

SPONSORSHIP

PROSPECTUS

GOVERNMENT



INTERNATIONAL YEAR OF
Quantum Science
and Technology

2025



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ABOUT



On 7 June 2024, the United Nations declared 2025 to be the **International Year of Quantum Science and Technology.**

This year is a global initiative to recognise the importance of quantum science and technology and strengthen national capacities for science education and research.



The mission of the International Year of Quantum Science & Technology (IYQ) is to use the occasion of 100 years since the discovery of quantum mechanics to help raise public awareness of the importance and impact of quantum science and applications on all aspects of life. Anyone, anywhere can participate in the Quantum Year by helping others to learn more about quantum science on this centennial occasion or simply taking the time to learn more about it themselves.

The International Year of Quantum Science and Technology presents a unique opportunity to engage the wider community in all things quantum, supporting the growth of quantum science and technology in Australia to the benefit of all of us.

OUR VISION



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The Australian Institute of Physics (AIP) has crafted a three-part vision for the Quantum Year, tailored to the Australian context:



Educate

Reveal and explain the wonders of quantum science and its impacts on our lives today and into the future.



Inspire

Ignite the nation's curiosity about the beauty and promise of the quantum world and inspire people of all backgrounds to pursue careers in science and technology.



Celebrate

Celebrate worldwide achievements in quantum science and technology, spotlighting Australia's pioneering leadership in this endeavour.





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PARTNERING FOR SUCCESS

GOVERNMENT

Let's work together to celebrate 2025 as the International Year of Quantum Science and Technology

The AIP, as the peak body for physics in Australia, has the expertise and networks to bring the Quantum Year to life – with your help.

Our goals for the Quantum Year closely align with the *National Quantum Strategy* and the *Future Made in Australia* agenda. The AIP recognises that developing sovereign capabilities is essential for Australia's security in a rapidly evolving global landscape. Quantum technologies, alongside other high-tech industries, require a highly skilled workforce with substantial expertise. While this presents a significant challenge, the Quantum Year provides a unique opportunity to make meaningful strides in building that workforce and attracting future talent.

Australia's support for the Quantum Year will underscore the nation's commitment to advancing science and technology – not only to protect and enhance our national security but also to support our partners and allies. By highlighting the impact of investment in the physical sciences and engineering, the Quantum Year will inspire public interest in STEM careers, raising awareness of how quantum science and related fields contribute to everyday technology and drive solutions in areas as diverse as decarbonisation, mining, and medicine.

Quantum Year's wide-reaching impact will be showcased through community-based events hosted by organisations and schools across Australia. The AIP will create a digital platform to highlight these events – by the community, for the community – celebrating local engagement and discovery in quantum science.

With your support, we can maximise the impact of the Quantum Year, creating a platform for you to showcase your organisation's leadership in quantum technology development. Together, we can foster an environment of innovation, security, and international collaboration that will build a robust quantum future for Australia.





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FOUNDATION PARTNER

Quantum Year Foundation Partner

\$200,000

Your sponsorship as a Quantum Year Foundation Partner will ensure the Quantum Year comes to life in Australia. With your support, the AIP will facilitate a powerful, far-reaching Year that fulfils our vision to educate, inspire, and celebrate quantum advancements in Australia.

This sponsorship package ensures your organisation is recognised as a pivotal player in enabling Australia's Quantum Year to take shape, maximising your influence and visibility and providing opportunities for strategic discussions.

As the Quantum Foundation Partner, your support is instrumental in bringing the Australian International Year of Quantum to life.

Benefits for our Quantum Year Foundation Partner include:

Primary support and strategic partnership

- Your sponsorship provides the primary fiscal support for the Quantum Year, positioning you as a central partner in this national initiative.
- The AIP will seek and value your input on how to maximise the impact of the year.

Advancing Australia's global influence

- By promoting Australia's strategic power and influence as a leader in quantum science.
- Elevating Australia's profile as a valued partner on the global stage, demonstrating the country's promise in scientific development.
- Supporting workforce development and highlighting Australia's achievements in quantum, building a strong foundation for future growth.

Community engagement

- Celebrating Australian advancements in quantum and fostering pride in our achievements.
- Fostering community support for increased investment in sovereign capabilities in science and technology.
- Showcasing the value of science and technology as a meaningful career path.



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Event participation

- Meet with the AIP up to 4 times a year to discuss how we can maximise the value and impact of the year.
- Be a prominent partner across AIP key events, including:
 - Sector Launch at AIP Congress
 - Media Launch and National Science Week events
 - National Speaker Tour
 - Foundation Partner Showcase
 - Support the creation of Stories of Australian Science — a 16-page publication celebrating Australia's quantum achievements and milestones.

We will work to connect our sponsors with all event holders. Recognition at events is only guaranteed for events organised by the AIP.

High-impact visibility and recognition

- Exclusive lead sponsor status with primary logo placement across all AIP event materials, marketing, and communications.
- Foundation Partner media release distributed to national media.
- Speaking opportunities at AIP flagship events and keynote sessions.
- Foundation Partner listing and branding on quantum2025.org.au and all event banners.
- Sponsor recognition across all AIP social media channels, with mentions in newsletters and dedicated email promotions to AIP members and partners.

Networking and influence-building

- Regular briefings on new opportunities from partners in research, education, government and industry.
- Opportunities to use AIP Quantum Year branding on your website and promotional materials, aligning your organisation with this landmark scientific initiative.

BRAND USAGE:





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CATALYST PARTNER

Quantum Year Catalyst Partner

\$120,000

As a Quantum Year Catalyst Partner, your support will help accelerate the growth of Australia's quantum industry, amplifying the reach of educational and career opportunities nationwide. Your partnership will empower broad media distribution and impactful public engagement, positioning your organisation as a key driver of Australia's quantum future.

Benefits for our Quantum Year Catalyst Partner include:

Industry growth and impact

- Expanding Australia's quantum industry through extensive media reach and increased visibility for quantum-related careers across the country.

High-profile recognition

- Recognition as a Catalyst Partner with logo placement on all AIP event materials, marketing, and communications.
- Catalyst Partner listing on quantum2025.org.au and prominent placement on event banners.

Media and event visibility

- Acknowledgment in media releases distributed across major outlets.
- Speaking opportunities at select AIP events and panel discussions to highlight your organisation's commitment to quantum advancements.
- Branding on AIP keynote sessions, publications, and media releases, ensuring high-impact visibility.

Sponsorship visibility

- Sponsor recognition on all AIP social media channels and mentions in newsletters and email updates throughout the Quantum Year program.
- Dedicated social media and newsletter features highlighting your Catalyst Partner role.

Branding

- Authorised use of AIP Quantum Year branding on your website and promotional materials, aligning your organisation with this transformative initiative.

BRAND USAGE:



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CATALYST PARTNER



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PARTNER OPPORTUNITIES

These sponsorship levels play a vital role in bringing quantum science to the forefront of public awareness and engagement across Australia. Each level offers unique opportunities to drive community involvement and connect with audiences through targeted outreach.

Quantum Year National Speaking Tour Partner

\$60,000

- Sponsors the National Speaking Tour, making it possible to bring quantum science and educational activities directly to communities nationwide.
- This level allows the sponsor to make a visible impact on public engagement with science while connecting personally with audiences at select tour stops.
- Opportunity to partner with Universities and businesses as the lead stakeholder at university hosted public events. Includes speaking opportunity, brand and speaker promotion, staging, and a brief opportunity to present your quantum ambitions.
- Logo placement on tour materials and acknowledgment during tour events.
- Use of Branding: AIP Quantum Year branding use on your website and promotional material.

Quantum Year Community Grant Partner

\$40,000

- Supports the grassroots impact of the Quantum Year by funding community grants aimed at increasing public understanding of quantum science.
- This sponsorship level makes it possible to reach diverse local audiences, fostering education and interest in quantum and other physical sciences through community-led events and initiatives.
- Recognition on AIP's website and acknowledgment in grant-related media announcements.
- Opportunity to have a presence at community-driven events.
- Use of Branding: AIP Quantum Year branding use on your website and promotional material.

Quantum Year Digital Partner

\$20,000

- Ensures a strong online presence, funding the digital outreach needed to extend the Quantum Year's reach. With a focus on AIP's website, social media, and digital resources, this partnership level is ideal for sponsors seeking to promote quantum science to a wider online community.
- Listed as a Digital Partner on quantum2025.org.au
- Featured in social media campaigns, newsletters, and digital outreach.
- Logo inclusion on digital resources and virtual events.
- Use of Branding: AIP Quantum Year branding use on your website and promotional material.

PROPOSED TIMELINE



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CONTACT US



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Professor Nicole Bell

President, Australian Institute of Physics.
Chief Investigator and Theory Program Leader,
ARC Centre of Excellence for Dark Matter.
Particle Physics, The University of Melbourne.



Professor Nicolas C Menicucci

Chair, Quantum Science and Technology,
Australian Institute of Physics.
Deputy Director, RMIT Applied Quantum Technologies Centre.
Director, QuRMIT Theory Lab.
ARC Future Fellow.



quantum2025@aip.org.au

The AIP is supported by Science in Public who are passionate about helping scientists get their research into the public space so that it has impact.



Niall Byrne

Creative Director, Science in Public



+61 417 131 977



niall@scienceinpublic.com.au