

# CAREERS EXPO

AN INITIATIVE OF BATHURST REGIONAL COUNCIL

## 2025 | Bathurst Careers Expo

Proudly sponsored by Charles Sturt University



SPONSORSHIP  
PROSPECTUS



30 JULY 2025  
CSU GYMNASIUM

# Introduction from the Mayor, Cr Robert Taylor



The Bathurst Careers Expo presents a fantastic platform for employers, employment agencies and interested parties to meet and engage with job seekers and students to discuss employment opportunities in our region.

The Careers Expo has a history of strong community support, with the past few years seeing people travelling from across the state to attend the event. Last year, we had over 850 students and 100 job seekers attend the expo, and we were pleased to have more than 70 exhibitors including educational institutions and businesses in attendance.

Sponsoring the Careers Expo profiles your products and services to thousands of attendees from across the Bathurst Region. I hope that you consider the great opportunities detailed in this prospectus; Council staff are on hand to discuss flexible partnership options with your organisation if required.

I look forward to seeing you at the 2025 Bathurst Careers Expo.

Robert Taylor  
Mayor of Bathurst

# Careers Expo Highlights & Benefits

- **Diverse Exhibitors:** Showcase your organisation alongside reputable educational institutions and businesses.
- **Extensive Reach:** Gain exposure to a broad audience of students, job seekers, and community members.
- **Networking Opportunities:** Engage with potential employees, clients, and partners in a dynamic setting.
- **Community Impact:** Contribute to the growth and development of the region's workforce.
- **Brand Visibility:** Prominent placement of your logo on event materials, signage, and digital platforms.
- **Customised Engagement:** Tailored promotional opportunities to align with your specific goals.
- **Community Recognition:** Highlight your commitment to community development and career advancement



# 2024 Exhibitor Feedback

“Great location and arrangement of stalls to see students interact not just with our stall but with other exhibitors”



“Having so many exhibitors. Hall was full all day”



“It was our first time at this event, and we were really pleased with the outcome. Probably a little bit busier than what we expected - which is a good thing”



# 2024 Bathurst Careers Expo



# Sponsorship Packages

## Major Sponsor (1 only CSU Bathurst)

- The naming rights for the 2025 Expo will be “Bathurst Regional Council’s 2025 Bathurst Careers Expo proudly sponsored by Charles Sturt University”
- Acknowledgement of your 'major' sponsorship in all media releases
- Acknowledgement by MC during official Expo opening
- Company banners on stage
- Prominently displayed exhibition space (multiple stalls available)
- Company signage strategically placed in the Expo venue
- Inclusion of marketing collateral in Expo promotional satchel
- Company logo on the Bathurst Careers Expo website with direct link back to sponsor’s website
- Opportunity to distribute corporate gifts, promotional material and lucky door prizes during Expo
- Opportunity to utilise your Expo sponsorship in your company promotional marketing
- Dedicated media piece for the Expo featuring the premier sponsor
- Logo to appear prominently in promotional advertising including newspaper advertisements, satchel, radio and social media advertising
- Inclusion of brand on Careers Expo promotional eNewsletters to a database of approximately 900 local businesses in the lead up to the event

## **Support Sponsor (3 Available)**

**\$1,500 plus GST**

- Acknowledgement by MC during official Expo opening
- Multiple exhibition spaces (stalls)
- Company signage strategically placed in the Expo venue
- Company logo on the Bathurst Careers Expo website with direct link back to sponsor's website
- Opportunity to utilise your Expo sponsorship in your company promotional marketing
- Logo to appear prominently in promotional advertising including newspaper advertisements, radio and social media advertising
- Inclusion of brand on Careers Expo promotional eNewsletters to a database of approximately 900 local businesses in the lead up to the event
- Inclusion of marketing collateral in Expo promotional satchel

## **Satchel Sponsor (multiple opportunities)**

**\$500 plus GST**

- Inclusion of marketing collateral in Expo promotional satchel
- Company logo on the Bathurst Careers Expo website with direct link back to sponsor's website
- Inclusion of brand on Careers Expo promotional eNewsletters to a database of approximately 900 local businesses in the lead up to the event
- Logo to appear prominently in social media advertising
- Exhibition space (2 x stalls)

**Disclaimer: All efforts will be undertaken to ensure sponsors exclusivity in their industry but this cannot be guaranteed.**

# Sponsorship Benefit Overview

Benefits	Major Sponsor \$6,500 + GST	Support Sponsor \$1,500 + GST	Satchel Sponsor \$500 + GST
The naming rights for the 2025 Expo will be “Bathurst Regional Council’s 2025 Bathurst Careers Expo proudly sponsored by Charles Sturt University”	✓	✗	✗
Acknowledgement of your ‘major’ sponsorship in all media releases	✓	✗	✗
Acknowledgement by MC during official Expo opening	✓	✓	✗
Prominently displayed exhibition space (stall)	✓	✓	✓
Company signage strategically placed in the Expo venue	✓	✓	✗
Inclusion of marketing collateral in Expo satchel	✓	✓	✓
Company logo on the Bathurst Careers Expo webpage with direct link back to sponsor’s website	✓	✓	✓
Opportunity to distribute corporate gifts, promotional material and lucky door prizes during Expo	✓	✗	✗
Opportunity to utilise your Expo sponsorship in your company promotional marketing	✓	✓	✗
Dedicated media piece for the expo featuring the premier sponsor	✓	✗	✗
Logo to appear prominently in promotional advertising including newspaper advertisements, radio and social media advertising	✓	✓	✗
Inclusion of brand on Careers Expo promotional eNewsletters to a database of approximately 900 local businesses in the lead up to the event	✓	✓	✓



# Sponsorship Application Form

To confirm your sponsorship of the 2025 Bathurst Careers Expo and take advantage of the benefits outlined in the Sponsorship Prospectus, complete the form below and email to [dymity.wheatley@bathurst.nsw.gov.au](mailto:dymity.wheatley@bathurst.nsw.gov.au)

**ORGANISATION**.....

**CONTACT PERSON**.....

**JOB TITLE**.....

**ADDRESS**.....

.....

**PHONE**.....**MOBILE**.....

**EMAIL** .....**WEBSITE**.....

**LEVEL OF SPONSORSHIP** .....**SPONSORSHIP AMOUNT \$**.....

## Terms and Conditions

- A completed and signed Sponsorship Application Form (this form) must be submitted to apply for sponsorship.
- A signed agreement and a tax invoice will be forwarded upon receipt of this form.
- The sponsorship will not be deemed confirmed until full payment has been made.
- Placement and size of logos included in the Expo material will be at the discretion of the Expo Committee and will reflect the level of support given by your organisation.
- All exhibiting sponsors in the trade display area must carry and provide evidence of current Public Liability Insurance cover for a minimum of \$20 million.

I agree and understand the terms and conditions as described.

**NAME** .....

**SIGNATURE** .....

**DATE** .....

# Sponsorship Terms & Conditions

With effect from the date on which Bathurst Regional Council (ACN 173 522 302) provides written confirmation of acceptance of the sponsorship application of the entity or person named on the sponsorship registration form ("the Registration Form") which incorporates these terms and conditions and in consideration of the sponsorship fee specified in the Registration Form ("the Sponsorship Fee"), Bathurst Regional Council grants to such entity or person named in the Registration Form ("the Sponsor") the benefits of sponsorship in respect of the event set out in the 2025 Bathurst Careers Expo Sponsorship Prospectus ("Sponsorship Prospectus"), subject to the following terms and conditions ("the Sponsorship Terms"), which read with the Registration Form and written acceptance of the sponsorship application, form the "Sponsorship Agreement":

1. Bathurst Regional Council will advise each entity or person who submits a sponsorship application as part of their Registration Form for consideration as soon as practicable whether their sponsorship application has been accepted and, if so, which sponsorship package they will be providing.
2. Payment of the Sponsorship Fee must be made by or on behalf of the Sponsor by the date specified in the Registration Confirmation letter from Bathurst Regional Council or, if no date is specified, in accordance with the payment terms specified in any invoice issued by Bathurst Regional Council with respect to participation at the Sponsorship Event ("the Final Date for Payment").
3. Should Bathurst Regional Council not receive payment of the full Sponsorship Fee by the Final Date for Payment, Bathurst Regional Council shall have the right to immediately terminate the Sponsorship Agreement by providing written notice of such termination to the Sponsor, thereby cancelling the Sponsor's Sponsorship Rights conferred on Bathurst Regional Council under the Sponsorship Agreement or by law.
4. The following shall apply with respect to cancellations:
  - 4.1. In the event that Bathurst Regional Council cancels the Sponsorship Event, Bathurst Regional Council agrees to refund any payment(s) made to Bathurst Regional Council (including the Sponsorship Fee) by the Sponsor.
  - 4.2. In the event that the Sponsor cancels their sponsorship within four (4) weeks of the Expo, the Sponsor may be subject to a reasonable cancellation fee or any Sponsorship Fee paid (whether paid in part or in full) shall be non-refundable (at Bathurst Regional Council's sole election). Upon cancellation for any reason these Sponsorship Terms will be at an end and the Sponsor and Bathurst Regional Council will be released and releases and discharges the other from further performance under these Sponsorship Terms. For the avoidance of doubt, the rights and obligations of the parties accrued prior to cancellation continue to apply.
5. To the maximum extent permitted by law, Bathurst Regional Council may in its sole and absolute discretion postpone or amend a Sponsorship Event, provided that it shall notify the Sponsor of any such postponement or amendment, and in the event of any postponement or amendment of a Sponsorship Event to a date on which the Sponsor cannot attend, Bathurst Regional Council shall refund to the Sponsor any Sponsorship Fee paid in respect of the Sponsorship Event and Bathurst Regional Council will not be liable for any other direct or indirect damages, cost, expense, loss, liability or loss of enjoyment arising in any way out of any postponement or amendment of a Sponsorship Event.
6. The Sponsor shall be entitled to the Sponsorship Package benefits only and nothing in the Sponsorship Terms or the Events Terms (as defined below) shall be construed as granting any other rights or benefits to the Sponsor whatsoever.
7. Notwithstanding anything else contained in these Sponsorship Terms the grant and exercise of Sponsorship Package is still subject to Bathurst Regional Council's prior approval of the Sponsor's advertising and promotional content or material to be used in accordance with the Sponsorship Package, including, without limitation, any content or materials of a third party ("Sponsor Content"). Bathurst Regional Council reserves the right to withhold approval of and refuse permission to display Sponsor Content on any basis whatsoever and shall not be held liable for any loss, claim, demand, obligation, expense, cost or damage the Sponsor may expend, suffer or incur by reason of or in any way consequent upon, arising out of or incidental to, Bathurst Regional Council's decision to withhold approval of the Sponsor Content.
8. The Sponsor shall be solely responsible and liable for all and any Sponsor Content and/or materials used in exercise of the Sponsorship Package including, without limitation, any content and/or materials of a third party.
9. Bathurst Regional Council shall not be liable for any loss, damage, action, demand, expense, claim or obligation which the Sponsor has or may expend, suffer or incur pursuant to or arising from exercising the Sponsorship Package or participating as a sponsor at the Sponsorship Event, provided that the exclusion of liability contained herein shall not be applicable in the case of loss, damage, action, demand, expense, claim or obligation expended, suffered or incurred as a result of any gross negligence on the part of Bathurst Regional Council.
10. The Sponsor warrants that all Sponsor Content published, displayed, broadcast, advertised, exhibited or otherwise promoted by the Sponsor pursuant to the Sponsorship Rights:
  - 10.1. Is truthful and accurate and complies in all respects with all applicable legislation (including the provisions of the Competition and Consumer Act 2010 ("CCA"), to the extent that it is applicable), regulations, rules and standards (including, but not limited to, decency, privacy and intellectual property rights); and
  - 10.2. Complies with these Sponsorship Terms.
11. No part of an exhibit and signage or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that marks or defaces the premises (or any equipment and furnishings on the premises) where the Sponsorship Event is located. Damage and loss that arises from failure to observe this clause is payable by the Sponsor.
12. The Sponsor undertakes that it shall comply in all respects with all applicable legislation (including the provisions of the CCA, to the extent that it is applicable), regulations, rules and standards which may at any given time regulate, and be applicable to, its conduct and behaviour in the course of exercising the Sponsorship Package.
13. In exercising the Sponsorship Package, the Sponsor shall not do anything or become involved in any situation which, in the reasonable opinion of Bathurst Regional Council, brings Bathurst Regional Council into public disrepute, contempt, scandal or ridicule, offends public opinion or reflects unfavourably upon Bathurst Regional Council's reputation (as to do so would breach these Sponsorship Terms) and Bathurst Regional Council will be the sole arbiter in this regard.
14. Bathurst Regional Council reserves the right to immediately cancel, refuse and withdraw from the Sponsor the Sponsorship Package, without notice, where the Sponsor is in breach of the Sponsorship Agreement. If the Sponsorship Packages are withdrawn then the Sponsor shall immediately withdraw from publication, display, broadcast, advertisement, exhibition or otherwise all Sponsor Content promoted by the Sponsor pursuant to the Sponsorship Package. If the Sponsor is in breach of the Sponsorship Agreement and Bathurst Regional Council withdraws from the Sponsor the Sponsorship Package, any price paid to Bathurst Regional Council for the Sponsorship Rights by the Sponsor (including the Sponsorship Fee) will be non-refundable.
15. Bathurst Regional Council may plead these Sponsorship Terms in bar to any claim, action, proceeding or suit brought by the Sponsor against Bathurst Regional Council for any matter, circumstance or thing arising out of, concerning or in any way relating to the Sponsorship Event.
16. This Sponsorship Agreement shall be governed by the laws of the State of New South Wales and the Sponsor agrees to submit to the exclusive jurisdiction of the courts thereof.
17. No warranties, representations, guarantees or other terms and conditions of any nature not contained or recorded in the Sponsorship Agreement are of any force or effect.