Wellbeing Expo

“Our aim is to have employee and student health and wellbeing understood, valued and actively supported at all levels of our organisation”

Sponsorship Proposal

Proudly sponsored by G & C Mutual Bank
Charles Sturt University recognises the value of promoting wellness and wellbeing within the workplace, and the added benefits to the individual and their families of taking a proactive approach to improve their health outcomes. Investing in our employees’ health and wellbeing is also essential for ongoing business success.

This year’s Expo will be held in six locations:

- Goulburn campus  ⬤  12 March 2015
- Albury/ Wodonga campus  ⬤  16 March 2015
- Wagga Wagga Campus  ⬤  18 & 19 March 2015
- Dubbo Campus  ⬤  23 March 2015
- Orange Campus  ⬤  24 March 2015
- Bathurst Campus  ⬤  25 & 26 March 2015

**Expo Objectives**

- To have employee and student health and wellbeing understood, valued and actively supported at all levels of our organisation
- Provide an environment for the holistic development of all employees and students
- Assist staff and students to enhance the quality of their life through the provision of targeted wellness and wellbeing programs

**Target Audience & Statistics**

<table>
<thead>
<tr>
<th>Campus</th>
<th>Staff</th>
<th>Students</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bathurst</td>
<td>1,354</td>
<td>3,082</td>
<td>4,436</td>
</tr>
<tr>
<td>Orange</td>
<td>259</td>
<td>600</td>
<td>859</td>
</tr>
<tr>
<td>Dubbo</td>
<td>104</td>
<td>288</td>
<td>392</td>
</tr>
<tr>
<td>Wagga Wagga</td>
<td>1,760</td>
<td>3,628</td>
<td>5,388</td>
</tr>
<tr>
<td>Albury/ Wodonga</td>
<td>707</td>
<td>1,786</td>
<td>2,493</td>
</tr>
<tr>
<td>Goulburn</td>
<td>150</td>
<td>274</td>
<td>424</td>
</tr>
<tr>
<td><strong>Distance Ed Students (online)</strong></td>
<td></td>
<td>22,541</td>
<td>22,541</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>4,334</td>
<td>32,199</td>
<td>36,533</td>
</tr>
</tbody>
</table>

The Expo will be targeting all staff and students of Charles Sturt University across the six main campuses. Outlined below are CSU’s demographics on the major campuses. For other campuses and Distance Education students, a website has been developed to share information.
Your participation and support in the 2015 HealthyU@ CSU - Wellness and Wellbeing Expo will provide CSU staff and students with the necessary skills, tools and knowledge to improve their physical, psychological, financial and spiritual health and wellbeing. You will also have the added opportunity to showcase your business to a large regional audience.

Testimonials – 2014 Wellness & Wellbeing Expo

The 2014 Wellness and Wellbeing Expo had overwhelming positive feedback from both staff and exhibition organisations who attended the Expo.

“Really enjoyed bigger and better expo than last year”

CSU Employee

***

“Getting better every year! Great variety of exhibitors, keep up the great work”

BUPA

***

“Great concept, well organised, well promoted and great networking opportunity”

Western Medicare Local

***

“Great mix of exhibitors – really enjoyed! Where else can you go to get a hearing test, blood pressure test and lots of freebies? Great idea, well executed”

CSU Employee

***
Vice-Chancellor Professor Andrew Vann with the 2014 Wellness and Wellbeing Team
Gold Sponsorship Package $8,500.00 + GST - SOLD

In return for your sponsorship you will receive the following benefits

✓ The naming rights for the 2015 Expo will be “CSU’s 2015 Wellness and Wellbeing Expo proudly sponsored by <your name here>”

✓ Corporate Logo placed on the expo and Wellness & Wellbeing website (linked to your own website)

✓ The opportunity to advertise any promotions on the expo and Wellness & Wellbeing website

✓ Corporate Logo placed on all expo advertisement materials

✓ Corporate Logo placed on all expo staff dress attire during the expo *additional cost to sponsor

✓ Acknowledgement of your ‘major’ sponsorship in all media releases

✓ The opportunity to place any promotional material in the Wellness & Wellbeing expo bags (sponsor to supply materials)

✓ The opportunity to promote your business at all the expo venues with an exhibition stand

✓ The opportunity to run an information session/s at the expo either in breakout sessions or exhibition space

✓ The opportunity to provide promotional material with lucky door prizes

✓ A banner (supplied by your organisation of any size) to be placed in a prominent position at each expo venue

✓ You will receive a official certificate of appreciation framed
Silver Sponsorship Package

Silver Sponsorship Package $5,000.00 + GST

*In return for your sponsorship you will receive the following benefits*

- Corporate Logo placed on the expo and Wellness & Wellbeing website (linked to your own website)
- The opportunity to advertise any promotions on the expo and Wellness & Wellbeing website
- Corporate Logo placed on all expo advertisement materials
- Acknowledgement of your sponsorship in all media releases
- The opportunity to place any promotional material in the Wellness & Wellbeing expo bags (sponsor to supply materials)
- The opportunity to promote your business at all the expo venues with an exhibition stand
- The opportunity to run an information session/s at the expo
- The opportunity to place promotional material with lucky door prizes
- You will receive an official certificate of appreciation framed

Bronze Sponsorship Package

Bronze Sponsorship Package $3,000.00 + GST

*In return for your investment you will receive the following benefits*

- Corporate Logo placed on expo and Wellness & Wellbeing website (linked to your own website)
- Corporate Logo placed on all expo advertisement materials
- Acknowledgement of your sponsorship in all media releases
- The opportunity to promote your business at all the expo venues with an exhibition stand
- The opportunity to run an information session/s at the expo
- You will receive an official certificate of appreciation framed
## Sponsorship Benefit Overview

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Gold Sponsor + GST</th>
<th>Silver Sponsor $5,000.00 + GST</th>
<th>Bronze Sponsor $3,000.00 + GST</th>
</tr>
</thead>
<tbody>
<tr>
<td>The naming rights for the 2015 Expo will be “CSU’s 2015 Wellness and Wellbeing Expo proudly sponsored by &lt;your name here&gt;”</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Corporate Logo placed on expo and Wellness &amp; Wellbeing website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>The opportunity to advertise any promotions on the expo and Wellness &amp; Wellbeing website</td>
<td>✓</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Corporate Logo placed on all expo advertisement materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Corporate Logo placed on all expo staff dress attire during the expo (supplied by sponsor) (Sponsor attire cost additional)</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Acknowledgement of your ‘major’ sponsorship in all media releases</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Acknowledgement of your sponsorship in all media releases</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>The opportunity to place any promotional material in the Wellness &amp; Wellbeing expo bags (sponsor to supply materials)</td>
<td>✓</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>The opportunity to promote your business at all the expo venues with an exhibition stand</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>The opportunity to run an information session/s at the expo venues</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>The opportunity to provide promotional material with lucky door prizes</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>The opportunity to place a banner (supplied by your organisation of any size) to be placed in a prominent position at each expo venue</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Receive a certificate of appreciation framed</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Disclaimer:** All efforts will be undertaken to ensure sponsors exclusivity in their industry but this cannot be guaranteed.
Thank you for taking the time to view our sponsorship package. Charles Sturt University is dedicated to marketing their sponsors to ensure optimal benefits for both parties. CSU will assist in activating your sponsorship in an innovative and creative way. All packages can be tailored to your specific needs.

We look forward to forming a partnership with you. Please contact us if you want to know how you can become involved and what we can do for you.

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