

## SAGE Awards Dinner (2020) Sponsorship packages

### *Platinum Sponsorship, \$25,000 – One package*

- Mention by the MC at the event and a special thank you
- Banner and Logo on screen at the SAGE Awards Dinner
- 7 free tickets to Awards Dinner, some seated with VIP
- Acknowledgement on the event VIP invitation email
- Acknowledgement on the SAGE website and event registration app (eventsair)
- Acknowledgement on SAGE social media – Twitter and LinkedIn:
  - Thank you to all sponsors – your logo included: one tweet, one LinkedIn post
  - Customised post for your company, STEM involvement, thank you from SAGE: **two tweets, two LinkedIn posts** (can include image or graphic from sponsor, produced jointly by SAGE and sponsor with sponsor input and sign off)
- Feature article in the SAGE newsletter – an interview with key person in your organisation about your work with STEM to be profiled in SAGE newsletter and promoted in SAGE communications.
- Podcast on the SAGE website – an interview with key person in your organisation about your work with STEM for a podcast – promoted in SAGE communications.
- Acknowledgement in SAGE special news story re: the Awards night published on SAGE website + SAGE newsletter
- Acknowledgement via SAGE Awards Video\*

### *Gold Sponsorship, \$20,000 – One package*

- Mention by the MC at the event and special thank you
- 5 free tickets to Awards Dinner, some seated with VIP
- Banner and Logo on screen at the SAGE Awards Dinner
- Acknowledgement on the event VIP invitation email
- Acknowledgement on the SAGE website and event registration app (eventsair)
- Acknowledgement on SAGE social media – Twitter and LinkedIn:
  - Thank you to all sponsors – your logo included: one tweet, one LinkedIn post
  - Customised post for your company, STEM involvement, thank you from SAGE: **one tweet, one LinkedIn post** (can include image or graphic from sponsor, produced jointly by SAGE and sponsor with sponsor input and sign off)
- Feature article in the SAGE newsletter – an interview with key person in your organisation about your work with STEM to be profiled in SAGE newsletter and promoted in SAGE communications.
- Acknowledgement in SAGE special news story re: the Awards night published on SAGE website + SAGE newsletter
- Acknowledgement via SAGE Awards Video\*





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### ***Silver Sponsorship, \$15,000 – Two packages***

- Mention by the MC at the event
- Logo on screen
- 3 free tickets to Awards Dinner
- Seating close to VIP tables
- Acknowledgement on the SAGE website and event registration app (eventsair)
- Acknowledgement on SAGE social media – Twitter and LinkedIn
  - Thank you to all sponsors – your logo included: **one tweet, one LinkedIn post**
- Acknowledgement via SAGE Awards Video\*

### ***Bronze Sponsorship, \$10,000 – Two packages***

- Mention by the MC at the event
- Logo on screen
- 2 free tickets to Awards Dinner
- Acknowledgement on the SAGE website and event registration app (eventsair)
- Acknowledgement on SAGE social media – Twitter and LinkedIn
  - Thank you to all sponsors – your logo included: **one tweet, one LinkedIn post**

### **Contact**

To discuss sponsoring the SAGE Awards Dinner (2020), please contact Dr. Wafa El-Adhami - SAGE Executive Director - by telephone +488488270 or email: [wafa.el-adhami@science.org.au](mailto:wafa.el-adhami@science.org.au)

### **\*Acknowledgement via SAGE Awards Video:**

SAGE is producing a short video to celebrate the inaugural Athena SWAN Bronze Awards and recipients in Australia. This video will be screened at the Awards Dinner and will include sponsor's logo (as per sponsorship package) with acknowledgment. This short video will also be available to you for upload to your own website and use in social media posts to acknowledge your contribution to the SAGE Awards Dinner, and STEM in higher education and research, as well as being featured on the SAGE website, in the SAGE newsletter and in SAGE social media posts.





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## About SAGE

The Science in Australia Gender Equity (SAGE) national program is a partnership between the Australian Academy of Science and the Australian Academy of Technology and Engineering. SAGE aims to improve participation, retention and success of women, gender minorities and diverse groups working in science, technology, engineering, mathematics and medicine (STEMM) in higher education and research.

SAGE mission is to empower member institutions to make systematic changes within their organisations building on the UK's Athena SWAN accreditation and award framework. Since its launch in 2015, SAGE has attracted membership of 45 institutions from across Australia's higher education and research sector (Figure 1).

As a catalyst for change across the sector, SAGE has provided a coordinated and national approach to improving gender equity and diversity in STEMM – it has put gender on the agenda and dramatically changed the nature and quality of the conversation about gender equity and diversity.

SAGE members are now leading the way in advancing gender equity and diversity in STEMM in higher education and research in Australia. Positive impact of the SAGE initiative so far includes:

- increased career satisfaction and opportunities
- improved working practices to support career progression
- increased visibility of women in science
- an increased proportion of women in STEMM departments nationally

## SAGE Awards Dinner 2020

2020 will see another significant number of SAGE member-institutions recognised for their achievement in advancing gender equity and diversity in Australia's higher education and research sector.

The Athena SWAN Institutional Bronze Awards will be conferred on SAGE member institutions from both Cohort 2 (announced in September 2019) and the Final group of awardees to be announced on 20 February 2020.

We anticipate the SAGE Awards to be conferred by an Australian Government Minister. The event will be attended by will be attended by leaders across the Australian STEMM sector, including Vice Chancellors/Directors and Chief Executive Officers from SAGE participating institutes and STEMM industries, Fellows of the leading sciences academies as well as representatives of the diversity and equity sector.

## Venue

On **20 February 2020**, the second round of SAGE Awards of Athena SWAN Institutional Bronze Award will be celebrated and conferred to the second and third group of SAGE member-institutions at the





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**Adelaide Town Hall**, one of Australia's significant icons that has attracted famous visitors including The Beatles pop group, His Holiness the Dalai Lama and Prince Charles and Princess Diana.

### **SAGE Awards Dinner 2018**

2018 saw the first round of the SAGE Awards of Athena SWAN Institutional Bronze awards conferred on SAGE members in Australia. The Awards event recognized and celebrated this significant milestone and SAGE members achievements in advancing gender equity and diversity in STEMM in higher education and research. The SAGE Awards dinner was held in the Great Hall of Parliament House in Canberra. The Honourable Ms. Nicolle Flint MP, the member for Boothby conferred the Awards in the presence of parliamentarians and senior government officials, presidents, chief executives and eminent Fellows of the two leading science Academies, the Australian Academy of Science and the Australian Academy of Technology and Engineering, as well as other dignitaries including the CEO of Advance HE (UK), Ms Alison Johns.

### **SAGE Communications**

SAGE has grown an extensive communications network, attracting over 5,000 followers on social media. SAGE uses its network of supporters, collaborators, members and followers to market SAGE events, in particular this inaugural Awards event 2018.

As a sponsor, your branding will be featured throughout a range of media channels including:

- Websites: SAGE website with access to 50% of the higher education and research sector in Australia
- Social media: Twitter and LinkedIn (using a hashtag unique to the event)
- Event invitation emails to be distributed to more than 100 VIPs (Ministers, Parliamentarians, Government Officials and 45 SAGE member institutions)
- Media News story
- Digital communications: SAGE newsletter, emails and video production

In 2017 the SAGE Symposium used the hashtag – #SAGE17 – which trended on Twitter nationally at number one from 10am – 5pm on Tuesday 5 September.

In 2018, social media activity for an eight-day period promoting the SAGE Awards dinner and SAGE Symposium earned 101,000 impressions; an average of 33 re-tweets per day; 101 likes per day. Engagement with the SAGE Awards Dinner event on Twitter attracted:

**Impressions 35,245**

Total engagements 794

Media engagements 212

Likes 199

Detail expands 150



Figure 1 SAGE members:

### Universities

Australian National University  
Bond University  
Charles Sturt University  
Curtin University  
Deakin University  
Edith Cowan University  
Federation University  
Flinders University  
Griffith University  
James Cook University  
La Trobe University  
Macquarie University  
Monash University  
Murdoch University  
Queensland University of Technology  
RMIT University

Southern Cross University  
Swinburne University  
University of Adelaide  
University of Canberra  
University of Melbourne  
University of New South Wales  
University of Newcastle  
University of Queensland  
University of South Australia  
University of Southern Queensland  
University of Sunshine Coast  
University of Sydney  
University of Tasmania  
University of Technology Sydney  
University of Western Australia  
University of Wollongong  
Western Sydney University

### Medical Research Institutes

Baker IDI Heart and Diabetes Institute  
Burnet Institute for Medical Research  
The George Institute  
South Australian Health and Medical Research Institute  
Telethon Kids Institute  
Walter and Eliza Hall Institute

### Publicly Funded Research Organisations

Australian Astronomical Observatory  
Australian Institute of Marine Science  
Australian Nuclear Science and Technology Organisation  
CSIRO  
Defence Science and Technology Group  
Geoscience Australia