



SCIENCE & TECHNOLOGY AUSTRALIA PRESENTS

**20
21**

SCIENCE MEETS PARLIAMENT

SPONSORSHIP PROSPECTUS

Australia's premier event connecting decision makers and STEM leaders to continue to build Australia's excellence in science, technology, engineering and mathematics.



SCIENCE MEETS PARLIAMENT 2021

As 2020 draws to a close, it is clear the challenges wrought by COVID-19 are far from over. Political engagement is crucial to ensure the Australian science, technology, engineering and mathematics (STEM) sector continues to grow - and can drive the innovations we rely on to respond to global crises.

In 2021, Science & Technology Australia (STA) is excited to offer our flagship event Science meets Parliament in virtual format. Not only will Science meets Parliament be COVID-safe, but it will be bigger than ever - with virtual attendance opening up access to STEM professionals and politicians across the country.

For 21 years, STA has been developing the advocacy skills of STEM professionals, and connecting them to decision makers to nurture strong relationships, information flows and dialogue between the STEM sector and Government.

From its very beginning, Science meets Parliament has enjoyed strong support. At the inaugural event in 1999, the Senate passed a resolution declaring the day "Science Meets Parliament Day" and urging "all political parties to recognise the importance of science to this nation's future, economically, socially, culturally and environmentally". In 2018, the Senate once more formally recognised the importance of this annual occasion.

Science meets Parliament has become a keenly anticipated annual highlight of the Federal Parliamentary calendar. It has continued to provide outstanding opportunities to elevate visibility, awareness and understanding of STEM in federal Parliament and Australian Government Departments.

Your support enables STEM leaders to access federal Parliamentarians, to communicate with influence, and to advocate on the issues most important to the sector. Not only is this a valuable professional development opportunity for attendees, it also ensures that STEM remains on the top of the Parliamentary agenda.

To be held virtually across the month of 1 March to 1 April 2021, the event will build on the strong tradition of fostering relationships and understanding between scientists and technologists, MPs and Senators. Previous attendees described it as "a fantastic opportunity to see the inside operation of our Government", "a rewarding experience" and "very motivational and educational". This national gathering of up to 450 scientists includes multiple professional development sessions & webinars, a welcome reception with the Parliamentary Friends of Science, a Parliamentary forum, gala dinner, a televised National Press Club lunch, and opportunities for delegates to meet in small groups privately with Parliamentarians.

I am pleased to invite you to be a part of Science meets Parliament 2021 and to enjoy unparalleled brand visibility at Australia's centre of power, with access and recognition at the premier annual event that puts science and technology on the national agenda. I look forward to working with you to make Science meets Parliament a great success once again in 2021.

Best wishes,

Misha Schubert

Chief Executive Officer
Science & Technology Australia





SCIENCE MEETS PARLIAMENT 2019: THE NUMBERS

275 DELEGATES

25 SPEAKERS

437 GALA DINNER ATTENDEES

78 PARLIAMENTARIANS

180 PARLIAMENTARY FRIENDS COCKTAILS GUESTS

247 scientists met with **67** Parliamentarians. In addition, **26** parliamentarians RSVP'd to attend the dinner and many attended the cocktail event.

DELEGATE FEEDBACK

We're proud of the genuine impact attending Science meets Parliament has on our delegates. In 2019, the feedback from delegates made it clear that the event had increased their confidence as advocates for their sector, and provided valuable connections both with their STEM peers and with parliamentarians.

- 97% of delegates would recommend the event to a colleague
- 90% of delegates said they would attend again.
- 86% of delegates indicated they would contact politicians in the future.
- 46% of delegates followed-up with the parliamentarian within 1 month of their meeting.

"It was an extremely interesting two days and a great privilege to be there. I left with a clear idea of things I can do to engage with politicians."

"An excellent professional development activity and an eye opening experience. I would highly recommend to others."

"An excellent capacity building and networking event. Interesting and great to start thinking differently about the science and how to communicate and relate it."





PARLIAMENTARIAN FEEDBACK

Feedback from parliamentarians has always been overwhelmingly positive, with responses such as “I always enjoy meeting the scientists and learning about the areas in which they work” and “It’s an excellent opportunity to share knowledge on a variety of scientific research and hopefully the functions of politicians in supporting science”.

Parliamentarians also committed to taking a range of actions to follow up on their meetings, including (in their words):

- Raising issues with my colleagues, pursuing one mega ask from my scientists, and at least one follow-up meeting
- Briefing was extended to other interested MPs; follow up meetings to be arranged
- Would love to have one of the scientists speak at a local school
- I’ll try to visit some of the scientists and follow up on the research

WHAT PARLIAMENTARIANS SAID

In recent years, and I’ve spoken to so many of my colleagues about this event, Science Meets Parliament really has become a celebration of collaboration between researchers, between industry and, of course, government.

Science and Innovation are essential. They are integral to Australia’s future... that is why we prioritised science last year as part of Science meets Parliament, when we launched our National Science Statement.

Senator the Hon Michaelia Cash, Minister for Jobs and Innovation

Science meets Parliament has facilitated crucial dialogue between scientists and political leaders. Through my involvement with the Science meets Parliament program I have met many scientists, and their insights have guided me in forming and developing policy.

Senator the Hon Kim Carr, Former Shadow Minister for Science

Science Meets Parliament builds on the strong tradition of fostering relationships and understanding between scientists, technologists, members of the House of Representatives and senators; and encourages all senators to attend events during Science Meets Parliament to enhance their awareness and understanding of STEM and help build connections with those working in the field.

Senator Sterling Griff and Senator Rex Patrick, in a motion to the Australian Senate



JOIN US AS A SPONSOR FOR THE BIGGEST SCIENCE MEETS PARLIAMENT YET!

Be part of this highly anticipated event, and reach thousands of influential delegates and decision makers.



**THE HASHTAG
#SMP2019
REACHED ALMOST
4 MILLION USERS ON
TWITTER (INCREASE OF
100% FROM 2018)
AND ACHIEVED MORE
THAN 16 MILLION
TWITTER IMPRESSIONS
(INCREASE OF 77.7%
FROM 2018)**

Science meets Parliament 2021: UNIVERSAL BENEFITS

All
sponsorship
packages
include
these
elements:

- Logo recognition in all event materials and event website
- Acknowledgment as a recognised sponsor on twitter pre-event & during event period
- Verbal acknowledgment of your organisation's support throughout the event period
- Logo recognition in pre-event EDM's
- Acknowledgment in post-event EDM
- Opportunity to include digital promotional material or exclusive offering in virtual delegate showbag and/or on the conference app

*Please note, sponsor delegates with full registrations who wish to participate in meetings with parliamentarians must be working in a STEM role.
STA reserves final judgement.*



TITANIUM

INVESTMENT \$28,500 ex GST (SOLD)

The Titanium Package is our top tier sponsorship package, providing an extensive range of benefits, including ten full (10) conference registrations. These registrations include attendance at all sessions, pre-event webinars, welcome reception, parliamentary forum and gala dinner.

BENEFITS INCLUDE:

- Ten Full (10) conference registrations
- Five Partial (5) conference registrations – excludes meetings with Parliamentarians
- Exclusive opportunity to host a cocktail function with Early Career Researcher delegates between 18 – 30 March 2021:
 - Approximately 30% of delegates attending are Early Career Researchers (0 – 9 years post PhD)
 - During this function, you will be able to address the next generation of Australian Scientists for up to 10 minutes
 - The event will be branded as ‘Science meets Parliament ECR meet-up – hosted by XXXX’
 - Opportunity to invite up to 30 guests (in addition to registered delegates)
- Exclusive sponsorship of pre-event webinar ‘How to Marie Kondo Your Writing’, to be held on 9 March 2021
 - Co-branded webinar run for all delegates
 - Opportunity for 2-minute address
 - 10 additional spaces for non-event delegates to attend
- Opportunity to host own 60-minute webinar during the event period
 - Topic to be mutually agreed
- A ten-minute address during Day 1 (16 March 2021) of the main event program
- Opportunity to invite 5 guests to the National Gala Dinner
- Opportunity to invite 5 guests to attend the NPC lunch (must be ACT based)
- Prominent display of signage/logo in a prime virtual location throughout event series
- Opportunity to host trade booth in the virtual exhibition area
- Opportunity to supply op-ed content to be displayed on the STA & event websites, and LinkedIn
- Opportunity to include 15 second TVC to be played during the opening of Day 1 (16 March) and to run during session breaks
- Opportunity to provide attendees with promotional gift
 - Postage at Sponsors expense
- Opportunity for one (1) branded EDM to delegates
- Full-page advertisement in conference program
- Featured advertisement in conference app



PLATINUM

INVESTMENT \$16,750 ex GST (2 of 3 available)

The Platinum Package provides excellent continual exposure through out the event series, with an extensive range of exclusive benefits and opportunities to get in front of delegates directly.

BENEFITS INCLUDE:

- Five Full (5) conference registrations
- Five Partial (5) conference registrations – excludes meetings with Parliamentarians
- Opportunity to host own 45-minute webinar during the event period
 - Topic to be mutually agreed
- A five-minute address during Day 1 (16 March 2021) of the main event program
- Opportunity to invite 5 guests to the National Gala Dinner
- Opportunity to invite 2 guests to attend the NPC lunch (must be ACT based)
- Prominent display of signage/logo in a prime virtual location throughout event series
- Opportunity to host trade booth in the virtual exhibition area
- Opportunity to supply op-ed content to be displayed on the STA & event websites, and LinkedIn
- Opportunity to include 15 second TVC to be played during the opening of Day 1 (16 March) and to run during session breaks
- Full-page advertisement in conference program
- Featured advertisement in conference app



GOLD

INVESTMENT \$11,500 ex GST (SOLD OUT)

The Gold Package provides high-level exposure through a comprehensive range of benefits at excellent value for money.

BENEFITS INCLUDE:

- Three Full (3) conference registrations
- Three Partial (3) conference registrations – excludes meetings with Parliamentarians
- Opportunity to host own 30-minute webinar during the event period
 - Topic to be mutually agreed
- Prominent display of signage/logo in virtual location throughout event series
- Opportunity to invite 5 guests to the National Gala Dinner
- Opportunity to host trade booth in the virtual exhibition area
- Quarter-page advertisement in conference program
- Featured advertisement in conference app

SILVER

INVESTMENT \$6,500 ex GST (6 available)

The Silver Package includes a good range of benefits at an affordable price.

BENEFITS INCLUDE:

- Two (2) conference registrations
- Featured advertisement in conference app
- Prominent display of signage/logo in virtual location throughout event series

BRONZE

INVESTMENT \$4,500 ex GST (8 available)

The Bronze Package provides organisations the opportunity to participate in the conference and be recognised as a sponsor for a minimum level of investment. It includes one full (1) conference registration as well as recognition of sponsorship as per the standard inclusions above.

BENEFITS INCLUDE:

- One Full (1) conference registration
- One Partial (1) conference registration – excludes meetings with Parliamentarians



NATIONAL GALA DINNER

INVESTMENT \$25,000 ex GST (SOLD)

The National Gala Dinner Sponsor package provides an excellent opportunity to speak with delegates and invited guests and profile your organisation directly at this prestigious event and a highlight of the parliamentary calendar. Attended by delegates, Members of Parliament, Senators, senior policymakers, agency heads and other distinguished guests from the science, technology and diplomatic communities, and is an highlight of the conference.

BENEFITS INCLUDE:

- Four Full (4) conference registration
- Two Partial (2) conference registration – excludes meetings with Parliamentarians
- Opportunity to invite 20 guests to Gala Dinner
- Opportunity to place overlay branding during dinner broadcast
- Opportunity to include 15 second TVC to be played during opening of gala dinner, shortly after guests join
- The opportunity to give a five-minute welcome address during the dinner
- Opportunity for full page advertisement in gala dinner program
- Opportunity to host trade booth in the virtual exhibition area
- Opportunity to provide a corporate gift to gala dinner guests (at own expense)
- Opportunity for one (1) branded EDM to delegates
- Featured advertisement in conference app
- Quarter-page advertisement in conference program



NATIONAL PRESS CLUB ADDRESS

INVESTMENT \$15,000 ex GST (1 available)

The nationally televised National Press Club luncheon address will feature a prominent person in the STEM sector. It is traditionally attended by conference delegates, Press Gallery journalists, senior members of the business and science sectors, and senior policymakers.

BENEFITS INCLUDE:

- Opportunity to invite 10 guests to the Address (must be ACT based)
- Opportunity to place overlay branding during delegate only broadcast
- Opportunity to place two (2) free-standing banners at the lunch
- Opportunity to include 15 second TVC to be played during opening of delegate broadcast
- Opportunity for a five-minute address to the luncheon guests prior to the live Telecast
 - Sponsor address can be included in broadcast to delegates
- Opportunity to meet with the National Press Club speaker and board prior to lunch
- Two Partial (2) conference registration – excludes meetings with Parliamentarians
- Opportunity to provide a corporate gift to luncheon attendees (at own expense)

VIRTUAL WELCOME RECEPTION

INVESTMENT \$8,250 ex GST (SOLD)

Hosted by the Parliamentary Friends of Science, the event provides an excellent opportunity to network with other delegates and parliamentarians before main conference commences. The reception will be a prime event to get delegates talking, enabling them to get the most out of their interacts with other delegates, parliamentarians, and other event guests.

BENEFITS INCLUDE:

- Opportunity to invite 10 guests to reception
- Opportunity to address attendees for 5 minutes at the start of the cocktail party
- Opportunity to include 15 second TVC at start of networking broadcast
- Opportunity to place overlay branding during reception broadcast
- Two Partial (2) conference registration – excludes meetings with Parliamentarians
- Featured Advertisement in conference app



PARLIAMENTARY FORUM

INVESTMENT \$5,500 ex GST (SOLD OUT)

To be held on 22 March, the parliamentary forum presents several parliamentarians and senior policymakers in a moderated discussion.

BENEFITS INCLUDE:

- Three Full (3) conference registrations
- Opportunity for sponsor representative to take part in the pre-event webinar 'Understanding the Machinery of Government' on 2 March 2020
 - Five (5) additional places to attend the 'Understanding the Machinery of Government' webinar
- Opportunity to deliver a short address (2 – 3 minutes) at the beginning or end of the forum broadcast, which will take place between 18 March – 1 April
- Opportunity to include 15 second TVC at start of session broadcast
- Opportunity to place overlay branding during the forum broadcast
- Opportunity to provide an advertorial/op-ed content for use in STA's newsletter & LinkedIn.

SCHOLARSHIP

INVESTMENT \$3,500 ex GST (4 of 8 available)

Scholarship Areas - Indigenous, LGBTIQ+, Rural & Remote and Technology

BENEFITS INCLUDE:

- Opportunity to assist STA Staff with the scoring of scholarship entries
- Logo recognition in media release announcement of scholarship winners
- Opportunity for virtual meet & greet with recipients
- Recipients receive full registration to Science meets Parliament
- Recipients receive exclusive workshop on 'Becoming an online influencer', in which they will receive training on developing their personal brand and person communications plan.
 - Opportunity to send one staff member to workshop
- Recipients will receive one-on-one mentoring from a previous delegate

ACCESSIBILITY SPONSOR

INVESTMENT \$2,500 ex GST

Support Science meets Parliament in being a more diverse and inclusive event, allowing attendees with any difficulties hearing to enjoy event talks. This sponsorship supports the use of closed captioning throughout the event series.

BENEFITS INCLUDE:

- One Full (1) conference registration



ENTERTAINMENT BREAK SPONSOR

INVESTMENT \$5,500 ex GST

During Day 1 (March 16) of the main conference delegates will be treated to live entertainment during the lunch break.

BENEFITS INCLUDE:

- One Full (1) conference registrations
- Logo recognition as entertainment sponsor
- Opportunity to include 15 second TVC at start of session broadcast

KEYNOTE SESSION SPONSOR

INVESTMENT \$5,500 ex GST

The Keynote session will feature on Day 1 (March 16) of the main conference.

BENEFITS INCLUDE:

- One Full (1) conference registrations
- Logo recognition as keynote session sponsor
- Opportunity to include 15 second pre-recorded video promo message keynote area of program

VIRTUAL EXHIBITION BOOTH

INVESTMENT \$2,750 ex GST

Exhibit your organisation virtually for the duration of the event series (2 March to 1 April).

The virtual exhibition will be hosted on the EventsAir OnAir Platform and includes company logo, profile, one-on-one meetings with delegates to connect virtually, downloadable promotional material or video.

VIRTUAL SHOWBAG SPONSOR

INVESTMENT \$500 ex GST

Exclusive event only offers from sponsors and partners



SECURE YOUR PACKAGE TODAY

To book your sponsorship package, to discuss an in-kind partnership proposal, or for further information, please contact our Events and Membership Manager.

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