

careers

XPO

SPONSORSHIP PROSPECTUS

**MAKE A CONNECTION &
CREATE A DIFFERENCE**

BECOME A SPONSOR

*Showcase your organisation to
Canberra and Southern NSW students*

13 - 14 AUGUST 2025
Exhibition Park in Canberra

BRETT CARTER
EVENTS

Rotary
Club of
Aurora Gungahlin



Supported by



ABOUT THE EVENT

OVER 8000 STUDENTS FROM THE ACT AND REGIONAL NSW

The 2025 Canberra CareersXpo is presented in association with the **Rotary Club of Aurora Gungahlin** and incorporates multiple exhibitions in the one space:

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

The 2025 Canberra CareersXpo, which is the premier Careers event in the region, will provide exhibitors with a target audience of upwards of 8,000 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. Our very successful 2024 event attracted similar student and parent numbers along with 120 exhibitors.

The event offers students the opportunity to explore and speak with industry experts and professionals from Universities, Registered Training Organisations, Apprenticeship Centres, Group Training Organisations, Professional Associations, Federal and State Government institutions (local and interstate), Career Practitioners, Employers and Volunteering opportunities about further education and/or career options available to them.





KEY SPONSOR BENEFITS

Logo and/or Profile Visibility

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

Aligning your organisation with this event demonstrates your commitment to the training and career choices of young people in the ACT and surrounding NSW region.

Media Exposure

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

Positive Brand Association

Increase your brand's reach through pre-event promotion.

Raise brand awareness and create preference.

Create positive PR and raise awareness of your organisation.

Through your support of the Canberra CareersXpo your organisation gets online exposure to students and your organisation will be associated with an event that provides the opportunity for students to seek that all important career and further education advice to enable them to make informed choices.

SPONSORSHIP OPPORTUNITIES

In addition to the specific Sponsorship packages on offer for the 2025 Canberra CareersXpo 'Affiliated Sponsorship' opportunities are also available that can be tailored for exhibitors who are looking to extend their participation in the event, or to receive branding exposure by aligning their organisation with the event.

Affiliated Sponsorships can also include:

- School Transport Sponsorship
- Exhibitor Lounge Sponsorship
- Advertising & Media Partner Sponsorship

We can also tailor an affiliated sponsorship package to suit your organisation's budget and requirements.



SPONSORSHIP PACKAGES AVAILABLE

STRATEGIC PARTNER

\$12,000 (+ GST)

MAJOR PARTNER

\$6,000 (+ GST)

SUPPORTING PARTNER

\$3,000 (+ GST)

Supporting Partner Sponsorship packages includes:

One Deluxe booth, excluding accessories, or equivalent credit on your exhibition space

Third choice of location and size of exhibition stand.

All acknowledgement and branding as a Supporting Sponsor on all marketing and promotional material 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 maximized exposure through:

- Promotion through appropriate online, print media (the CareersXpo supplements), and email communications;
- Promotion to all High Schools and Colleges for promotion via school, website, social media and newsletter;
- Promotion in the CareersXpo Virtual Expo Hall;
- Promotion of your organisation in the Student Handbook and Student and Visitor Program; and
- Promotion to business and industry, youth inter-agencies, indigenous groups and many more.

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

Organisation name and logo featured in a multimedia presentation throughout the CareersXpo.

Major Partner Sponsorship:

All the benefits of the Supporting Sponsor packages.

Two Deluxe booths, excluding accessories, or equivalent credit on your exhibition space

Second choice of location and size of exhibition stand.

The ability to provide event bags to be handed out to attendees at the main venue entrance. Organisation to provide staffing.

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

All acknowledgement and branding as a Major Sponsor.

Strategic Partner Sponsorship:

All the benefits of the Major Sponsor package.

Three Deluxe booths, including accessories, or equivalent credit on your exhibition space

Ability to negotiate separate conditions that are aligned specifically to your organisation.

First choice of location and size of exhibition stand.

All acknowledgement and branding as a Strategic Sponsor.

TESTIMONIALS

Very busy – great exposure for our program

Was great to speak with other exhibitors about what they had as well, great network opportunities as well.

Having the parents attend was very beneficial – quality over quantity. It was a very well organised event.

Thanks to the team for putting on a great event.

Very well organised and lots of space for booths and exhibitors.

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 2025 Canberra CareersXpo but act soon – Sponsorship's will fill up fast.

SPONSORSHIP PLEDGE

To take up the offer of Sponsorship, please complete your details and choose your package here



KEY DATES

Although you can continue to sign up to a Sponsorship package as late as **13 June 2025**, early confirmation of your sponsorship ensures a higher level of exposure from our marketing campaigns. To guarantee your priority allocation of booth(s), we have instituted the following key dates

Completed Sponsorship pledges
are due by

31 December 2024

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

17 January 2025

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

0437 995 279

or email:

brett@brettcarterevents.com.au