



# #ADSA\_ENLIGHTENED

A COMPETITION ON TIKTOK



AUSTRALASIAN DARK SKY ALLIANCE

[AUSTRALASIANDARKSKYALLIANCE.ORG](http://AUSTRALASIANDARKSKYALLIANCE.ORG)

0417 689 003



# ABOUT US

The Australasian Dark Sky Alliance (ADSA) is an independent, volunteer-led charity that aims to educate the public and policymakers about night sky conservation and promote environmentally responsible outdoor lighting.

Light pollution – defined as the inappropriate or excessive use of artificial light at night – is the fastest-growing pollutant in the world, with scientific research showing an average increase of more than 2% year-on-year.

However, the good news about light pollution is that unlike any other pollutant, the impacts of light pollution are easily dealt with.

*Light pollution is removed  
as quickly as flicking a switch.*



In 2020, ADSA ran a Guinness World Record Attempt whilst raising awareness on light pollution. With just 6 weeks' notice, ADSA organised an online training session with the aim of having the largest number of people over a 24-hour period participating in a sustainability lesson. The record was broken with 10,800 sign-ups from across 76 countries and 112 direct media contacts.

In 2023, our passionate team of ADSA's Youth Ambassadors will coordinate #ADSA\_enlightened. This will entail a series of educational events and a TikTok competition to engage and educate young people (18 – 25 years) on the topic of light pollution – all around the world!

# TIKTOK

## TO SAVE THE NIGHT

During National Science Week 2022, the ADSA Youth Ambassadors launched the official ADSA TikTok account. In just 3 months, there has been significant engagement, with one video garnering more than:

- 1.1m views
- 200k likes
- 808 comments
- 6,501 saves

Our Youth Ambassadors will create engaging and educational TikTok content on light pollution before launching a competition to be run in Dark Sky Week in April 2023.

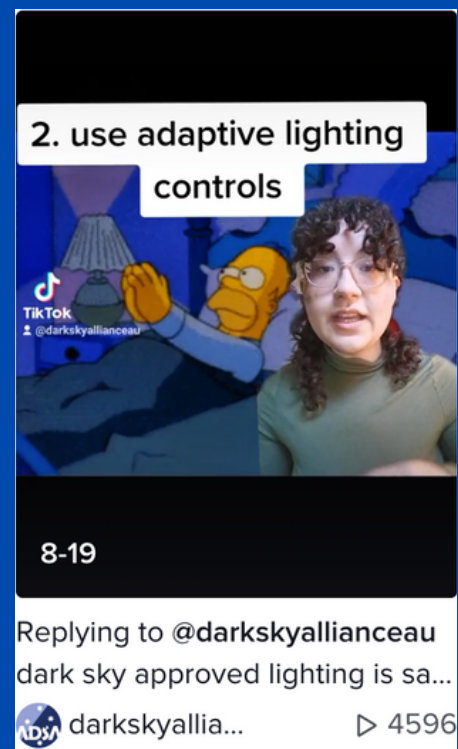
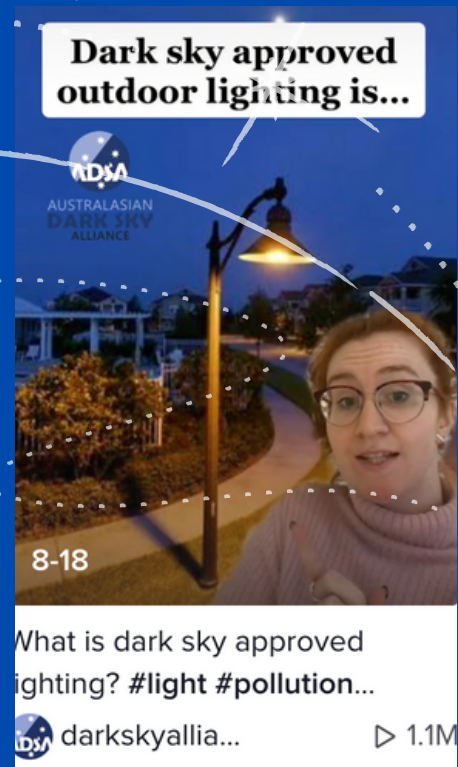
In order to win prizes, participants will create TikTok content that showcases examples of positive change, light pollution reduction or the issues associated with light pollution.

The competition will feature 3 Categories with prizes for:

- The most educational
- People's choice
- The Best Group submission

This competition will feature a:

- Launch – 16 March 2023 – (Melbourne)
- Winners Announced – 16 May 2023, on the International Day of Light. (Canberra)



# WHY SPONSOR?

## KEEP THE STARS IN THE SKY

Corporate partnerships are crucial in aiding our goals to preserve the night environment.

### Benefits of Sponsoring

- Be part of a global campaign for change
- Demonstrate your commitment to the natural environment, day and night.
- Align your company values and activity with your community and stakeholder investment.
- Expand your corporate social responsibility and reputation.
- Feel good knowing you are making a difference

We believe in working closely with environmentally conscious organisations to form partnership, funding, and sponsorship proposals that are mutually beneficial in stemming the fastest growing pollutant in the world. These sponsorship packages are indicative. If you are unable to financially support us, perhaps you can assist by volunteering staff to support the event, media coverage or additional prizes.

### Key Dates

Call for Sponsorships – 13 November 2022

Sponsorship Deadline Closes - 30 January 2023

Competition Launch – 16 March 2023

Competition Open – Dark Sky Week 22 April - 2023

Competition Closes – 27 April 2023

Winners Announced – 16 May 2023

# SPONSORSHIP PACKAGES

## MIDNIGHT- (Platinum) – 1 available

\$7,000

Featured in 1-2min TikTok by Kirsten Banks launching the event (364k followers)

Logo on TikTok in conjunction with ADSA logo

Featured on social media - LinkedIn, Facebook, Twitter

Display large logo on competition website and sponsorship page

5 tickets to attendance at prize or opening ceremony

2 min welcome speech at Winners Announcement event (16 May – Canberra)

1 position on the judging panel

## STARLIGHT (Gold) – 1 available

\$5,000

Featured on social media - LinkedIn, Facebook, Twitter

Display medium sized logo on website and in socials.

150-word article and image in \*ADSA newsletter

2 tickets to attendance at prize or opening ceremony

2 min welcome speech at Launch event (16 March – Melbourne)

1 position on the judging panel

## MOONLIGHT (Silver) – 4 available

\$1,500

Featured on social media - LinkedIn, Facebook, Twitter

Display medium logo on website and in socials.

## DUSK (Bronze) – 10 available

\$500

Featured on social media - LinkedIn, Facebook, Twitter,

Display small logo on official website and in socials.

Please contact Marnie at [info@ausdarksky.org](mailto:info@ausdarksky.org) or call 0417 689 003,

THANK YOU, AND WE LOOK FORWARD TO

WORKING WITH YOU.