

SPONSORSHIP

PROSPECTUS

TECH



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

TECH

**100 years of quantum is just the beginning.
Help us advance quantum science and technology in 2025.**

The Australian Institute of Physics is the peak body for physics in Australia and a member of the coalition that proposed Quantum Year to the United Nations.

We have the expertise and networks to bring Quantum Year to life. With your help we can celebrate quantum science in the Australia past, present and future, and support the *National Quantum Strategy* and the *Future Made in Australia* agenda.

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.

The AIP boasts a member base of over 1,000 across Australia, and regularly communicates with over 4,000 stakeholders with an interest in the physical sciences in Australia.

Our partners in developing Quantum Year are Science in Public, the national publicists for National Science Week, which in 2024 comprised nearly 2,000 events and generated over six thousand media stories, and thousands of social media posts.

Sponsoring the International Year of Quantum in Australia is a great way for you to stand out as leaders in quantum science, boost your brand visibility, and show your dedication to innovation.

Hundreds of events are already being planned: in schools, in communities, in government and industry. With your help, the AIP will amplify and unify the promotion of Quantum Year and create high profile events that add to the Year — by the community, for the community — celebrating local engagement and discovery in quantum science.

We invite industry stakeholders to join us in this significant initiative, contributing resources, expertise, and funding to support the Year of Quantum in Australia. Together, we can shape the future of quantum technology and ensure that Australia remains at the forefront.





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STRATEGIC PARTNER

Quantum Year Strategic Partner

\$150,000

As a Quantum Year Strategic 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 Tech 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 Strategic Partner with logo placement on all AIP event materials, marketing, and communications.
- Strategic 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 keynote sessions, publications, and media releases, ensuring high-impact visibility.
- Briefings on opportunities being developed by other potential partners, such as the science teachers associations, the ABC, Questacon, the State governments and cultural institutions.

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 Strategic 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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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 Large Event Partner

\$30,000

- Sponsor an event in your chosen city for up to 200 people, making it possible to bring quantum science and educational activities directly to your stakeholders.
- Includes speaking opportunity, brand and speaker promotion, staging, and a brief opportunity to present your quantum ambitions.
- Logo placement on event materials.
- Featured in social media campaigns, newsletters, and digital outreach.
- 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.
- Featured logo on digital resources and virtual events.
- Use of Branding: AIP Quantum Year branding use on your website and promotional material.

Quantum Year Small Event Partner

\$10,000

- Sponsor an event in your chosen city of up to 50 people, making it possible to bring quantum science and educational activities directly to your stakeholders.
- Includes speaking opportunity, brand and speaker promotion, staging, and a brief opportunity to present your quantum ambitions.
- Logo placement on event materials.
- Part of social media campaigns, newsletters, and digital outreach.
- Use of Branding: AIP Quantum Year branding use on your website and promotional material.

Quantum Year Supporting Partner

\$5,000

- Listed as a Supporting Partner on quantum2025.org.au
- Part of 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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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.



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