponsorship

\$7700 inc. GST

1. Exclusive naming rights of one of the conferences in QLD, WA, VIC or TAS incl. the associated STEAM Expo and Teacher networking session name. e.g., It Takes a Spark "Your Name" STEM Conference
2. Brand exposure pre-event, during and post-event
3. Acknowledgement in the conference opening and closing speeches.
4. Opportunity to speak for a short time during the opening or closing of the conference
5. Partner with the Sponsor's media team to gain media exposure on radio, print and TV.
6. Invitation to be on the Conference Steering Committee and be part of the planning process.
7. Logo prominently displayed on all signage and any virtual media used on the day (e.g., major holding screens, workshop signage etc)
8. Logo prominently displayed on our website that links to your website
9. Social Media handles used in conference online posts.
10. Logo on all promotional materials, program and conference booklet.
11. One and a half pages of ads and prominent logo in conference booklet (A5) given to participants on the day.
12. Flyers in conference folders or bags.
13. Opportunity to present multiple workshops (up to 6) throughout the day i.e., Teacher Mini-master Classes, Digidesign teacher and student hands-on workshops, Problem Solver Challenges.
14. Prime position exhibit space in the STEAM Expo hands-on activity zone throughout the day and pathways session
15. Invitation to be involved in the teacher networking session.
16. Part of the sponsorship may be used to provide Spark scholarships to schools from regional or low socio-economic areas to attend the conference (can be worked out in partnership with the conference co-ordinator).

Note: we are also open to Platinum Sponsorship across multiple conferences

Spark Gold Sponsorship

\$3300 inc. GST

1. Acknowledgement in the conference opening and closing speeches.
2. Partner with the Sponsor's media team to gain media exposure on radio, print and TV.
3. Invitation to be on the Conference Steering Committee and be part of the planning process.
4. Logo displayed on signage and any virtual media used on the day (e.g., major holding screens, workshop signage etc)
5. Logo displayed on our website that links to your website
6. Social Media handles used in conference online posts.
7. Logo on all promotional materials, program and conference booklet.
8. Full page ad and logo in conference booklet (A5) given to participants on the day.
9. Flyers in conference folders or bags.
10. Opportunity to present multiple workshops (up to 3) throughout the day i.e., Teacher Mini-master Classes, Digidesign teacher and student hands-on workshops, Problem Solver Challenges.
11. Exhibit space in the STEAM Expo hands-on activity zone throughout the day and pathways session
12. Invitation to be involved in the teacher networking session.
13. Part of the sponsorship may be used to provide Spark scholarships to schools from regional or low socio-economic areas to attend the conference (can be worked out in partnership with the conference co-ordinator).

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

Spark Silver Sponsorship

\$1100 inc. GST

1. Logo displayed on our website that links to your website
2. Logo on all promotional materials, program, conference booklet and on virtual media used on the day (e.g. holding screens).
3. Social Media handles used in conference online posts.
4. Half page ad and logo in conference booklet (A5) given to participants on the day.
5. Flyer in conference folders or bags.
6. Opportunity to present up to 2 workshops throughout the day i.e., Teacher Mini-master Classes, Digidesign hands-on workshops, Problem Solver Challenges.

7. Exhibit space in the STEAM Expo hands-on activity zone throughout the day and pathways session
8. Invitation to be involved in the teacher networking session.

Note: we are also open to Silver Sponsorship across multiple conferences

| Spark Bronze Sponsorship | \$660 inc. GST | Spark Scholarship Fund | \$770 inc. GST |
|---|----------------|--|----------------|
| <ul style="list-style-type: none"> Logo on all promotional materials, program, website, and conference booklet. Social Media handles used in conference online posts. Opportunity to present either a Digidesign hands-on workshop; or a Problem Solver Challenge. Exhibit space in the STEAM Expo hands-on activity zone throughout the day and pathways session <p>Note: we are also open to Bronze Sponsorship across multiple conferences</p> | | <p>To support the attendance of students from a regional or low socio-economic school.</p> <ul style="list-style-type: none"> Logo on all promotional materials, program and conference booklet. Logo on our website that links to your website. Half page ad and logo in conference booklet (A5) given to participants on the day. Social Media handles used in conference online posts. Flyer in conference folders or bags. Opportunity to present either a Digidesign hands-on workshop; or a Problem Solver Challenge. Exhibit space in the STEAM Expo hands-on activity zone throughout the day and pathways session <p>Note: we are also open to multiple Spark Scholarships</p> | |

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 committee, as well as through our database of school contacts. In each state we have schools with networks in each of the three education sectors: Government, Catholic and Independent.

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. We will also aim to attract media exposure via radio, print and TV on the day.

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 STEAM 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 a steering committee with representatives from Government, Catholic and Independent school sectors and often industry, and chaired by Dr Adrian Bertolini - Spark Conference founder. The Spark Conferences team manage the overall conference including customer engagement, marketing, event management and administration.

WORKSHOP SUBMISSION AND REGISTRATION

To take up the opportunity to present a workshop (or multiple) we will invite you to complete the submission forms (online or hard copy). Two presenters will receive complimentary conference registration, more than two (2) will be at the discretion (and sponsorship level) upon discussion with conference co-ordinator Dr Adrian Bertolini. Once your workshop has been accepted, you will be asked to complete the registration form and provide the following:

- Names of all presenters, non-presenting adults/teachers, and any attending students.
- Dietary requirements and exact numbers as morning tea and lunch are outsourced to a caterer.
- Details for conference payment (if applicable)
- Working With Children Check (or State equivalent)
- Job Safety Analysis and Hazard Evaluation if applicable

TESTIMONIALS

Teachers and Presenters

"This was my first experience in attending a STEM conference and it was fantastic. I am very keen to be involved in events such as these in the future. Not only was this a great event to get students excited for all science has to offer; meeting likeminded professionals interested in making a difference within the STEM community was exceptional."

Jessica Bugeja, CSIRO

"It has literally created a 'spark' back into my teaching. I feel so inspired and so happy to bring the knowledge back to my school!"

Ashlee Kujawski, Greenfields PS, WA

"I was provided with some actionable information - a few strategic steps to take back in my own school. I have also reflected on my own classroom practice and want to try a few new things / different ways of doing things."

Veronica Farina, HOD William Ross SHS, QLD

"I was able to make professional connections that will support my school's STEAM programme and students attending the conference saw themselves as STEAM learners and were highly motivated to continue their extracurricular activities and expand school activities."

Mara Rosenkrantz, Thomastown Secondary College, VIC

"... we wanted to express our sincere gratitude for the incredible opportunity you provided through the "It Takes a Spark" school sponsorship/scholarship. Our students come from low socio and often disadvantaged backgrounds and your scholarships made a world of difference in their lives. Attending the conference was a transformative experience for them. It not only expanded their horizons but also opened doors to a multitude of exciting career pathways they might not have considered otherwise. The impact of this conference on our students' confidence & aspirations has been truly remarkable. It was heart-warming to witness their enthusiasm as they explored the various possibilities presented at the event."

Kylie Lyon, Gwynne Park PS, WA

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 became more interested about STEAM and what its results are on the world"*
- *"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"*
- *"Practise doesn't make perfect it makes confidence"*
- *"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"*
- *"I didn't know about the sheer amount of jobs and opportunities within STEAM"*
- *"It has become clear that STEAM is much more integrated in our lives than I thought"*
- *"I've got more ideas and understanding on how people came up with their inventions"*
- *"It has changed the way I think about STEAM by not just focusing on the robotics aspect"*
- *"I'm starting to wonder about more stuff and if I can do anything to help the world"*

2024 SPONSORSHIP FORM

Sponsor Details - please complete all fields

| | | |
|---|--|---------|
| Company/Organisation name: | | ABN: |
| Contact Person: | | |
| Address: | | |
| Email: | | Mobile: |
| Send Invoice to: | | |
| Marketing person name/email (for logo, brand guidelines): | | |

Sponsorship Selection

| | | | |
|--------------------------|--|---------------------------------|----|
| <input type="checkbox"/> | Spark Platinum Sponsorship (tick appropriate conference(s)) Queensland <input type="checkbox"/> Western Australia <input type="checkbox"/> Victoria <input type="checkbox"/> Tasmania <input type="checkbox"/> | \$7,700 per conference inc. GST | \$ |
| <input type="checkbox"/> | Spark Gold Sponsorship (tick appropriate conference(s)) Queensland <input type="checkbox"/> Western Australia <input type="checkbox"/> Victoria <input type="checkbox"/> Tasmania <input type="checkbox"/> | \$3,300 per conference inc. GST | \$ |
| <input type="checkbox"/> | Spark Silver Sponsorship (tick appropriate conference(s)) Queensland <input type="checkbox"/> Western Australia <input type="checkbox"/> Victoria <input type="checkbox"/> Tasmania <input type="checkbox"/> | \$1,100 per conference inc. GST | \$ |
| <input type="checkbox"/> | Spark Bronze Sponsorship (tick appropriate conference(s)) Queensland <input type="checkbox"/> Western Australia <input type="checkbox"/> Victoria <input type="checkbox"/> Tasmania <input type="checkbox"/> | \$660 per conference inc. GST | \$ |
| <input type="checkbox"/> | Spark Scholarship Fund (write number of scholarships per conference(s) in box) Queensland <input type="checkbox"/> Western Australia <input type="checkbox"/> Victoria <input type="checkbox"/> Tasmania <input type="checkbox"/> | \$770 per scholarship inc. GST | \$ |
| <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: \$ _____ Who you would like this to go to: Teacher <input type="checkbox"/> Student <input type="checkbox"/> Either <input type="checkbox"/> | | |

Payment Options – an invoice will be sent to the contact person listed above

| | |
|---|---|
| Preferred Direct Deposit <input type="checkbox"/> | Account name: Intuyu Consulting Pty Ltd BSB: 083-004 (NAB) Account number: 81-630-4891 |
| Credit Card <input type="checkbox"/> | Available to pay via phone. Call our Business Manager Rachel: +61 0 411 270 277 Incurs a 2.25% transaction fee |

Our Company details

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