

Valuing Darkness

Policy Symposium on Light Pollution Reduction



SPONSORSHIP PROSPECTUS

IALD
INTERNATIONAL ASSOCIATION
OF LIGHTING DESIGNERS



About the Symposium

Venue - Victoria University City Campus

Dates - 11 - 13 September

In September 2024 the Australasian Dark Sky Alliance (ADSA) in collaboration with the Network for Ecological Research on Artificial Light (NERAL), the Lighting Society (IES), and the International Association of Lighting Designers (IALD), is set to host a 3-day symposium with a primary focus on the impacts of light pollution. This face-to-face event will unite national experts, researchers, government, industry leaders, First Nations representatives and enthusiasts to address the urgent issue of light pollution. The event will aim to provide solutions tailored to the unique technical, marine and terrestrial environmental challenges faced in Australia.

The multidisciplinary collaboration and partnership of these hosts underscores the pivotal role of responsible lighting in minimising environmental impact, reflecting a commitment to enhancing environmental biodiversity and sustainability.

The key goal of this symposium is to drive outcomes and produce a blueprint for policymakers to reduce light pollution through commitment, the development of technologies, increased research, and public awareness-raising campaigns.

Program Outline

September 11: A full-day symposium featuring speakers discussing the global impact of light pollution on cultural connections, energy consumption, human health, marine and terrestrial wildlife, and astronomy.

Evening: A family-friendly event at the Royal Botanic Gardens, exploring cultural connections and the benefits of preserving our natural night environment. Guests can enjoy stargazing, spotlighting, talks and immerse themselves in the darkness.

September 12: Hosted by the Australasian Dark Sky Alliance, a round table discussion will convene government officials, industry leaders, urban planners, and businesses to develop policy and planning strategies for reducing light pollution. Additionally, a workshop on dark sky place creation and a wine, cheese, and constellations event are planned for this day.

September 13: Collaborative workshops led by NERAL will foster science-industry partnerships to advance technology and policy for mitigating light pollution impacts on marine and terrestrial wildlife (Pending).

By uniting Australian expertise and perspectives, the symposium aims to make a significant impact on the reduction of light pollution and foster a more sustainable coexistence between humans and Australia's unique natural night environment. Through this collaborative effort the symposium aims to leave a legacy that combats light pollution on a national scale.

Your Opportunity to Make a Difference

We invite your organisation to join us as a sponsor for this significant event. By becoming a sponsor, you will not only contribute to the success of the symposium but also showcase your organisation's unwavering commitment to environmental conservation, reducing energy consumption, the preservation of astronomy, and the betterment of communities globally. Your support will be instrumental in achieving the symposium's goals and ensuring its impact reaches far and wide.

What's in It for Your Organisation?

We invite you to be a part of this significant event by becoming a sponsor. Your support will not only contribute to the success of the symposium but will also showcase your commitment to environmental conservation, astronomy, and the quality of life for communities around the world.

As a sponsor your organisation will enjoy a range of benefits, including prominent visibility and recognition throughout the symposium, opportunities to engage with thought leaders and decision-makers in the field, but most importantly, the chance to demonstrate your commitment to responsible corporate citizenship. Your involvement will be prominently acknowledged, and you will have the chance to shape the dialogue around light pollution reduction.

In-Kind Support

Not able to contribute financially? Can you join us as an in-kind sponsor? By contributing in-kind support, you will receive prominent recognition throughout the symposium, with opportunities for branding, visibility, and networking.

Sponsorship Tiers

We offer five sponsorship tiers: Platinum, Gold, Silver, Bronze, and Networking and Public Outreach Event. Each tier includes unique benefits, enabling you to customise your level of participation and engagement with our symposium. We would be happy to consider further opportunities or discuss amending one of these existing packages.

Gold Sponsor - \$5,000

- Half Page Ad: In the event program.
- Logo on Event Website: With a link to your website.
- 5 Complimentary Symposium Registrations
- Recognition in Opening Remarks: By symposium organisers.
- Delegate registration list 60, 30 and 5 days prior to symposium

Silver Sponsor - \$3,5000

- Quarter Page Ad: In the event program.
- Logo on Event Materials: Including promotional emails.
- 4 Complimentary Symposium Registrations
- Delegate 30 and 5 days prior to symposium

Bronze Sponsor - \$2,000

- Listing in Event Program: Company name and logo.
- 2 Complimentary Symposium Registrations
- Delegate registration list 5 days prior to symposium

Networking and Public Outreach Event - \$5,000

- Naming Rights for the Networking and Public Outreach Event
- Opportunity to demonstrate products or materials
- Logo on Event Materials: Including promotional emails.
- 10 tickets for public event

Additional Sponsorship Opportunities

In addition to the tier-specific benefits, we offer the following opportunities at the event.

- **Wine and Cheese Networking – (2,500)** - Naming Rights to support package for 10 participants.
- **Early Career Supporter – (\$2500)** – Naming Rights to support package for 3 participants.
- **Lanyard or Badge Sponsorship (\$500)**: Your logo on all badges or lanyards.
- **Morning/Afternoon Tea Sponsorship (\$500)**: Sponsor a break during the event (4 available)
- **Advertisement Packages (\$500)**: Customised promotional materials.
- **Dark Sky Creation Workshops (\$5,000)**: Host a 1.5-hour workshop or session.
- **Supporting Materials (\$500)**: Branded notepads, pens, or water bottles

Take Action

Don't miss this opportunity to align your group with a cause that impacts not only the environment but also the quality of life for communities worldwide. Act now to secure your sponsorship and be a catalyst for positive change.

For more information on sponsorship packages and benefits, please contact Marnie Ogg, on the details below.

Thank you for considering this opportunity to be part of the "Valuing Darkness" We very much look forward to the possibility of working together to make a lasting impact in the realm of light pollution reduction.

Sincerely,

Marnie Ogg

Outreach Director
Australasian Dark Sky Alliance
info@ausdarksky.org
0417 689 003