ASCC
2026

AUSTRALIAN SCHOOLS CYBER CHALLENGE

SPONSORSHIP PACKAGES

Inspire. Empower. Secure the Future.

The Australian Schools Cyber Challenge (**ASCC**) is a national initiative designed to introduce students to cyber security skills, careers, and pathways, while helping schools deliver engaging, curriculum-aligned STEM education.

ASCC aims to equip thousands of students across Australia with foundational cyber skills—fostering the next generation of cyber professionals and increasing Australia's future workforce capability.

We are seeking strategic sponsorship partners to support the growth of the ASCC, ensuring it reaches more schools, engages more diverse communities, and delivers measurable outcomes for sponsors and the Australian cyber security ecosystem.

Why Sponsor the ASCC?

Talent Pipeline Development:

- Engage early with future cyber security talent
- Position your organisation as an employer of choice in a skills-shortage industry
- Play a crucial role facilitating career pathways and educating and nurturing the next generation of cyber security experts

Brand Visibility:

- Direct access to leading Australian schools and hundreds of parents and students nationwide
- Recognition in national press releases and partner announcements
- Align your brand with cutting-edge technology and skills progression

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Our Impact

Since its inception in 2024, the ASCC has been empowering students, and strengthening Australia's future cyber workforce. To date:

- 6,000+ students engaged nationally
- 400+ teams participated
- 250+ schools involved
- 38% female participation, closing gender gaps in technology pathways
- Participation of Indigenous teams ensuring opportunities for underrepresented communities
- Positive teacher outcomes: 90% of participating teachers report increased confidence delivering Digital Technologies and cyber security content
- Strong talent pipeline impact: Many former ASCC participants have transitioned into tertiary cyber programs and early career pathways

Hear From Our Participants

"This competition has been amazing for our daughter Eden. She's been considering her options, but was not really sure about what career to pursue when she finishes year 12 this year. But being involved with this competition, and seeing how it made cyber security fun and enjoyable, she realised that this is a career opportunity."

Parent of a 2024 Finalist

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Sponsorship Packages

	Bronze $5,000	Silver $10,000	Gold $20,000	Platinum $50,000 (1 Only)
Branding & Visibility				
Logo included in "thank you" slides at finals event	✓	✓	✓	✓
logo on event micro site	✓	✓	✓	✓
Inclusion in ASCC annual post-event Impact Report (with sponsor highlights)	✓	✓	✓	✓
Prominent logo placement across all materials, website, LMS, student/teacher portals		✓	✓	✓
Logo on finals collateral, livestream, and media walls		✓	✓	✓
Logo on challenge leaderboard page			✓	✓
Acknowledgement of support in media releases and event communications			✓	✓
Logo placement within challenge platform for duration of the challenge				✓
1x challenge round themed around sponsor's industry/business vertical				✓
Digital & Media Exposure				
Sponsorship promoted across social media pages	✓	✓	✓	✓
2x–5x dedicated social media posts (tiered by package)	2	3	4	5
Co-branded case study or blog on ASCC website (Content to be provided by client and approved by CyberPathways.)	1	2	3	4
Provide content for email campaigns going to participating schools throughout challenge duration		✓	✓	✓
10min live stream presentation/interview during finals		✓	✓	✓

Join Us in Building Australia's Cyber Future

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Sponsorship Packages Continued

	Bronze $5,000	Silver $10,000	Gold $20,000	Platinum $50,000 (1 Only)
Event Presence & Engagement				
Display table + pull-up banner at finals showcase	✓	✓	✓	✓
Provide branded merchandise, gift bags, or prizes for students	✓	✓	✓	✓
Presentation slot at finals event		✓	✓	✓
Priority booth/branding at finals venue			✓	✓
Opportunity to participate in a Cyber Workshop at finals event (Teacher PD + Parent info sessions)			✓	✓
Opportunity to present special awards (e.g., Cyber Diversity Award, Innovation Award)			✓	✓
1x team member to join and co-host the finals live stream (schedule and format TBC)				✓
Talent Pipeline & Career Engagement				
Opportunity to promote internship programs, cadetships, and job openings	✓	✓	✓	✓
Virtual office tour for finalists (behind-the-scenes with sponsor's cyber/security team)		✓	✓	✓
Priority access to student talent for internships and graduate programs			✓	✓

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Teacher & Community Engagement				
Sponsor-branded Teacher Toolkit (lesson resources)	✓	✓	✓	✓
Opportunity to co-host community outreach webinar for parents on cyber careers & safety		✓	✓	✓
Exclusive Sponsorship Opportunities (not included in standard sponsorship options)				
Naming rights: "ASCC powered by [Sponsor]" (Open for Negotiation)	open for negotiation			✓
Hardware Badge Sponsor (silver sponsorship deliverables + hardware badge exclusivity)	open for negotiation	open for negotiation	open for negotiation	
Finals Broadcast Partner (silver sponsorship deliverables + exclusive broadcast partner for finals event)	open for negotiation	open for negotiation	open for negotiation	
Student Cyber Boot Camps - stand alone (Note: 1 x boot camp is included in Platinum sponsorship)	open for negotiation	open for negotiation	open for negotiation	x 1

All prices listed exclude GST.

By sponsoring the ASCC, your organisation directly contributes to solving the cyber security skills shortage while strengthening Australia's digital resilience.

Ross Medina - **Program Manager**

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