



An opportunity to meet Canberra's top university students and receive maximum publicity for your organisation by becoming a major sponsor at Tertiary to Work 2020

## ***Sponsorship Proposal***

*Hosted by*

**Australian Catholic University  
Australian National University  
University of Canberra**

### **Introduction**

Tertiary to Work is one of the biggest careers and employment expos in the Australian tertiary careers fair calendar. This event links local, national and international business and government organisations with tertiary students from three major ACT tertiary institutions.

The organising committee is currently seeking expressions of interest for sponsorship for the event. By becoming a sponsor, your organisation will gain maximum exposure within the tertiary student recruitment market. This event has been attended by thousands of students and graduates since its creation in 2000.

### **Event Summary**

This year Tertiary to Work will be held on **Thursday 12 March 2020** at the National Convention Centre Canberra. Its goal is to provide students and recent graduates access to a diverse range of employment and professional experience opportunities.

Tertiary to Work 2019 was very successful. Over 65 organisations representing the public, private and not-for-profit sectors exhibited at the event and students from a wide variety of disciplines from the three major tertiary institutions attended.

## **TERTIARY TO WORK 2020 SPONSORSHIP PROPOSAL**

### **Benefits for Major Sponsors**

- Access to 'the Leader's Lounge' (see below) featuring final year students with strong graduate profiles to be selected in consultation with sponsors. This is an opportunity for you to meet a select group of promising candidates in a closed setting before the start of the Careers Fair (9.30am – 11am).
- Prominent, preferential double booth allocation to attract all major traffic – also includes logo on booth fascia (single booth optional)
- Sponsor profile on digital media, including the TTW website with a 200 word company profile (submission to be approved by the TTW committee)  
<https://www.tertiarytowork.com.au/>
- Ability to upload a document of the sponsor's choice, subject to TTW committee approval on the TTW website
- Digital banner ads to be featured throughout the conference
- Logo on entrance pillars at the event
- Opportunity to send one promotional message to registered students in the week before the event
- Opportunity to send one promotional message to registered students in the week after the event. This will include students who register on the day
- Logo on event promotional poster
- Logo on student promotional flyer
- Logo on promotional banners at the conference
- Logo on promotional social media
- Hyperlinked logo on event website
- Recognition on all promotional material including the website and on-campus advertisements
- Catering for up to 6 staff provided

**Major sponsorship requires an investment of \$3300.00 (incl. GST)**

## Leader's Lounge

The Leader's Lounge is an opportunity for you to engage with students in a small group setting. It aims to give students a chance to highlight their skills through practical activities and get a 'real' feel for your organisation. It's not a formal process, but a learning experience, where students have a chance to gain professional development and network with your recruitment of leadership teams.

In 2019, we brought 24 students together with 4 major sponsors for a small group setting. Of the student's surveyed, all of them would recommend the experience to their peers. "I really enjoyed the experience and got a lot out of meeting with employers in a setting that was more structured than the fair, but more casual than an assessment centre" ... "it was fantastic to be able to talk to the firms face-to-face in a bit more of a private setting than what was happening downstairs on the main floor of the fair." (Leader's Lounge student attendees).

Leader's Lounge includes:

- The Tertiary to Work committee will consult with sponsors regarding the student profile they want to target
- The Tertiary to Work committee will select final year students from each university (ANU, UC and ACU), requesting a 1-page expression of interest and resume. It is made clear to applicants that this is an opportunity to network with sponsors and not a job opportunity.
- Shortlisted candidates' will be forwarded to sponsors, and sponsors are asked to nominate those candidates that they would like to meet at the Leader's Lounge
- The Tertiary to Work committee will provide successful candidates with materials and training to prepare them for the event. It is anticipated that there will be 24 candidates present on the day.
- The Leader's Lounge will include:
  - a facilitated discussion between sponsors and successful candidates;
  - a short case study activity (provided by the TTW Committee)
- A detailed run sheet of activities will be provided closer to the date of the Leader's Lounge, and will also be available on the day
- Sponsors are asked to nominate the number of representatives that will attend the Leader's Lounge for catering purposes

The Leader's Lounge will take place in a closed setting before the start of the Careers Fair (9.30am – 11am).

### **Publicity and Media Support**

Major sponsors are given maximum exposure with presentation of their logo on the TTW posters, flyers, as well as an advertisement and logos on the TTW website.

### **Other Sponsorship Opportunities**

In addition to the above level of sponsorship, there may also be opportunities for you to participate by providing assistance with the cost of catering and publicity. The organising committee would be happy to discuss further options or ideas with you.

### **The Next Step**

Please contact **Rachel Howard at ANU Careers on 02 6125 6968** or **Greg Vickers at Conference Solutions on 02 6285 3000** to discuss any sponsorship arrangements.

**Final date to express your interest in becoming a sponsor is COB Friday 14 December 2019**