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I always wondered why  
somebody didn't do something.

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Then I realised...



**LEAD WELL.**



halogen  
foundation

THE NATIONAL  
**YOUNG LEADERS DAY**

KEYNOTE SPEAKERS. LEADERSHIP INSIGHTS. INSPIRATION.

[WWW.HALOGENFOUNDATION.ORG](http://WWW.HALOGENFOUNDATION.ORG)

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# CONNECT WITH STUDENTS AND TEACHERS FROM SCHOOLS AT AUSTRALIA'S LARGEST LEADERSHIP EVENT FOR YOUNG PEOPLE!

## EVENT SUMMARY

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- An event series run by the Halogen Foundation whose mission is to inspire young people to lead themselves and others well.
- The largest event of its kind in Australia gathering over 20,000 young leaders annually in Sydney, Brisbane, Melbourne, Adelaide and Perth.
- Endorsed by Australia's top leaders including the Governor General and all State Premiers.
- A day of keynote speakers and leadership insights from current and high profile leaders in a variety of fields designed to empower young people to shine bright on behalf of those they lead now and in the future.

## OUR BEGINNINGS

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The Halogen Foundation is a not-for-profit organisation that began by hosting youth development programs that supported the PDHPE syllabus in individual schools around NSW in the 1990's. It was during this period, they noticed a deepening need for support of learning in the area of peer influence and leadership.

## OUR GROWTH

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The Halogen Foundation ran the first Young Leaders Day in Sydney in 1997. Today, these events are remembered as a significant milestone in the lives of over 300,000 people who have since attended them around Australia. Halogen events and resources are also available in New Zealand and Singapore.

## OUR TEAM

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The Halogen Foundation is young, vibrant and innovative. In addition to a small team of full-time employees and professional consultants, Halogen has a network of volunteers who give their time freely to help out at events and special projects.





## OUR AUDIENCE

- Over 14,000 upper primary aged students and 6,000 upper secondary students at the respective events held once a year.
- Principals, teachers and parents are also in attendance on event day. Over 3,000 for primary events and 6,000 for secondary, nationwide.
- Schools, local councils and parents send young people who hold a leadership position or have potential to be a leader amongst their peers and wider community.
- A closely proportional mix of Government, Catholic and Independent schools attend from metro and regional areas.

## OBJECTIVES

### INSPIRE

By being exposed to the stories of extraordinary leaders from an array of different fields, students are challenged to consider the size and shape of their own impact on the world and are inspired to start making an immediate positive difference in their own school and community.

### EMPOWER

Students are encouraged to seek opportunities to develop their skills and potential according to their personal strengths and passion.

## EVENT PROGRAM



Boasts a line up of keynote speakers from a broad range of areas including business, sport, politics, community service, media, science and the arts.



Since its beginnings, extraordinary speakers have taken to the Halogen Foundation platform including some of the most influential leaders in Australia.



Utilises interactive activities and multimedia presentations to create a day that is both inspirational and practical.



### EDUCATE

The event program provides opportunities to educate on the mechanics of leadership and influence by providing “light bulb moments” for students who are in the process of deciphering their own concept of self. The Halogen Foundation promotes a model of leadership that emphasises achieving goals on behalf of others as well as those of the individual.

### CONNECT

Students will have the opportunity to meet other young leaders from all over their state in an interactive environment that encourages the development of supportive relationships and networks.

# UPCOMING EVENT DATES AND ATTENDANCE FIGURES

(APPROXIMATES BASED ON LAST ROUND)

## SECONDARY

BRISBANE



08 NOV 2013



1000

MELBOURNE



25 NOV 2013



1000

SYDNEY



29 NOV 2013



2800

PERTH



24 MAR 2014



600

ADELAIDE



27 MAR 2014



500

## PRIMARY

MELBOURNE



24 FEB 2014



3700

BRISBANE



03 MAR 2014



2600

PERTH



21 MAR 2014



1700

ADELAIDE



26 MAR 2014



1000

SYDNEY



31 MAR 2014



6500

## HOW WILL YOU BENEFIT FROM BEING INVOLVED?

- Create meaningful connections and long lasting impressions in a warm and friendly atmosphere whereby the audience is inspired, energised, reflective and open to hearing about options, opportunities and products that may be of benefit to them now or in the future.
- Align your brand with a not-for-profit organisation that is solely focused on empowering young people to be leaders and reach their full potential.
- Connect with a pool of bright and talented young leaders, teachers and principals either on a state-by-state or national level.
- Choose from a menu of options that are affordable and effective.
- Have the opportunity to positively influence the next generation of young leaders.
- Potential to enhance and grow your reach with young people at the largest and longest running school leadership event in Australia!

SEE SOME OF THE OPTIONS THAT ARE  
AVAILABLE TO YOU ON THE NEXT PAGE





# SPONSORSHIP OPPORTUNITIES

## EXHIBIT

Engage face-to-face with the audience on event day and have the opportunity to create an immediate impact!

## ADVERTISE

Ensure your brand and key message is viewed by thousands of students and parents or teachers and principals Australia-wide!

## TEACHERS MORNING TEA

Be an exclusive sponsor of the Teachers Morning Tea and network solely with teachers and principals in 1 x 40 minute break plus receive the added bonus of an MC mention and Logo/Info slide during an in-program announcement!

## FEATURE A 30-SEC VIDEO or LOGO/INFO SLIDE

Play a video or slide on screen in the main auditorium to a captive audience!

## STAGE BANNERS

Have your stage banners physically visible to the entire audience for the event duration and ensure your brand is remembered in the minds of all who attend!

## SPONSOR-A-SCHOOL

Give one or more schools the chance to attend by funding their student tickets. A great way to build new and existing relationships!

## SPONSOR-A-SPEAKER

Provide funding to help the Halogen Foundation secure a particular speaker!

## THE 10,000 IDEAS INITIATIVE

Align your brand with an initiative that captures and develops young people's ideas for positive change through video and leadership development opportunities such as camps and projects!

## ONLINE

Get your brand and key messages out there with the help of some of our online options such as EDMs and website!

## PRODUCT GIVEAWAYS, IN-KIND OR CASH SPONSORSHIP

Put your product/brand at the forefront and add to the event experience for all attendees on event day!



## WHAT ARE OTHERS SAYING?

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*“It is definitely a worthwhile event to attend from an exhibitor point of view. I found the staff helpful and friendly and the students attending the event were enthusiastic and keen to find out information and the venue was perfect. The whole concept of the day was positive and something we were extremely pleased to be involved in.”*



**Curtin University**  
Western Australia

*“Great opportunity to interact with inspirational young students who have leadership qualities.”*



**Defence Force Recruiting**  
South Australia

*“A great national series of events to be involved with and very worthwhile. We had wonderful feedback and interest in all states we attended and we were able to get our information and message out to a lot of new passionate people which was great.”*



**Event & Volunteer Coordinator**  
Beyond Blue

*“A really effective opportunity to speak directly to young people about the program we have to offer, directly receive their feedback and open up a valuable two way discussion.”*



**Partnerships Manager**  
Outward Bound, VIC

*“The Halogen Foundation’s National Young Leaders Day Expo was well-organised, well-staffed and well-attended. It was a great opportunity for us to attract future leaders and influencers to our college, and the quality of the enquiries we received on the day was a good indication that Halogen is doing something right!”*



**Marketing Manager**  
Wesley College, NSW

*“Halogen was an impressive event. It is a fantastic opportunity to grab the attention of students keen to find out about anything they can get their hands on that is relevant to them.”*



**Youth Development Manager**  
YMCA, SA

## CONTACT US

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For more information, pricing and to discuss which options might be suitable for you, please contact:

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