

# BRETT CARTER

## E V E N T S

## 2022 Apprenticeship / Traineeship and Jobs Expos

### Sponsorship Proposal

**Northern Sydney** – Tuesday 9 August – 3pm to 8pm – The Concourse, Chatswood  
**Central Coast** – Tuesday 16 August – 3pm to 8pm – Mingara Recreation Club, Tumbi Umbi  
**Illawarra** – Tuesday 23 August – 3pm to 8pm – TBA  
**South Western Sydney/Macarthur** – Tuesday 30 August – 3pm to 8pm – Liverpool Catholic Club, Prestons  
**Western Sydney** – Tuesday 6 September – 3pm to 8pm – Penrith Valley Regional Sports Centre, Cambridge Park

#### About the events

Our annual Apprenticeship / Traineeship and Jobs Expos attract over 16000 visitors combined yearly and are widely accepted as the premier expos of their kind in NSW.

The timing of the expos is a hit with families allowing parents to attend with their children and have those all-important career chats with industry experts.

The expos kick off the recruitment process. Exhibitors get the chance to collect resumes and promote their organisation for upcoming recruitment drives.

Careers Advisers are on hand to meet career seekers and parents to discuss career options.

We have come a long way since the beginning however to keep events of this magnitude going, we still need your support.

Click [here](#) to view highlights of the Western Sydney Apprenticeship / Traineeship and Jobs Expo.

#### Exciting news!

With the infrastructure boom we are experiencing, the future need for apprentices, trainees and skilled workers has never before been in such high demand.

Following on from the success year after year of our Apprenticeship / Traineeship and Jobs Expos, the time has come to take the model to other parts of our great state and provide our career/job seekers, business and industry, education providers and employers with the opportunities to all come together under the one roof and begin the journey of making the plans for our states growth a reality.

We are excited to announce that this year we have added the Illawarra Region to our Expos.

**Testimonials:**

'The Western Sydney Apprenticeship & Traineeship Expo has always been a popular event and I am sure this year's expo will be no exception. The expo will provide a perfect opportunity for exhibitors to showcase their apprenticeship and traineeship programs to school leavers and job seekers. Events such as this encourage and help young people gain the qualifications they need to secure a job.'

*The Hon. Stuart Ayres MP Member for Penrith, Minister for Jobs, Investment, Tourism and Western Sydney*

'Thanks for organising such fantastic events. You do a terrific job and event management is not easy in any regard. I have a huge respect for what you do. Thank you for being so flexible and always working with me through all our requests, look forward to seeing you soon at the next event.'

*Brent O'Connor, Apprenticeships Are Us*

'Thank you so much we have a great time at the expo, you and your staff are very helpful. Most definitely will be back next year.'

*Betty Hui, Zinfra*

'Hi Brett, was the best attended expo I have been part of. I was smashed on the night with enquiring minds. Don't think I had a break in people wanting to chat until after 7. Thank you.'

*Beryl Ross, Department of Education*

'Thanks for a great series. Looking forward to participating again in 2020.'

*Nicholas Marterns, TAFE NSW*

'Thank you for the opportunity. It was a great event.'

*Narrele Hunt, Bunnings*

'Congratulations on another hugely successful expo. My guys tell me they were busy the whole time and came away with a list of candidate names that we will now follow up with.'

*Adam Farmer, Employment Services Manager, My Gateway*

Always lovely attending your expo's Brett – keep up the great work!

*Jessica Costa, Achieve Australia*

Thanks for the opportunity to participate in the Liverpool expo. We look forward to attending others.

*Lynda Campbell, Macarthur Community College*

'Thanks for hosting another great expo.'

*Adrian Weir, Director, Milnsbridge*

'Thank you so much for an awesome expo! Had great feedback from the teams.'

*Clare Schipper, Defence Force Recruiting*

'The Expo was a resounding success. Well run, well publicised and we spoke to some excellent candidates that we hope to help gain apprenticeships and traineeships from our next intake. Thanks again to you and your team for a well-organised event!'

*Chad Smith, 1300apprentice*

'Thanks for having WPC Group at the Western Sydney Apprenticeship & Traineeship expo on Tuesday night – it was a fantastic expo as usual!'

*Nicole Lean, WPC Group*

'The event was well received by everyone that we saw (3 deep) at some stages and I have no doubt from the comments that we received that the students considered this to be a fantastic opportunity. We look forward to our ongoing participation with this fabulous event next year. Many thanks.'

*Urano Angeli, State Training Services*

'Congratulations on another successful event. It provides the students with another option besides University. Attendance numbers appeared high and it is great to see lots of interest in Vocational Education. I look forward to attending next year.'

*Svetlana Kuzmar, Careers Advisor, Australian Careers Business College*

'Lots of information great help' 'Great way to find an apprenticeship' 'Nothing to fault, very well run from front door to exhibitors' 'Parents and I found it very informative and helpful in my career direction'

*Various attendees*

#### **Why become a sponsor?**

- Puts your organisation in the spotlight and provides an excellent opportunity for you to promote your products and services to your target market of thousands of school leavers and parents
- Increase your brands reach through pre-event promotion
- Raise brand awareness and create preference
- Create positive PR and raise awareness of your organisation as a whole
- Aligning your organisation with this event demonstrates your commitment to the career choices of young people
- Provides you with an opportunity to consolidate corporate relationships and expose your staff to their key markets
- Your representatives can mix informally with professionals
- Your organisation's involvement, commitment and support will be acknowledged as outlined in this proposal

Our sponsorship opportunities offer some of the best possible formal and informal ways to market your organisation and provide you with the platform to communicate, promote and advertise your product and services to a large target audience. It also delivers a clear message to the community

that your organisation has a genuine commitment to our young people and a future highly skilled workforce.

We warmly invite you to participate as a sponsor of the 2022 Apprenticeship / Traineeship and Jobs Expos.

### Sponsorship Packages

*\*Early confirmation of your sponsorship will ensure a higher level of exposure from our marketing campaigns\**

To take up the offer of Sponsorship, please complete your details and choose your package [here](#)

<b>Gold Sponsor</b>	<b>Silver Sponsor</b>	<b>Bronze Sponsor</b>
The ability to negotiate separate conditions that are aligned specifically to your organisation	x	x
Vehicle access for branding presence *pending venue approval*	x	x
Ability to provide event bags to be handed out to attendees at the main venue entrance. Organisation to provide staffing	x	X
Opportunity to put your name alongside the only Apprenticeship / Traineeship and Jobs Expos in NSW	Opportunity to put your name alongside the only Apprenticeship / Traineeship and Jobs Expos in NSW	Opportunity to put your name alongside the only Apprenticeship / Traineeship and Jobs Expos in NSW
First choice of location and largest size of exhibition stand and floor space	Second choice of location and size of exhibition stand	Third choice of location and size of exhibition stand
Organisation branding as Gold Sponsor on all marketing and promotional materials to the target audience and potential exhibitors and more broadly the audience of media releases to business, local and metropolitan media	Organisation branding as Silver Sponsor on all marketing and promotional materials to the target audience and potential exhibitors and more broadly the audience of media releases to business, local and metropolitan media	Organisation branding as Bronze Sponsor on all marketing and promotional materials to the target audience and potential exhibitors and more broadly the audience of media releases to business, local and metropolitan media
Your brand will have maximised exposure through: <ul style="list-style-type: none"> <li>. Promotion through appropriate online, print media, email communications, and other areas as negotiated</li> <li>. Promotion to all High Schools via email and printed flyer</li> </ul>	Your brand will have maximised exposure through: <ul style="list-style-type: none"> <li>. Promotion through appropriate online, print media and email communications</li> <li>. Promotion to all High Schools via email and printed flyer</li> </ul>	Your brand will have maximised exposure through: <ul style="list-style-type: none"> <li>. Promotion through appropriate online, print media and email communications</li> <li>. Promotion to all High Schools via email and printed flyer</li> </ul>

<p>mail outs for in-house promotion via school, website, social media and newsletter</p> <p>. Promotion to business groups, youth inter-agencies, indigenous groups and many more</p>	<p>mail outs for in-house promotion via school, website, social media and newsletter</p> <p>. Promotion to business groups, youth inter-agencies, indigenous groups and many more</p>	<p>mail outs for in-house promotion via school, website, social media and newsletter</p> <p>. Promotion to business groups, youth inter-agencies, indigenous groups and many more</p>
<p>Recognition of Gold Sponsor on <a href="http://brettcarterevents.com.au">brettcarterevents.com.au</a> and <a href="http://apprenticeshipandtraineeshipexpos.com.au">apprenticeshipandtraineeshipexpos.com.au</a> with a link to your website</p>	<p>Recognition of Silver Sponsor on <a href="http://brettcarterevents.com.au">brettcarterevents.com.au</a> and <a href="http://apprenticeshipandtraineeshipexpos.com.au">apprenticeshipandtraineeshipexpos.com.au</a> with a link to your website</p>	<p>Recognition of Bronze Sponsor on <a href="http://brettcarterevents.com.au">brettcarterevents.com.au</a> and <a href="http://apprenticeshipandtraineeshipexpos.com.au">apprenticeshipandtraineeshipexpos.com.au</a> with a link to your website</p>
<p>Organisation name and logo featured in multimedia presentation throughout the event</p>	<p>Organisation name and logo featured in multimedia presentation throughout the event</p>	<p>Organisation name and logo featured in multimedia presentation throughout the event</p>
<p>Verbal acknowledgement as a Gold Sponsor at the expos by the MC throughout the event</p>	<p>Verbal acknowledgement as a Silver Sponsor at the expos by the MC throughout the event</p>	<p>Verbal acknowledgement as a Bronze Sponsor at the expos by the MC throughout the event</p>
<p>Signage at event stating your organisation is a Gold Sponsor</p>	<p>Signage at event stating your organisation is a Silver Sponsor</p>	<p>Signage at event stating your organisation is a Bronze Sponsor</p>
<p><b>\$12,000 + GST</b> <b>(includes sponsorship and exhibitor stand at all events)</b></p>	<p><b>\$7,000 + GST</b> <b>(includes sponsorship and exhibitor stand at all events)</b></p>	<p><b>\$5000 + GST</b> <b>(includes sponsorship and exhibitor stand at all events)</b></p>

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