



The opportunity

ABRI is seeking expressions of interest for sponsorship from industry and government to create a "Powerful Life of Batteries" animated video. The video will be produced by a professional communications team with experience in creating animated videos. ABRI has created an initial concept storyboard (attached) which will be used as a foundation by the communications team.

Target Audience

General public, schools and interested parties.

Video objectives

The objectives of the video are to increase awareness of:

- the value of recycling batteries
- buying batteries manufactured by responsible brands
- recycling options
- educate the consumers about battery safety
- raise the profile of battery recycling options
- provide a resource which can assist schools and education programs to improve awareness of battery stewardship and end of life management

Distribution

The video will be distributed to a broad audience for example:

- made available for download on ABRI's website and ABRI members website
- made available for download on sponsor websites
- will be promoted widely through social media and industry news
- promoted directly to target segments including
 - educational associations, e.g. Aust. Teacher Education Ass, Home Education Ass., Aust. Ass for Environmental Education, International Environmental Communication Ass
 - environmental advocacy groups e.g. PlanetArk, Renew, Smart Energy Council, CEC.
 - local governments and associations
- included in presentations at conferences in Australian and possibly internationally

Benefits to sponsors

ABRI is interested to hear about how sponsors would like to benefit from the video. At this stage we believe it may depend on the level of sponsorship provided and the desires of sponsors. Recognition of support from major sponsors may come from:

Level	Indicative sponsorship	Benefits
Platinum	\$20,000	<ul style="list-style-type: none"> ▪ Inclusion of logo/branding in battery animations ▪ Ability to influence the storyline (consistent with ABRI's values) ▪ Plus all gold sponsorship benefits
Gold	\$12,000	<ul style="list-style-type: none"> ▪ Inclusion of logo in the opening credits ▪ Inclusion of logo as footer text at various stages of the video ▪ Inclusion of logo in the closing credits ▪ Promotion of sponsors with social media postings of the video ▪ Ability to distribute the video to their own audience ▪ Inclusion of logo on supporting materials
Silver	\$5,000	<ul style="list-style-type: none"> ▪ Inclusion of logo in the closing credits social media ▪ Ability to distribute the video to their own audience ▪ Inclusion of logo on supporting materials
Bronze	\$1,500	<ul style="list-style-type: none"> ▪ Inclusion of organisation name in the closing credits social media ▪ Ability to distribute the video to their own audience

Expression of Interest

Please provide an expression of interest noting your preferred contribution and your preferences for promotional opportunities. Ideally we would like to secure 6 significant sponsors.

Once we have received Expressions of Interest, we will either proceed immediately to the design phase or if we received insufficient contributions to cover costs, we will reach out to interested parties to secure adequate financing. Email your EOI by May 26th or call the secretariat if you have questions:

Email: secretariat@batteryrecycling.org.au
 Ph: 0467 515 260