

INTERNATIONAL
CHEMISTRY & ART
COMPETITION

Sponsorship Proposal



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2025



Increasing STEM visibility

In an era where technological advancements drive economic growth and address critical global challenges, the importance of STEM visibility and engagement cannot be overstated. By promoting STEM education and awareness, we prepare the next generation for the future workforce and inspire innovative solutions to global issues such as climate change, healthcare, and sustainable development. Increasing visibility and engagement in STEM fields ensures that diverse perspectives and talents are included, leading to a more equitable and prosperous world. Investing in STEM education is not just about preparing individuals for careers; it's about empowering communities, advancing knowledge, and securing a better future for all.

This competition provides a unique platform for children from remote and low-socioeconomic regions to participate in an enriching program that might otherwise be inaccessible to them. By allowing children to use any medium to create their artwork, the competition ensures inclusivity and accessibility, enabling any child, regardless of their background or resources, to showcase their understanding and creativity in chemistry.

\$57bn

Increase in GDP if we shift just 1% of our workforce into STEM roles.

75%

of fastest growing occupations now require STEM skills

74%

of Australian CEOs say availability of key skills – including technology skills – is a threat

80%

Australian business leaders believe innovation is the main driver to creating a competitive economy

About the Royal Australian Chemical Institute

The Royal Australian Chemical Institute (RACI) is honoured to be the leading professional body for chemists in Australia. Since our establishment in 1917, RACI has been dedicated to advancing chemical education and STEM by fostering excellence and innovation within the chemical sciences. We provide a wide range of resources and opportunities for professional development, networking, and collaboration among chemists at every stage of their careers. Through our educational programs, competitions, and outreach activities, RACI highlights the importance of chemistry, inspiring the next generation of scientists and enhancing public understanding of the crucial role chemistry plays in our world.

RACI serves as a powerful advocate for the chemical sciences. We work closely with government bodies, industry partners, and educational institutions to influence policy, secure funding for research, and promote the importance of chemistry in addressing global challenges such as sustainability, health, and technological innovation. By fostering collaboration between academia, industry, and the public sector, RACI helps to drive forward scientific discovery and practical applications that benefit society.

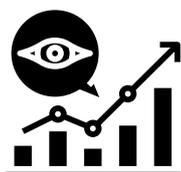
As we look to the future, RACI is committed to fostering excellence and innovation in the chemical sciences, ensuring that chemistry continues to play a pivotal role in improving our world.

Why partner with us?



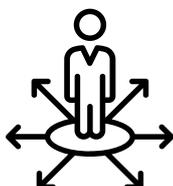
Global exposure

Enhance your brand visibility across Australia and internationally, reaching diverse audiences through public spaces, schools, and our strategic collaborations with trade commissioners and participating institutions. By leveraging these partnerships, your brand will be prominently featured in key educational and professional settings, ensuring widespread recognition and engagement.



Brand visibility

Your company's logo could be prominently featured on all marketing collateral, ensuring maximum visibility and brand recognition. This includes placement on social media posts, where your brand could reach a wide and engaged audience; printed materials, which will be distributed at events and within educational institutions; and the RACI website, a key platform visited by professionals, educators, and students alike.



Exclusive Opportunities

Participate on the judging panel and gain unique access to an engaged audience of educators, students, and industry professionals. This role not only positions your company as a leader and advocate in the STEM field but also provides valuable networking opportunities. Your involvement will also underscore your commitment to supporting educational initiatives and nurturing emerging talent in science and technology.



Corporate Social responsibility

Align your brand with a meaningful initiative that promotes STEM education and inclusivity, and make a lasting impact on the future of science and technology. By supporting programs that foster interest and proficiency in STEM fields, you contribute to developing the next generation of innovators and problem-solvers

Program Details

Phase 1: Institutional Participation

→ Public Museums, Art Galleries and Science Centres submit and display their own artwork, competing against each other for the first round. The purpose of the initial round is to encourage children to submit their own entries.

→ Artwork submitted by June 1; Winner Announced 31 July

Phase 2: Child Participation

→ Following on from Phase 1, children world wide are invited to participate in the competition

→ 1 August - 30 October; Winners announced 11 November

Transparent & Flexible Partnership Options

→ Basic	\$2,500	→ Partner	\$ 15,000
<ul style="list-style-type: none">✓ Logo on competition website✓ 10 opportunities available		<ul style="list-style-type: none">✓ All features of the Pro Package +✓ Logo featured on all printed materials✓ Targeted Marketing to Members✓ 1x Social Post per month✓ Opportunity to provide a judge✓ 4 opportunities available	
→ Custom Package			OA
<ul style="list-style-type: none">✓ Tailored package based on your individual needs✓ Details and inclusions to be negotiated on a case by case basis			

**All packages are exclusive of GST

Marketing Reach

12,000 Australian Schools (covering all forms of education both Primary and Secondary)
Distribution of Marketing Materials throughout Public Spaces (Museums, Cultural Centres, Libraries, Cafes & Stores) in Adelaide, Brisbane, Melbourne, Sydney and Perth
Online Marketing Plan targeting varying demographics worldwide
Promotion to 40,000 International Schools & Science Teachers Associations
Promotion through our dedicated Virtual Art Gallery
Promotion directly to RACI Members
Promotion through State Science Teachers Associations in Australia
Promotion to audiences visiting participating institutions via a physical presence
RACI Competition Website (where all entrants will be directed)

Connect with Us Today



Our website

www.raci.org.au



Our e-mail

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