

careers

XPO

SPONSOR PACKAGES

**CREATE A CONNECTION
& MAKE A DIFFERENCE**

BECOME A SPONSOR

*Showcase your organisation to
Canberra and Southern NSW students*

7 – 8 AUGUST 2024
Exhibition Park in Canberra

Presented in association with the
Rotary Club of Aurora Gungahlin



Supported by



ABOUT THE CANBERRA CAREERSXPO

The 2024 Canberra CareersXpo is presented in association with the **Rotary Club of Aurora Gungahlin** and incorporates multiple programs in one:

- **CareersXpo**
- ***real skills for real careers***
- **Indigenous Employment Exhibition**
- **The STEM Cell**
- **Sustainability & Environment**
- **Innovation & Technology**

The program also includes a Parent and Student Information Session for parents, high school and tertiary students, postgraduates and career changers (anyone who is currently a student or considering a career change) between 4.00pm and 7.00pm on Wednesday evening.

The 2024 Canberra CareersXpo will provide exhibitors with a target audience of upwards of 9,000 students and adults from the ACT and surrounding NSW looking for current information on future employment and careers options through apprenticeships, study pathways and employment.

Exhibitors come from a broad cross section of providers including Universities, Federal and State Government institutions (local and interstate), Registered Training Organisations (RTO's), volunteering opportunities, employer organisations, private colleges, apprenticeship centres and numerous individual businesses.

We recognise the rapidly changing nature of the jobs market and incorporate future innovations in the industrial and professional worlds of employment. These emerging career opportunities will be a feature of the 2024 Canberra CareersXpo.





SPONSORSHIP PACKAGES

KEY SPONSOR BENEFITS

Logo and/or Profile Visibility

Branding and logo recognition as 'Strategic', 'Major' or 'Supporting' sponsor in promotional materials, CareersXpo web site, Student Handbook, Student Program and exposure in the "Sponsor" section located in the CareersXpo Newsletter as well as at the event.

Media Exposure

The Canberra CareersXpo receives media exposure through social media, advertising in School Newsletters, periodic CareersXpo Newsletters, and the City News CareersXpo Supplement, which is published prior to the event.

Positive Brand Association

Through your support of the Canberra CareersXpo your organisation gets online exposure to students. As well, your organisation will be associated with an event that showcases information on future career opportunities for students, in the ACT and surrounding region in NSW, by providing current career and study pathway information and options.

SPONSORSHIP OPPORTUNITIES

In addition to the four specific Sponsorship packages on offer for the 2024 Canberra CareersXpo a range of Sponsorship opportunities is also available that can be tailored for exhibitors who are looking to extend their participation in the event, or for other organisations who simply want to receive branding exposure.

These include:

- School Transport Sponsorship
- Seminar Room(s) Sponsorship
- Exhibitor Lounge Sponsorship
- Advertising & Media Partner Sponsorship

The Canberra CareersXpo recognises that one size does not necessarily fit all when it comes to sponsorship investment. We can also tailor a sponsorship package to suit your organisation's requirements.



SPONSORSHIP PACKAGES AVAILABLE

**STRATEGIC
PARTNER**
\$12,000 (+ GST)

**MAJOR
PARTNER**
\$6,000 (+ GST)

**SUPPORTING
PARTNER**
\$3,000 (+ GST)

**EVENT
PARTNER**
NEGOTIABLE

Supporting Partner Sponsorship packages includes:

One Standard Booth including accessories or equivalent credit on your exhibition space.

Priority listing of your Logo in the CareersXpo Virtual Expo Hall (4th level) as a Supporting Partner.

Your organisation Logo on the CareersXpo web site Home page Sponsor bar and in the CareersXpo Newsletters (4th level) as a Supporting Partner.

Acknowledgement in all advertising, promotional materials, media statements, the event program, the booth and floorplan stands located at the entrance to each Exhibition area (4th level) as a Supporting Partner.

Logo listed in the City News Canberra CareersXpo Supplement as well as inclusion in advertisement acknowledging sponsors (4th level) as a Supporting Partner.

Priority listing of your Logo in Student Handbook and Student Program (4th level), distributed to all students (in excess of 8,000 in both the ACT and NSW) and schools registered to attend, as a Supporting Partner with Hyperlink (soft copy only) to page of choice.

Opportunity to present a Seminar at the CareersXpo Wednesday evening program.

Free outdoor exhibit in front of either the Budawang or Coorong buildings.

Additional Benefits of upgrading to **Major Partner Sponsorship:**

One Deluxe booth including accessories or equivalent credit on your exhibition space.

Priority preference (following Strategic Partner choice) to book for the 2024 CareersXpo.

All the benefits of being a Supporting Partner Sponsor. Benefits 2 – 6 from Supporting Partner upgraded to 2nd level as a Major Partner.

Logo included in signature block for all email to teachers by CareersXpo when organising student engagement and travel to the CareersXpo as a Major Partner.

Permission to acknowledge your Organisation as a sponsor of the Canberra CareersXpo in your advertising, web site and social media as a Major Partner.

Listing of your Logo on the rear page of the Student Handbook and Student Program, distributed to all students and schools registered to attend, as a Major Partner with Hyperlink (soft copy only) to page of choice.

Half page advertorial in the Student Handbook and Student Program.

Recognition at Official launch.

Opportunity to present a Seminar at the CareersXpo at a time of your own choosing in the Wednesday evening program.

Free multiple outdoor exhibits in front of either the Budawang or Coorong buildings.

Additional Benefits of upgrading to **Strategic Partner Sponsorship**:

Two Deluxe booth including accessories or equivalent credit on your exhibition space.

All the benefits of being a Major Partner Sponsor. Benefits 2 – 5 from Major Partner upgraded to #1 listing as a Strategic Partner.

Top listing of your Logo on the front and rear page of the Student Handbook and Student Program, distributed to all students and schools registered to attend, as a Major Partner with Hyperlink (soft copy only) to page of choice.

Link to your Organisation's News, information on Enrolment, Open Days through our web site.

Inclusion as a Strategic Partner in all Social Media posts throughout the year.

Full page advertorial in the Student Handbook and Student Program.

Recognition at Official launch and any media interviews related to event.

Naming rights and position on Judging Panel for "Schools Careers Program Scholarship".

Opportunity to present multiple Seminars at the CareersXpo. Optional Videoing of Seminar. Link to Video from CareersXpo web site and CareersXpo Virtual Expo Hall.

Free unlimited outdoor exhibits in front of either the Budawang or Coorong buildings.

CareersXpo **Event or Exhibition Partner** Sponsorship Packages Includes:

Packages range between \$4,000 - \$10,000 (+GST).

All the benefits of being a Supporting Partner Sponsor. Benefits 2 – 6 from Supporting Partner upgraded to 3rd level as an Event or Exhibition Partner.

Naming rights to Event or Exhibition (based on availability at time of sponsorship confirmed).

Permission to acknowledge your Organisation as a sponsor of the Canberra CareersXpo in your advertising, web site and social media as an Event or Exhibition Partner.

Listing of your Logo on the rear page of the Student Handbook and Student Program, distributed to all students and schools registered to attend, as an Event or Exhibition Partner with Hyperlink (soft copy only) to page of choice.

SPONSORSHIP PLEDGE

[Click here to complete the Sponsorship Pledge](#)

Once the sponsorship pledge is received a representative from the Canberra CareersXpo will be in contact with your nominated contact person to discuss the sponsorship arrangements.

Please note that the information provided will be used to generate an invoice for payment.



KEY DATES

Although you can continue to sign up to a Sponsorship package as late as **12 June 2024**, to guarantee your priority allocation of booth(s), we have instituted the following key dates.

Completed Sponsorship pledges
are due by

Friday, 15 March 2024

Organisation HD PDF or GIF logos
to be provided no later than

Friday, 29 March 2024

For more information regarding the
Sponsorship packages please contact our office on:

1800 879 160

or email:

bookings@careersxpo.com.au