Opportunity

- Would you like to be involved in an exciting and innovative youth program?
- Would you like direct exposure to a broader community at a state level and reach a wider demographic?
- Are you looking to capture a market through another form other than mainstream TV, radio or print?
- Would you like your product exposed to over 18,000 people?
- Would you like to play a part in engaging and creating health and well-being to young people throughout our community?
- Would you like to keep one step ahead of your competitors?
- Have you ever thought of being a sponsor of a College participating in one of Australia’s premiere science, technology and education event that is the “RACV Energy Breakthrough”.

www.racvenergybreakthrough.net
The Event

Now in its' 25th year, the RACV Energy Breakthrough is an exciting program designed to provide opportunities for students, teachers, parents and local industry to work together to design and construct a vehicle, a machine or innovation in technology that will represent an 'energy breakthrough'.

The RACV Energy Breakthrough is a joint initiative of the Country Education Project, the Central Goldfields Shire Council and the Royal Automobile Club of Victoria (RACV).

The Energy Breakthrough began in 1991 when the Country Education Project began seeking new ways to engage young people in regional Victoria with a wider range of challenges.

The program encourages participants to examine and use the latest technology while considering its impact on the environment and the way people live locally and globally.

*The RACV Energy Breakthrough isn’t just a once-a-year event!*

School groups work throughout the year to design, build and test vehicles or machines within detailed specifications. It requires a team effort and an across-the-curriculum approach. These groups then bring their vehicles and machines to Maryborough in November, for a huge celebration in which they can demonstrate and trial them in action.

**There are three program elements:**

**Display & Presentation**
A 20 minute presentation to judges for team members to demonstrate their knowledge and understanding of their entry.

**Design & Construction**
An informal conversation assessing the student’s understanding of the vehicle and the concepts involved in its design and construction.

**Trials**
Thousands of students ranging in age from nine to 19 push, pedal and pilot carts, human powered vehicles and energy efficient vehicles in dynamic tests that can last just a few minutes or as long as 24 hours.

The Energy Breakthrough aims to:

* Provide an excellent technology project for students from Prep to VCE level
* Encourage young people to explore solutions to environmental and transport issues
* Provide an opportunity for schools and communities to work and learn together
* Provide an opportunity for women and girls to participate in what has traditionally been a ‘male’ dominated area of the curriculum
* Be a fun program with real world challenges
* Offer students opportunities to explore and address vehicle design, driving skills and vehicle and passenger safety issues.

www.racvenergybreakthrough.net
The YCP-12 Team

Yarrawonga College P-12 first entered this program in 2010 with a team from our Primary Campus headed up by our Community Workshop Co-ordinators, Michelle Klows and Carmel Murray.

With time, dedication and commitment received from both students and particularly parents we are now in our sixth year of competing at this amazing event that is the RACV Energy Breakthrough.

Students from both our P – 4 and 5 – 8 Campuses work closely together to enter teams into the RACV Energy Breakthrough Challenge under the Human Powered Vehicle, Pushcart and Innovations in Technology Categories (see descriptions of categories below).

**Human Powered Vehicle (HPV)**

Entrants design, build and compete, using a vehicle powered solely by human power. Design requirements include a maximum length of 2.7 metres, single seat and a minimum of three wheels.

**Pushcart**

The Pushcart event is a challenging but enjoyable way of introducing energy use and technology to young students.

The machines are based on the humble billycart, and are pushed energetically through an obstacle course, sprint and circuit events at Maryborough in November.

The teams of ten students may obtain the assistance of other students, parents, friends, local trades people, community groups to build their pushcart.

**Innovations in Technology**

Teams must create a craft that will run under its own power, along a channel of water, carrying a full soft drink can.

Commitment from both students and families to the ongoing process of curricular and extracurricular activities involved in preparation for the challenge is the key to this success.

It is also anticipated that students who have been involved in the last two years will be able to mentor younger students and inform them of the requirements of the challenge.

Students will have the opportunity to be involved in the planning and implementation of the challenge through areas such as catering, fitness training and planning for the camp component.
The Benefits

As a sponsor of the Yarrawonga College P-12 “RACV Breakthrough” team you have the opportunity to choose from the following packages ranging from $50 (as a Friend of the RACV Breakthrough) to $4,000 Platinum Package.

**Platinum Package - $4,000**

Benefits include:

- Marketing material displayed at our site viewed by participants and spectators at the Energy Breakthrough event
- Acknowledgement of generous sponsorship in any official communications going home to families
  
  Acknowledgement and photo opportunity promoted through our Social Media sites (including Facebook, Twitter and school App).
- Corporate logo/business name permanently displayed at P – 4 and 5 – 8 Campus for a 12 month period.
- Corporate logo/business name on each vehicle
- Corporate logo/business name on team uniforms (going home to all students involved to be worn around school, around the community and at the event in Maryborough)
- Corporate logo/business name on the Energy Breakthrough page of our school website
- A hotlink to your corporate website on the Energy Breakthrough page of our school website

**Gold Package - $2,000**

Benefits include:

- Marketing material displayed at our site viewed by participants and spectators at the Energy Breakthrough event
- Acknowledgement of generous sponsorship in any official communications going home to families.
- Corporate logo/business name permanently displayed in at P – 4 and 5 – 8 Campus for a 12 month period.
- Acknowledgement and photo opportunity promoted through our Social Media sites (including Facebook, Twitter and school App).
- Corporate logo/business name on the Energy Breakthrough page of our school website
- A hotlink to your corporate website on the Energy Breakthrough page of our school website

**Silver Package - $1,000**

Benefits include:

- Marketing material displayed at our site viewed by participants and spectators at the Energy Breakthrough event
- Acknowledgement of generous sponsorship in any official communications going home to families
- A hotlink to your corporate website on the Energy Breakthrough page of our school website
- Acknowledgement and photo opportunity promoted through our Social Media sites (including Facebook, Twitter and school App)
The Benefits

Bronze Package - $500
Benefits include:

• Marketing material displayed at our site viewed by participants and spectators at the Energy Breakthrough event
• Acknowledgement and photo opportunity promoted through our Social Media sites (including Facebook, Twitter and school App).
• Corporate logo/business name on the Energy Breakthrough page of our school website.

Friend of the RACV Breakthrough $50 - $499
Name listed on the Energy Breakthrough page of our school website.

In-kind Sponsorship
Benefits for such donations will be discussed and agreed on mutually. Depending on what service / product provided they will receive similar to what is offered in our 4 packages.

Future Sponsorship
Initial offer to continue sponsorship for the 2016 program.
The Facts

**Audience reach at 2015 RACV Energy Breakthrough Challenge**

Total participants and attendees to RACV Energy Breakthrough 18,000

(6,000 participants and over 12,000 spectators)

Over 350 teams from 160 schools throughout Victoria

Extensive media coverage (metropolitan and regional) TV, radio and print.

**Target market**

Students, families and staff of the Yarrawonga College P-12 (Prep through to Year 12).

**Use of funds**

Funds will assist students and their families greatly with all associated costs to enter this event (upgrade of machines, accommodation, meals and uniforms). This event is predominantly run by the generous time of volunteers and parents of participants.
The Future

From previous experience this challenge offers students, teachers, parents, local industry and other groups the opportunity to work together in a team like environment. We will continue to embrace and encourage a team working environment and provide rich material for an integrated curriculum approach.

We will ensure that this program provides students with an exciting “hands on” learning experience throughout their school attendance as students’ transition from their learning in a Prep to Year 4, Year 5 – 8 and 9 – 12 Campus setting.