



Inspiring Australia NSW Sponsorship Guidelines

As the national strategy for community engagement with science, technology and innovation under the Australian Government's National Innovation and Science Agenda, Inspiring Australia's national and regional programs promote public participation in a wide range of science, technology and innovation initiatives.

Through delivery of a diverse program under contract with the Commonwealth Department of Industry, Science, Energy and Resources and the NSW Government, the Inspiring Australia program in NSW is guided by three principles:

1. Building capacity through collaboration to optimise existing programs
2. Developing imaginative and innovate approaches to science engagement
3. Facilitating networks and relationships.

In line with these principles, Inspiring Australia works to establish significant partnerships with stakeholders across government, business and the community.

Through creating new opportunities for scientists to talk with general public audiences about their work, a key goal is to improve scientific literacy and promote greater awareness of NSW-based researchers. The initiative also seeks to promote understanding of why research investment is critical for Australia's future.

Funding support

Inspiring Australia provides funding in three ways:

1. The initiative runs an annual Regional Science Grants program to build capacity and develop networks across NSW, including in National Science Week.
2. The initiative provides support for year round activities delivered by NSW Regional Science Hubs.
3. Significant funding is available to large NSW presenters that can create accessible and entertaining educational experiences, events or event series that have the potential to attract new audiences for scientists.

Sponsorship

These guidelines have been developed to guide assessment of ad hoc funding requests.

Eligibility

Inspiring Australia NSW will consider expressions of interest from established presenters that have a proven track record in catering to large audiences. Any sponsorship proposal must seek to include to introduce science themes into large-scale events.

Events that have potential to attract people who may not ordinarily participate in nor have access to science outreach programs will be highly regarded.

In order to qualify, applicants must demonstrate:

- Proven experience in attracting the target audience
- Capacity to deliver professionally managed events
- Capacity to manage and acquit funds
- A plan for responding to Covid-19 restrictions if necessary
- A plan for how NSW scientists will be incorporated into event programming
- A realistic estimate of the intended reach of the activity to be sponsored
- A plan for evaluating the impact of the activity to be sponsored.

Inspiring Australia NSW welcomes applications from arts, cultural and regional festivals, large producers of sporting events and presenters of events delivered by local government or popular entertainment venues. Event series will also be considered subject to the applicant's ability to reach large audiences and/or develop new audiences for science presenters.

Sponsorship will only be considered for events that either attract large numbers of people or strategically engage influential new audiences for science.

What funding can be used for

- Payment of sole contractors, performers and presenters
- Travel expenses
- Production and marketing expenses
- Documentation e.g. video production.

Applicants must submit a detailed budget as part of their sponsorship proposal. While it is permissible for applicants to charge people a fee to access the event, they agree to provide a free allocation for Inspiring Australia stakeholders. Applicants will also be encouraged to consider working with local contacts suggested by Inspiring Australia where appropriate, including members of the NSW Regional Science Hub network, regional universities and research institutes.

The Committee may elect not to provide the full amount requested.

Sponsorship recipients will be required to:

- Comply with the contractual obligations for sponsorship
- Acknowledge Inspiring Australia's funding support and display Inspiring Australia's logo
- Complete budget acquittal forms
- Collect feedback from audience members to evaluate the funding provided.
- Provide digital images and/or video footage to showcase event
- Provide a short video clip describing outcomes at the project's completion.

All projects must be delivered by 15 December 2021 with final reports submitted by 15 January 2022.

Selection Criteria

The NSW Executive Committee will assess sponsorship requests against these criteria:

- New audience reach of proposed event and value for money
- Target demographic for funds and alignment with Inspiring Australia NSW objectives
- Opportunities to involve NSW researchers and members of NSW Regional Science Hubs
- Legacy value of contribution
- Branding opportunity for Inspiring Australia
- Framework to measure the success of event
- Network building opportunity for Inspiring Australia.

How to apply

Please direct your inquiry in the first instance by email to:

Jackie Randles

Manager, Inspiring Australia (NSW)

E jackie.randles@sydney.edu.au

If you are considered eligible, you will be invited to complete the Sponsorship Request form overleaf and send it inspiring.nsw@sydney.edu.au

Request for Sponsorship

Applicant details

| | |
|-----------------------------|------------------|
| Name of organisation | |
| Address | |
| ABN | |
| Name of Applicant | |
| Position | |
| Contact details | Phone: Email: |

Give a brief description of your initiative:

What experience do you have in delivering large scale public events?

Do you have any experience delivering online events? Please provide a link if possible.

Proposed date and time for event:

Performers/presenters to be part of event:

Target audience for event:

Expected audience numbers:

How will you promote the event for which you are seeking sponsorship?

How will you measure the success of your event?

Describe the opportunities your event has to involve researchers from NSW and members of NSW Regional Science Hubs:

What branding opportunities will be available for Inspiring Australia?

Budget

Please use this template to provide the budget for your submission.

Where possible, please details of other sources of funding, including sponsorship and ticket sales.

All figures should exclude GST.

Funding amount requested from NSW Executive Committee

\$

Other funding sources available towards this event (e.g. cash contribution from sponsor, partner contributions and ticket sales).

\$

| Project Item | Amount requested from NSW Executive Committee | Other contributions |
|---|--|----------------------------|
| Labour <i>e.g. guest speakers, specialist contractors etc.</i> | | |
| Production costs <i>e.g. materials, hire fees, venue catering etc.</i> | | |
| Marketing/media/promotion <i>e.g. printing, advertising, etc.</i> | | |
| Administration and overheads <i>e.g. permits, insurance etc.</i> | | |
| Other <i>(please specify)</i> | | |
| Total amount | | |

Please email this completed form to inspiring.nsw@sydney.edu.au