



# **SPONSORSHIP PROSPECTUS**

Thursday 6th May 2027  
Shepparton Showgrounds

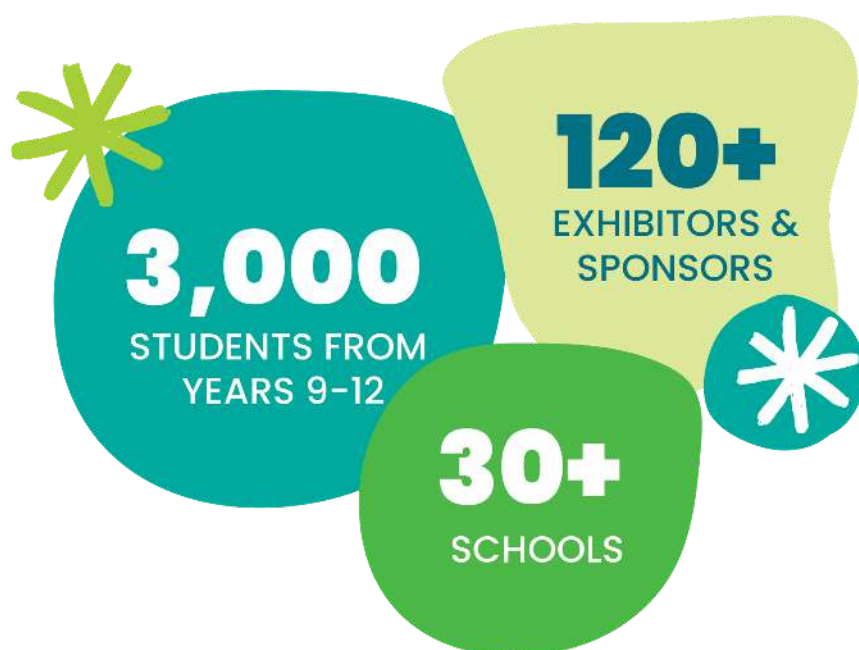
**INSPIRING STUDENTS.  
CONNECTING FUTURES.**

# ABOUT THE EVENT

Careers Day Out (CDO) connects students with employers, training providers and emerging industries through a highly interactive, hands-on expo. Each year, over 3,000 students in Years 9-11 attend to explore pathways, try real-life activities, and meet the people behind their careers.

As a sponsor, you'll help bring meaningful activations to life and open doors to work experience and employment pathways.

Your brand will be seen by thousands of local students, educators, media and industry and be associated with a positive, future-focused community event.



# WHY SPONSOR?

The event is a bridge – turning conversations into opportunities, and opportunities into futures.

Build your future talent pipeline by engaging directly with 3,000+ students in Years 9–11.

Showcase your industry through hands-on activations that spark interest and confidence.

Strengthen regional workforce pathways (work experience, traineeships, graduate roles).

Elevate your brand with prominent onsite, digital and print visibility before, during and after the event.

Be part of a community event with statewide impact that transforms student ambition into action.



## KEY INFORMATION

**Event Date:** Thursday 6<sup>th</sup> May 2027

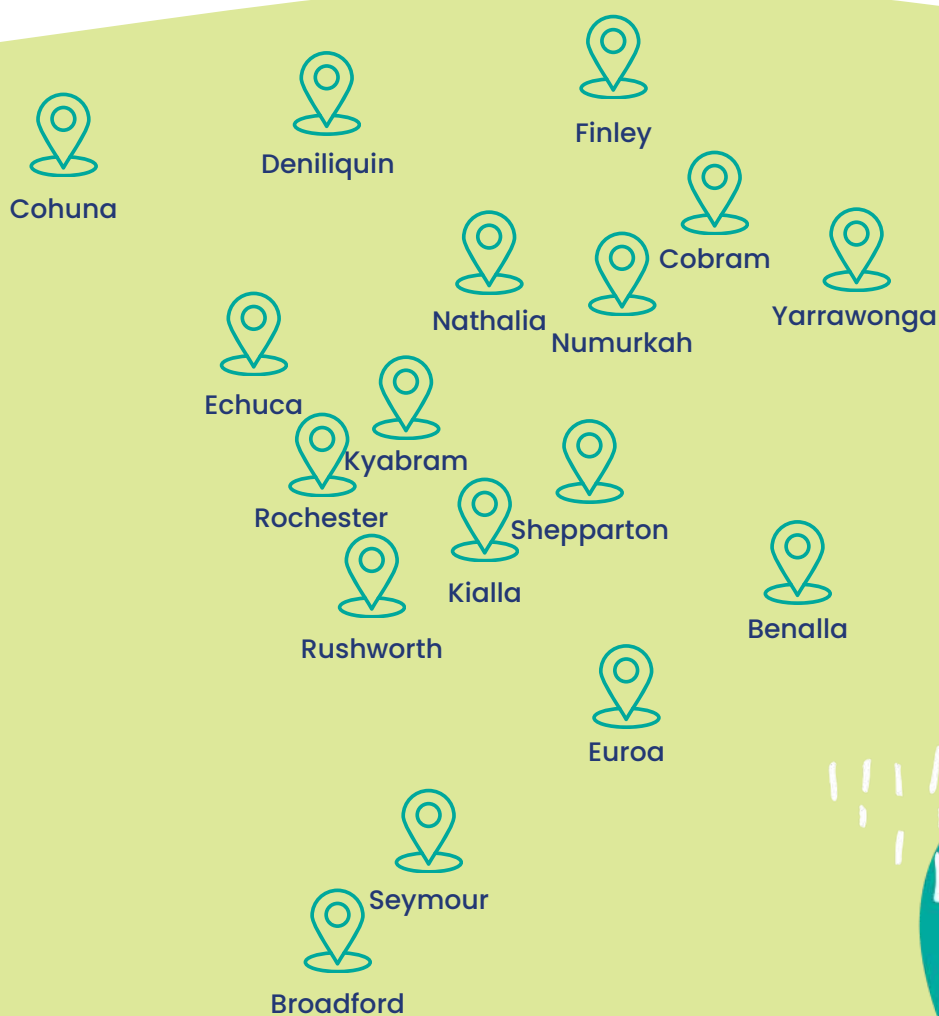
**Event Times:** 9:00am – 3:00pm

**Location:** Multipurpose Pavilion,  
Shepparton Showgrounds



# AUDIENCE & REACH

- **Students:** 3,000+ (Years 9–11) from Shepparton, Benalla, Wangaratta, Echuca, Kyabram, Cobram and beyond.
- **Exhibitors & Training Providers:** 120+ businesses, TAFE/universities, apprenticeship centres and community services.
- **Educators:** Career practitioners, VCE/VCE VM coordinators and school leadership.
- **Community & Partners:** Local councils, youth support services and industry networks.



# SPONSORSHIP LEVELS

Custom partnerships can be tailored to align with your goals and activations. Contact our events team to discuss further.

## **GOLD SPONSOR** **\$5,000 +GST**

- Prominent logo placement across event signage, website and digital comms.
- Onsite acknowledgements (3) throughout the day broadcasted via ONE FM
- Priority booth location within sector zone.
- Up to 6m x 6m site with power and furniture provided.
- Social media spotlight post (pre or post event).
- Up to 4 exhibitor passes; invite to networking lunch.

## **SILVER SPONSOR** **\$3,000 +GST**

- Logo placement across event signage, website and digital comms.
- Onsite acknowledgements (2) throughout the day broadcasted by ONE FM.
- Standard booth location within sector zone.
- Up to 3m x 6m site with power and furniture provided.
- Up to 2 exhibitor passes; invite to networking lunch.

## **BRONZE SPONSOR** **\$1,000 +GST**

- Logo placement across event signage, website and digital comms.
- Onsite acknowledgements (1) throughout the day broadcasted by ONE FM.
- Standard booth location within sector zone.
- Up to 3m x 6m site with power and furniture provided.
- Up to 2 exhibitor passes; invite to networking lunch.



## **SPONSORSHIP DELIVERABLES:**

- Logo placement (tiered by level) across website, site plan, signage and wayfinding.
- Digital assets for your channels (badges, tiles, suggested posts).
- Onsite acknowledgements throughout the day broadcasted via ONE FM.
- Reporting: post-event summary including attendance, engagement highlights and activation metrics (where applicable).

To become a sponsor contact us:

[gmlen@gmlen.com.au](mailto:gmlen@gmlen.com.au)

0413 438 289

[www.careersdayout.com.au](http://www.careersdayout.com.au)







## CONTACT

Careers Day Out Team

[gmlen@gmlen.com.au](mailto:gmlen@gmlen.com.au)

[www.careersdayout.com.au](http://www.careersdayout.com.au)

Follow us: Facebook | Instagram