



**Fraser Coast**

**technology challenge**

**MARYBOROUGH**

**24 HOUR TECHNOLOGY LIVE STREAMED EVENT  
9th & 10th SEPTEMBER 2017**

**AUSTRALIA'S PREMIERE and LARGEST**

**STEM**  
Science • Technology • Engineering • Math

SCIENCE

TECHNOLOGY



ENGINEERING

MATHEMATICS



**Sponsorship, Advertising  
and Promotion Services**



**DELIVERING WINNING RELATIONSHIPS**

**Variety  
Sponsorship  
Levels**

**Cash Sponsorship  
&  
In-Kind Partners**

**BRANDED  
MEDIA ASSETS  
PRODUCTION**

**BRAND AWARENESS**  
with over  
**100,000 COMBINED  
SOCIAL MEDIA &  
LIVE STREAMING  
ENGAGEMENTS**

**6 MONTHS PRE-EVENT  
SOCIAL MARKETING**

**Dedicated Sponsors  
Segments during  
LIVESTREAM**

**SIGNAGE & LOGO  
ALL MARKETING  
WEB / SOCIAL / EVENT**

**LICENSE TO  
RE-PURPOSE EDITED  
MEDIA ASSET PACKAGES  
INTO YOUR WEB / SOCIAL  
& DIGITAL CHANNELS**





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**MARYBOROUGH**

6 x Months Pre-Event Marketing  
2 x Day LIVE STREAM across Australia  
1 x Month post Event Marketing

*The Maryborough Chamber of Commerce are proud to bring you the...*

## 2017 FRASER COAST Technology Challenge 9th & 10th September 2017

### ENTRANTS

- Over 150 TEAMS ACROSS AUSTRALIA
- 1,200 COMPETITORS
- 10,000+ of Local SPECTATORS
- 100's of VOLUNTEERS
- SIGNIFICANT DIGITAL ENGAGEMENT - 6 x months Social, Website and Live Streaming Delivery



### HISTORY

- Commenced 2002
- Brilliant program reaching out to primary and secondary schools across Australia to encourage technology, design, innovation and fitness in an engaging and fun environment.
- Teenage equivalent of Bathurst with thousands of students from around Australia with a thirst for speed, a bent for technology and an eye to the future; plan, organise, practice and implement their entry into arguably Australia's Premiere Technology Event.
- 6 x State Titles
  - o Solar Boats & Solar Cars Challenge
  - o Primary School Push Cart Event
  - o Robotics Challenge
  - o CO2 Dragsters Race
  - o **Blue Ribbon Event - Queensland Championships**
    - 24 Hour Human Powered Vehicle (HPV)
    - Teams pedal aerodynamically designed machines at blistering speeds around a closed inner-city circuit in the picturesque town of Maryborough, Queensland.



### MEDIA EXPOSURE

- Local & National Newsprint – Paper & Digital Editorial
- Social Media
  - o 6 month lead into event / Interviews / HPV Team Training / Video Update Editorials
  - o Multi-camera Live Stream Coverage / Post Event Edited Highlight Clips / Local TV News Coverage
- *National Tourism exposure* with regions promotional media assets embedded into 6 months social media marketing, LIVE STREAM and 1 month post event highlight clips



### ECONOMICAL BENEFIT

- *In excess of \$350,000+* added to the regions economy over the 4 day stay  
Accommodation (90k) Food & Beverage (235,000) Medical (3k) Fuel (13k) Incidentals (15k)



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## 2017 FRASER COAST Technology Challenge Sponsorship, Advertising & Promotional Services

**Platinum Major Sponsor - \$30,000**

- **Sponsor Benefits**
  - o Attend Sponsors Luncheon
  - o Feature in all media releases and marketing materials as Major Sponsor
- **Pre-Event Media Assets**
  - o Explore innovative single click re-direct marketing toward your business's digital landscape to generate new leads and customers
  - o Video Editorial Production
    - Film crew visits your organisation prior to event
    - Organisation's story and connection to the Region & Tech Challenge
  - o Media Assets from your organisation's existing media asset library re-purposed into marketing for event (PIP / Picture-in-Picture content)
  - o Several Media Assets produced varying from 5 secs to 90 secs in length
  - o Media Assets supplied for your organisational use
  - o Inclusion in 6 month Pre Event social media marketing
- **During Event / Multi-Camera Live Stream – Embed Media Assets**
  - o PA announcements as Major Sponsor during event
  - o Video Editorials embedded as feature segments
  - o PIP media assets throughout live stream
  - o Lower Third Media Asset placement
  - o Trophy Presentation
  - o Level 1 signage locations
- **Post Event**
  - o Participation Data - Pre / Post and Event Digital Traffic and Event Attendance
  - o Supply of 5 x Post Event Highlights featuring your organisation
  - o Social Media Exposure of Event Highlights – Clips uploaded 4 x weeks duration

Film Crew Production  
"Your Story"  
Business Media Asset



**Over 80,000+  
Engagements**



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## 2017 FRASER COAST Technology Challenge Sponsorship, Advertising & Promotional Services

### Gold Sponsor - \$15,000

- o Feature in all media releases and marketing materials
- o All entries will feature your Organisation's Logo
- Pre-Event Media Assets
  - o Lower Third featuring your Organisations Logo and slogan etc
  - o Feature in 6 months social media marketing
- Event Multi-Camera Live Stream - Media Assets
  - o PA announcements as Gold Sponsor during event
  - o Lower Third Media Asset placement (See Link)
  - o Trophy Presentation
  - o Level 2 signage at Main Track and various event locations (your signage)
- Post Event
  - o Participation Data - Pre / Post and Event Digital Traffic and Event Attendance
  - o Supply of Post Event Highlights featuring your organisation
  - o Social Media Exposure of Event Highlights – Clips uploaded 4 x weeks duration



### Silver Sponsor - \$5,000

- Pre-Event Media Assets
  - o Lower Third featuring your Organisations Logo and slogan etc
  - o Feature in 6 months social media marketing
- Event Multi-Camera Live Stream - Media Assets
  - o PA announcements as Silver Sponsor during Event
  - o Lower Third Media Asset placement (See Link)
  - o Trophy Presentation
  - o Level 3 signage at Main Track and Event locations (your signage)
- Post Event
  - o Participation Data - Pre / Post and Event Digital Traffic and Event Attendance
  - o Supply of Post Event Highlights featuring your organisation
  - o Social Media Exposure of Event Highlights – Clips uploaded 4 x weeks duration



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1 x Month Post-Event Marketing

## 2017 FRASER COAST Technology Challenge Sponsorship, Advertising & Promotional Services

### Hourly Update & Hot Laps Sponsors - \$1,500 / Hour

- Naming Rights for event updates- per hour sponsored
- Pre-Event Media Assets
  - o Lower Third featuring your Organisations Logo and slogan etc
  - o Feature in 1 month social media marketing
- Event Multi-Camera Live Stream - Media Assets
  - o PA announcements as Event Update & Hot Laps Sponsor for hours Sponsored
  - o Lower Third Media Asset placement (See Link)
  - o Trophy Presentation for Hourly Certificates, etc
  - o Level 3 signage at Main Track and Stem Event locations (your signage)
- Post Event
  - o Participation Data - Pre / Post and Event Digital Traffic and Event Attendance
  - o Supply of Post Event Highlights featuring your organisation
  - o Social Media Exposure of Event Highlights – Clips uploaded 4 x weeks duration



**BECOME A  
SPONSOR**



## DELIVERING WINNING RELATIONSHIPS



9th & 10th September 2017



6 x Months Pre-Event Marketing  
2 x Day Live Stream across Australia  
1 x Month Post-Event Marketing

Partner Level Benefits	Platinum \$30k	Gold \$15k	Silver \$5k	Hourly Update \$1.5k/hr Sponsorship
Explore Single-Click Redirect Marketing Towards Your Business's Digital Landscape to Generate New Leads & Customers	X			
New Business Video Media Asset Production & Delivery	X			
Existing Business Video Live Stream Embed PIP	X	X		
Lower Third Media Asset Production & Live Embed	X	X	X	X
Pre-Race Marketing & Media Release	X	X	X	X
Event Signage (Business to supply)	X	X	X	
Getting Ready Best Media Challenge	Most Likes	Most Likes	Most Likes	
Team Entrant Interviews Proudly Brought to you by ...	X	X	X	
Miscellaneous Interviews	X			
Pre-Event Scrutineering Proudly Brought to you by ...	X	X	X	
Multi-Camera Live Stream Aired Time	X : 60%	X : 25%	X : 10%	X : 3mins / hour
Post-Race Marketing & Media Release	X	X	X	X
Trophy Presentation	X	X	X	
Website Hyperlinks & Marketing Material	X	X	X	X
Post Event Highlight Media Assets for your business use	6	3	1	1





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The estimated audience & digital media engagement for the 2017 Technology Challenge is in excess of 80,000 people.

This will be comprised of:

2000+ Competitors  
500+ Support Personnel  
200+ Event Personnel  
1200+ Volunteers and Stall Holders  
5000+ Spectators  
60,000+ Social Media Engagements  
35,000+ Live Stream Audience



The Maryborough Chamber of Commerce organise and deliver this premier Qld Event with the help of the Fraser Coast Regional Council, 100's of volunteers, the event participants and fantastic sponsor organisations across our local region and wider community.

Website: [www.frasercoasttechnologychallenge.com](http://www.frasercoasttechnologychallenge.com)

Facebook: [www.facebook.com/frasercoasttechnologychallenge/](https://www.facebook.com/frasercoasttechnologychallenge/)

We welcome your support. For further information regarding sponsorship, advertising and promotional services for this event please contact:

Mark Williams : Event Coordinator  
Mobile : 0427 626 166  
Email : [admin@maryboroughtech.org](mailto:admin@maryboroughtech.org)



**DELIVERING WINNING RELATIONSHIPS**