RoboCup Junior Australia

Australia's most accessible robotics competition



Sponsorship Prospectus

Engage with educators and schools from across the country

Gain visibility as an organisation supporting the next generation

Foster connections for your future skilled workforce

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RoboCup Junior Australia

Sponsorship Prospectus

Introduction to Robocup

100,000+ Students worldwide

50+ Countries

7,000+ Australian students

1,000+ Australian teachers

1999 supporting Australian students for over 25 years

RoboCup Junior is a project-oriented educational initiative that runs local, regional, and international robotic events for young students. It is designed to introduce robotics and coding to primary and secondary school children. RoboCup Junior encompasses not only vital STEM skills, but extends right across the school curriculum. The competition also addresses social development by encouraging sportsmanship, sharing, teamwork, understanding of differences between individuals and nations, cooperation and organisational skills.

RoboCup is an international effort whose purpose is to foster Artificial Intelligence (AI) and robotics research by providing a standard problem where a wide range of technologies can be integrated and examined. As well, the initiative serves as a basis for project-oriented education.



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The RoboCup Difference

RoboCup is the most accessible robotics competition in Australia



As a volunteer organisation supported by hundreds of volunteers from across the country, RoboCup Junior Australia provides educators with a robotics competition like no other. With no qualification requirements at any national event, lower fees, a platform-agnostic ruleset and real-world challenges that connect to important research and industry applications, RoboCup makes it easier for students of all ages to connect with robotics, find their passion and see themselves in a career.

	ROBOCUP	OTHER COMPETITIONS
NUMBER OF TEAMS	2000+	800-1000
QUALIFICATION REQUIREMENTS	None	Qualification required for state/ national event
COST TO SCHOOLS	Up to $2,000 per team	Up to $15,000 per team
COMPETITION FEES	Up to $150 per team	Up to $8,500 per team
ALLOWED HARDWARE	Any hardware platform allowed*	Limited to single hardware platform
ALLOWED SOFTWARE	Any software platform allowed*	Limited to proprietary software platforms

*Students are not permitted any hardware or software that is designed to complete any aspects of the competition “off the shelf”

RoboCup Junior Australia

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Why partner with us?

Engage with educators and schools from across the country

Gain visibility as an organisation supporting the next generation

Foster connections for your future skilled workforce

Directly engage with hundreds of teachers, parents and students from across Australia. Whether your organisation's objectives are to engage potential future employees, expand your brand to more schools or network with Australia's leaders in robotics education, RoboCup is perfect for you.

7,000+	850+	1000+
Students Each Year	Active Schools	Educators

50,000+ events and social media reach across Australia



RoboCup Junior Australia supports educators around the country to inspire and excite the next generation with robotics and coding. With a shortage of STEM skilled workers rising as job demand increases and enrolment in Technology subjects declines, now is more critical than ever to support programs like RoboCup to foster interest in these areas and support our future workforce.

In partnering with RoboCup Junior Australia, you are positioning your organisation at the forefront of this STEM skilled future. By raising the profile of your company with students and teachers from across the country, you are working to ensure your own recruitment pipelines and prepare your organisation for the future.

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RoboCup Challenges

RoboCup offers 4 unique in-person challenges for students to compete in, allowing them the opportunity to explore their creativity, problem solving and critical thinking skills in a range of applications that is most relevant and engaging to them.

Each challenge offers a variety of structured divisions of increasing complexity to allow students naturally progress through a challenge as their confidence and experience increases, as well as to best suit their classroom learning.

Challenged to autonomously rescue a victim from a chemical spill at the end of a line-based obstacle course.



Rescue Line

Challenged to play a soccer match autonomously against other robots.



Soccer

Rescue Maze



Challenged to autonomously locate and drop supplies to multiple victims throughout a maze.

OnStage

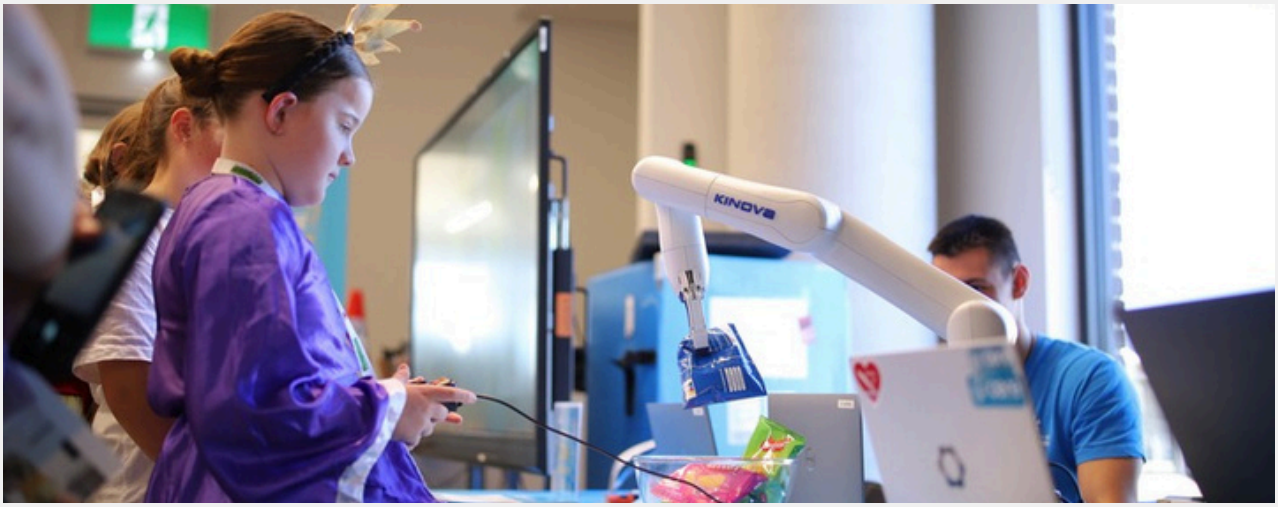


Challenged to deliver theatrical performance autonomously through robots

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Sponsorship Opportunities



RoboCup maintains the most accessible robotics competition in Australia through two key supports: volunteers and sponsors.

Support from our sponsors is critical in ensuring we can continue to run RoboCup at a low entry cost and expand our work to support more Australian schools.

OPPORTUNITY	AVAILABILITY	PRICE* ($AUD + GST)
PLATINUM NATIONAL SPONSOR	EXCLUSIVE	$80,000
GOLD NATIONAL SPONSOR	LIMITED	$40,000
SILVER NATIONAL SPONSOR	LIMITED	$20,000
BRONZE NATIONAL SPONSOR	LIMITED	$10,000
STATE SPONSOR (state of your choice)	EXCLUSIVE (per state)	$25,000

*Pricing includes monetary and in-kind contributions to RoboCup annual activities and events

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BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	STATE
Category exclusivity	✔	3x	5x	-	✔
Exhibition space at events	Premium	Large	Standard	-	Large
Logo on event website	✔	✔	✔	✔	✔
Logo on printed event signage	✔	✔	✔	✔	✔
Sponsor acknowledgement during event	✔	✔	✔	✔	✔
Inclusion in post-event report	✔	✔	✔	✔	✔
Include item in delegate packs	✔	✔	✔	✔	✔
Participation as judges/mentors	✔	✔	✔	✔	✔
Logo on team/official materials	✔	✔	✔	–	✔
Dedicated social media posts	✔	✔	✔	–	✔
Recruitment and talent engagement opportunities	✔	✔	✔	–	✔
Award/category naming rights	✔	✔	–	–	✔
Branding on official merchandise	✔	✔	–	–	✔
Inclusion in media releases	✔	✔	-	–	✔
Access to student/school networking opportunities	✔	✔	-	–	✔
Premier logo placement on all materials	✔	✔	-	-	✔
Exclusivity for product or industry sector	✔	✔	–	–	✔
Logo prominent on all marketing, communications, competition areas, merchandise and other RoboCup materials	✔	-	–	–	✔
Naming rights	✔	–	–	–	✔

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Ready to get started?



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Thank you for supporting Australia's digital future!

RoboCup Junior Australia recognises the traditional custodians of the many lands, waterways and skies under which we work, live and gather. We pay our respects to elders both past and present, and acknowledge the ongoing contribution of Australia's first peoples to our lives and learning.





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