



BENDIGO
INVENTION
+INNOVATION
FESTIVAL

2018
PARTNERSHIP
OPPORTUNITIES



“Regional Australia is becoming a major driver of economic output and productivity growth (and) innovation in regions will be crucial to embrace this cultural shift. Innovation will be the major driver of any productivity growth.”

Regional Australia Institute Innovation in Regional Australia
Spreading the Ideas Boom, 2017

“Bendigo is a model for other regional Victorian cities considering ways to boost innovation.”

AECOM Brilliant Cities Report,
March 2018



Join us to promote Bendigo as Australia's regional innovation hotspot!



about the festival

The Bendigo Invention and Innovation Festival is a week-long event that will promote Bendigo as Australia's regional innovation hotspot.

The festival will celebrate and promote local invention and innovation, help create the environment for great ideas to flourish and bring world-class innovation thought leaders to Bendigo.

The festival will consist of:

- ▶ A two day symposium
- ▶ Networking opportunities
- ▶ Tours showcasing local innovative organisations
- ▶ Youth oriented events
- ▶ Pitch Night
- ▶ Hackathon/design jam/datathon
- ▶ Festival of Failure
- ▶ Bendigo Inventor Awards showcase and announcement of winners

objectives of the festival

In a world that is changing at a forever quicker pace, the ability to invent, innovate, and capitalise on new ideas are key to business success, whatever the size or the industry.

Our vision is that Bendigo is internationally regarded as an innovation hotspot that quickly identifies and offers solutions to issues. A place where problems are shared, ideas are freely discussed and solutions are collaborated on. We want to foster our strong entrepreneurial culture with support through local government policy, infrastructure, access to funding and networking opportunities.

partnerships

The Bendigo Invention and Innovation Festival would not be possible without valued Partners.

Partner investment ensures we can produce a high quality event that showcases Bendigo as a vibrant, innovative and forward thinking regional centre. By aligning your brand with the Bendigo Invention and Innovation Festival, your business or organisation will have access to a wide range of innovation thought leaders. Your partnership will also provide a strong message about your business or organisation's innovative outlook, and the value it places on ensuring Bendigo is creating an environment where great ideas can flourish.



festival partner exposure

- ▶ The Bendigo Invention and Innovation Festival runs over 7 days with a range of free and paid events that engage different sectors of the community.
- ▶ Dates are Monday 3rd September to Sunday 9th September.
- ▶ The major event will be a two day symposium on Monday 3rd and Tuesday 4th September, featuring speakers, workshops and masterclasses across a range of venues along View street.
- ▶ The festival will attract a high level of media attention across print, radio, television and online.
- ▶ We provide high visibility of Partner brands through presence on our website, marketing collateral, festival program, press releases, email-outs and other printed materials.
- ▶ The festival will attract a wide range of attendees from across the state, seeking a global perspective on regional challenges. These include CEOs, founders, change-makers, innovators, provocateurs, disrupters, entrepreneurs, students and government sector representatives.

partnership benefits

This year we are offering three levels of partnership: founding, pioneer and vanguard.

| | Founding \$10,000 | Pioneer \$5,000 | Vanguard \$2,500 |
|---|----------------------|--------------------|---------------------|
| Guaranteed brand exclusivity from industry competitors | X | | |
| A place on the Festival working committee and an opportunity to shape the content of the Festival | X | | |
| Access to and engagement opportunities with innovation leaders facilitated by be.Bendigo | X | X | |
| Public acknowledgement by the mc as a founding partner at the opening and closing of the Festival | X | | |
| Public acknowledgement in media releases and interviews | X | | |
| Logo placement on symposium lanyards | X | X | |
| Stand at 2 day symposium (must have an innovation focus) | X | X | |
| Opportunity to provide content for the Festival | X | X | X |
| Logo featured on Festival collateral | X | X | |
| Logo featured on Festival program | X | X | X |
| Advertisement on the Festival website homepage with link to partner website | X | | |
| Name and logo placement on every web page | X | X | X |
| Logo placement on sponsor page of website with link to partner website | X | X | X |
| Opportunity for Bendigo Invention and Innovation Festival to promote your own social media content | X | X | |
| Provision of Bendigo Invention and Innovation Festival logo and branding for use on your own website, social media and marketing collateral | X | X | X |
| Complimentary tickets to the 2 day symposium | 10 | 6 | 2 |
| Complimentary tickets to the festival of failure | 20 | 10 | 6 |



Contact

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